Outreach Workshop
Our Project
Project Overview

A new digital scholarly publishing initiative from the University of Illinois

- Partnership between
  - University Library
  - Graduate School of Library and Information Science
  - Illinois Program for Research in the Humanities
  - Department of African American Studies

- Funded by Andrew W. Mellon Foundation
- $1M over four years (2015-2019)
Objectives

- Build capacity for participation in innovative publishing initiatives
- Conduct research and assessment of how emerging technologies align with the expressed needs of participating scholars
- Create a new model for the conceptual development of scholarly communication
Working Groups

- Publications and Workflows
- Research and Evaluation
- Outreach and Education
Research

Understanding Scholars’ Needs in a Contemporary Publishing Environment

Research Goals

Understanding...
1. Current publishing practice
2. How scholars consume research results and publications
3. Scholars’ personal, professional, and community objectives for publishing
4. Scholars’ perceptions of and requirements for publishing tools and platforms
5. Scholars’ perceptions of and requirements for publishing services and support

Research Methods

- Interviews
- Focus Groups
- Surveys

Want to participate? Let us know!
A view of the publication process from the scholar’s perspective

- Conceptualization
- Incubation, Consultation, Assessment
- Multimedia Platform
- eBook
- Exhibition
- PWW Publication
- Press Publication
Pilot Publications

Initial Consultation ➔ Development ➔ Production ➔ Publication
Scope
Outreach Activities

- Introductory Webinars
- Incubation Workshops
- Individual Consultations
We provide scaffolding and infrastructure...

- Ongoing consultations on digital publications
- Hosted tools and platforms maintained through the University of Illinois
- A selection of templates for use in content development
- Affiliation with the PWW Global Midwest or African American Studies Series
- Publishing workflow with connections to University Presses
...to help you engage in digital publishing.

- **Content creation** (e.g., developing or gathering text, images, multi-media or other resources that you intend to include in your publication)

- **Content management** (e.g., loading content into the tool or platform of your choice, developing metadata as needed, establishing relationships between digital objects)

- **Design and presentation** (e.g., determining layout of content and augmenting provided templates with any additional design features)
Connections to HWW
Objectives of the Global Midwest Initiative

“... reveal and rethink the Midwest as a major force in this century’s global economy and culture for scholars, policy-makers, government officials, social scientists, and an enlightened public and to demonstrate how the “applied humanities,” through collaborations of artists, scholars in the humanities, and scientists (both social and natural), can contribute to the work on grand intellectual challenges.”
Global Midwest Awardees

- Hmong Memory at the Crossroads
- A History of World Music Recording
- Aggregating Great Lakes Environmental History
- Humanities Collaboration and Research Practices
- The Great Lakes and the Global Midwest
- The Midwaste
- Perform Midwest
- African Immigration and the Production of the Global Midwest
- Muslims in the Midwest
- The Midwest Heritage Language Network
- There There
- Growing Up Hmong at the Crossroads
- BlackLivesMatter
- ¡Latinoamérica Presente!
- Collaborative Innovation and the Global Midwest
- Fields Hands Plows Shares
- A Comparative Study of the Great Lakes and the Jordan Valley
- Insurgent Midwest
- Detroit in China
- The New Ethics of Food
- Performing History
Your Objectives

Personal and Professional
A time of proliferation of publishing choices

- Medium/Media
- Method
- Partners

... Because digital, because network, because business and service response
Your goals will inform your choices, so . . .

Be clear on your goals:

- Visibility, increased reach - geographic and audience
- Impact on discipline/field
- Promotion and tenure, or at least a respectable line on the CV
- Exploiting alternatives to linear, textual narrative
- Being done with it, get it “out there” quickly
- Making an intervention in the political economy of scholarly communication
- An opportunity for professional editing
- Making enough money to get a new car
- Impressing Mom
As you consider your options:

*Understand and assign value to the components of publishing.*

*Ask yourself: What needs to be done? Who will do it? At what cost?*

- Selection, review, acquisition
- Editorial and intellectual development
- Production (layout, proofreading, copyediting, etc)
- Promoting/Marketing
- Distribution – to the community, to the marketplace
- Rights assignment and management
- Assessment: How will the value of your publication be measured?
## Matching your goals to our tools

<table>
<thead>
<tr>
<th>Learning Curve</th>
<th>Wordpress</th>
<th>Pressbooks</th>
<th>OMP</th>
<th>OJS</th>
<th>Omeka</th>
<th>Scalar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary content</td>
<td>Low-medium</td>
<td>Low-medium</td>
<td>Medium</td>
<td>Medium</td>
<td>Medium-high</td>
<td>Medium-high</td>
</tr>
<tr>
<td>Strengths</td>
<td>Blogs and basic websites; variety of pre-designed templates and plug-ins</td>
<td>Monographs and long form manuscripts; based on Wordpress</td>
<td>Managing manuscripts; open source with strong user community</td>
<td>Hosting scholarly journals; strong user community; widely indexed</td>
<td>Online exhibitions that are best suited for text and images</td>
<td>Media-heavy projects with video and audio as well as text</td>
</tr>
<tr>
<td>Drawbacks</td>
<td>Templates formatted primarily for blog-like presentation; limited number of typefaces; can only incorporate limited media</td>
<td>Limited options for book and site design; administrative interface can be complex</td>
<td>Limited options for site design; administrative interface can be complex</td>
<td>Limited options for site design; administrative interface can be complex</td>
<td>Relatively rigid structure, preservation challenges, limited site design without advanced web design skills</td>
<td>Requires advanced web design to customize noticeably; portability and preservation issues</td>
</tr>
<tr>
<td>Learn more</td>
<td>wordpress.org</td>
<td>pressbooks.com</td>
<td>pkp.sfu.ca/omp</td>
<td>pkp.sfu.ca/ojs</td>
<td>omeka.org</td>
<td>scalar.usc.edu</td>
</tr>
</tbody>
</table>
Your Objectives

Audience and Community
Open-access scholarship has the potential to reach a broad spectrum of potentially interested publics. We in the humanities often resist opening our work to these publics, however, fearing the consequences of such openness.

Increasing the discoverability of scholarly work on the web, making it available to a broader readership, is a good thing, not just for the individual scholar but for the entirety of the field in which he or she works.

Kathleen Fitzpatrick (2013)
Why Consider Audience Engagement?

Purpose for engagement

Influence of technology on engagement
Audience Engagement: Who & Why?

Audiences
- Academics
- Administration
- Students
- General Population

Reason for Engagement
- Evaluate contribution
- Obtain new knowledge
Colleagues

Benefits to colleagues

- Reduce impact of shrinking funds
- Provide access to larger audiences
- Increase affordances for scholarly communication through graphics, media, and linked objects

Audiences

- Academics
- Administration
- Students
- General Population

Reason for Engagement

- Evaluate Contribution
- Obtain New Knowledge
T&P Committees

Types of T&P audiences
- Traditional
- Contemporary
- Innovative

Audiences
- Academics
- Administration
- Students
- General Population

Reason for Engagement
- Evaluate Contribution
- Obtain New Knowledge
Students

Benefits to students
- Exposure to new kinds of pedagogical resources
- Reduced cost for required readings

Audiences
- Academics
- Administration
- Students
- General Population

Reason for Engagement
- Evaluate Contribution
- Obtain New Knowledge
General Population

Other types of audiences:
- K-12 students
- Informed general reader
- Community groups
- Professional groups
- Advocacy groups

Audiences
- Academics
- Administration
- Students
- General Population

Reason for Engagement
- Evaluate Contribution
- Obtain New Knowledge
Measuring impact

Who’s saying what about your published work?

Knowing who’s talking about your research and what they’re saying is crucial in today’s increasingly online world. Ensuring your work is being accurately represented and interpreted, as well as getting to the right people at the right time, all plays an important factor in its broader impact.

Leverage tools like Altmetrics to track and evaluate how your audience is engaging with your work.
Introduction to Digital Publishing Tools
Plan Your Publication

- What are the primary goals of my digital publication?
- How will my digital publication be organized?
- What will I do with my digital content in this publication?
- Who do I want to reach with this digital publication?
- How do I want my audiences to interact with my publication?
Out of Box:

- Research project:  
  http://blackquotidian.com/anvc/black-quotidian/index

- Journal issue of *American Literature*:  
  http://scalar.usc.edu/showcase/new-media-and-american-literature/

Advanced Customization:


Freedom’s Ring project: http://freedoms-ring.org/
Structure of a Scalar book

http://scalar.usc.edu/.scalar/
Why Scalar?

Benefits

- Multi-media content displayed well
- Flexible, non-linear structure
- Connected to multiple digital archives
- Can annotate media objects
- Community of users

Drawbacks

- Primarily cloud-based
- Administrative dashboard is not intuitive
- Visual customization requires extensive web design knowledge
- Preservation and portability is a challenge
Potential Models

Bracero Archive: http://braceroarchive.org/

9/11 Memorial Archive: http://www.ils652.org/omeka/

Advanced Customization

Cornish Memory: http://cornishmemory.com/

Battersea Arts Centre Archive: http://www.bacarchive.org.uk/
Structure of an Omeka Site

Omeka Website

Exhibit 1
Pages
Items

Exhibit 2
Pages
Items

Try the web-based version at http://www.omeka.net
## Why Omeka?

### Benefits
- Structured platform for digital exhibitions
- Easy interface to use
- Many plug-ins to extend functionality
- Widely supported
- Strong community of users

### Drawbacks
- Relatively rigid site structure
- Limited site design options - Customization only possible with advanced web design skills
- Preservation and portability are a challenge
PWW WordPress Prototype

Simple Book Publishing

Publishing Without Walls is a Mellon-funded project for digital publishing of digital humanities scholarship.

Claude Monet: The Water-Lilies and other writings on art

Georges Clemenceau
translated by Bruce Michelon
PressBooks: How It Works

- Wordpress-based administrative modules
- Create hierarchical series of entries for chapters and sub-sections
<table>
<thead>
<tr>
<th>Benefits</th>
<th>Drawbacks</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Easy administrative interface – based on Wordpress</td>
<td>▪ Limited number of templates</td>
</tr>
<tr>
<td>▪ Quickly create a professionally typeset book</td>
<td>▪ Can only incorporate limited types of media</td>
</tr>
<tr>
<td>▪ Can export your book in the major formats</td>
<td></td>
</tr>
<tr>
<td>▪ Strong preservation and portability</td>
<td></td>
</tr>
</tbody>
</table>
Open Journal Systems

System for creating and editing your open access journal
OJS Community of Users

OJS Map

Location of journals using Open Journal Systems

2014

East Asia & Pacific: 1682
Europe & Central Asia: 2058
Latin America & Caribbean: 2865
Middle East & North Africa: 145
North America: 1517
South Asia: 170
Sub-Saharan Africa: 166
Total: 8601

Notes: This map shows the journals using Open Journal Systems (OJS) available online sometime in the last 30 days. Each year ONLY shows journals with content published in that year. The numbers do not represent the rate of adoption of OJS (many journals only upload back issues without publishing ANY current content, stop a year, or go offline).
Why OJS?

Benefits

- Free system for publishing an open access journal
- Built in editorial workflow system
- Large community of users
- Well indexed

Drawbacks

- Limited options for site design
- Administrative interface can be complex
The administrative system you will use for submitting your manuscripts to PWW
What’s next?
Next Steps

YOU ARE HERE

Introductory Webinars

Incubation Workshops

Individual Consultations
Incubation

Writer’s Workshop

Makerspace

= Incubation Workshop

Introductory Webinars

Incubation Workshops

Individual Consultations
Have an idea for a digital publication?

Have a project in the works?

Have a question about specific platforms, rights and permissions, or content specifications?

We’re happy to schedule one-on-one consultations at **any time** with members of the Outreach Group and the Publications Group.
Contact

Megan Senseney
Senior Project Coordinator
Graduate School of Library and Information Science
mfsense2@illinois.edu

Maria Bonn
Senior Lecturer
Graduate School of Library and Information Science
mbonn@illinois.edu

Aaron McCollough
Head of Scholarly Communication and Publishing
University Library
amccollo@illinois.edu

Harriett Green
English and Digital Humanities Librarian
University Library
green19@illinois.edu
PWW Team

- John P. Wilkin (PI)
- Ronald W. Bailey (Co-PI)
- Antoinette Burton (Co-PI)
- Allen Renear (Co-PI)
- Aaron McCollough
- Megan Senseney
- Marilyn Thomas-Houston
- Maria Bonn
- Harriett Green
- Chris Maden
- Katrina Fenlon
- Joshua Lynch
We want to hear from you!

Please complete our feedback survey:

http://bit.ly/PWWfeedback