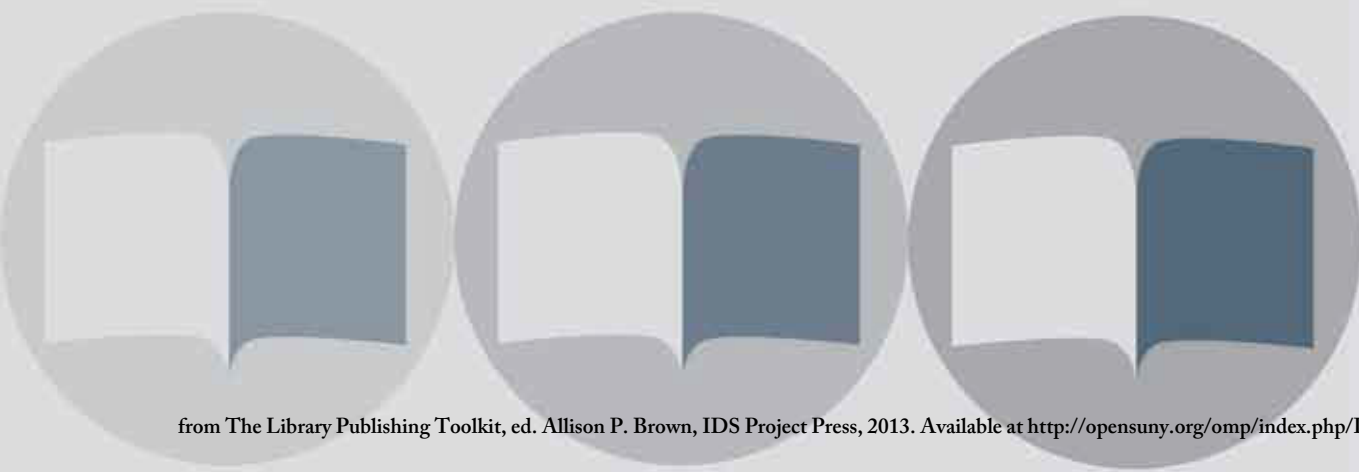


LIBRARY PUBLISHING TOOLKIT

Edited by Allison P. Brown



Library Publishing Toolkit

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IDS Project Press
2013



2013

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*Published by IDS Project Press
Milne Library, SUNY Geneseo
1 College Circle
Geneseo, NY 14454*

ISBN-13: 978-0-9897226-0-5 (Print)

ISBN-13: 978-0-9897226-1-2 (e-Book)

ISBN-13: 978-0-9897226-2-9 (EPUB)

Book design by Allison P. Brown

About the Library Publishing Toolkit



An RRLC Incubator Project



A joint effort between Milne Library, SUNY Geneseo



& the Monroe County Library System

The Library Publishing Toolkit is a project funded by the Rochester Regional Library Council. The Toolkit is a united effort between Milne Library at SUNY Geneseo and the Monroe County Library System to identify trends in library publishing, seek out best practices to implement and support such programs, and share the best tools and resources.

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Foreword

Makerspaces for the Mind

Walt Crawford

Libraries have always been places for creation, at least indirectly—the research required for nonfiction, the inspiration required for fiction, and, not infrequently, the atmosphere that helps the creative juices flow.

Recently, “makerspaces” have been touted as great new service ideas for public and academic libraries. Definitions of makerspaces can be as cloudy as those of Library 2.0, but for now I’ll use “a place where people have an opportunity to explore their own interests, learn to use tools and materials, and develop creative projects.” Most definitions also involve *gathering*—that is, that makerspaces involve teamwork—but that’s not always either necessary nor desirable: some creative projects should be solitary.

This essay isn’t the place to explore the general desirability of makerspaces. I’d say that makerspaces—especially those involving things like 3D printers—are great ideas for *some* larger libraries and absolutely out of the question for thousands of smaller libraries, which have neither the space, the funds, or the staffing to oversee use of 3D printers and their raw materials. But that’s a different essay.

Every library, no matter how small or how large, including public, academic, and others, can and I believe should be a special kind of makerspace: a makerspace for the mind.

That is what library publishing and library support for patron publishing is all about: providing the tools to develop books, articles, and other publications—creations where the mind is the primary resource. It’s a role that’s suitable for public libraries as small as Brownell Public Library in Kansas or Cliff Island Library in Maine; it’s a role that’s suitable for the Little Priest Tribal College in Nebraska and the John Wesley College in North Carolina.

Baseline Publishing Makerspaces

What does it take to start a makerspace for the mind? The baseline is straightforward: three square inches of space in the stacks (that is, 0.4 linear inches at least 6.2 inches deep) and \$50 for a copy of my book *The Librarian’s Guide to Micropublishing* (2011: Information Today, Inc.). Oh, and access to a computer with an Internet connection and Microsoft Word, LibreOffice, or OpenOffice.



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That’s not enough to build a library publishing program, but it is—with a little publicity added—enough to get your library into publishing. It means your library can help community members with niche publications they want

to develop. That includes *millions* (maybe tens of millions) of family researchers who want to publish family histories for themselves and a few relatives, even though they know there's no commercial market. It includes people with stories to tell who'd like to see the stories handed down in durable form. It includes hobbyists who believe they have something worthwhile to say.

These people have been around ever since publishing's been around, but they've usually been discouraged by the substantial costs and special expertise needed to produce high-quality books. Now, with print-on-demand services that don't charge upfront fees (specifically Lulu, but also, for paperbacks, the CreateSpace division of Amazon), it's possible to produce a handful of books for very little money. With the templates we created and the methodology offered in *The Librarian's Guide to Micropublishing*, it's feasible for almost anyone to generate a *quality* book. (This isn't a pitch for my book—but the book does lower the barriers to high-quality/low-cost publishing.)

Expanded Library Involvement

Libraries can move from baseline makerspaces to full-fledged library publishing one step at a time, as people and other resources permit and to meet local needs—especially in academic libraries, where the need for library publishing seems likely to grow over time.

For public libraries, that can mean encouraging writing, editing, and maybe even proofreading circles to make better use of micropublishing resources. It can mean directly publishing local histories, the results of teen poetry clubs, and all sorts of other publications generated in or by the library. For *very* large public and academic libraries, it might mean installing an Espresso Book Machine or equivalent so the PDFs generated using micropublishing techniques can be turned into professional-quality trade paperbacks right on the spot.

I can imagine public libraries creating their own imprints for community-generated publications. I don't have to *imagine* academic libraries creating their own imprints: that's already happened and it's likely to happen more often in the future, for at least three reasons:

- Smaller academic institutions that don't have university or college presses, and larger ones where the university press has shut down or is in trouble, *still* have faculty and researchers—and students, for that matter—with important things to say. With micropublishing techniques, enhanced by more advanced software and deliberate provision of editing and publicity resources, libraries can found and maintain virtual university presses with minimal physical investment. You don't need to determine whether you can sell the 500 to 1,000 copies you might need to make a press run feasible: If a scholarly monograph turns out to have a natural audience of 15, a virtual university press will yield 15 copies, with no waste and very little overhead. (At today's prices, the production *and fulfillment* costs for 15 copies of a 200-page trade paperback would be about \$130 or \$8.50 a copy; make that \$280 or \$18.50 a copy for hardbound versions.)

- In institutions that *do* have stable university presses, there may be departments or areas that the university press doesn't handle well—or monographs and specialized publications that are worthy but can't meet the press's minimum saleability requirements. The library can help, again using micropublishing techniques.
- Some libraries already support open access journals, either on their own behalf or in association with other departments and societies. Open access journals require additional tools—e.g., systems for managing peer review and editing, ways to assure consistent layout for articles, and tools to maintain the website for each journal. Such tools are readily available in open source form. This seems likely to be a growth area for libraries as they protect their own budgets and improve access to the scholarly literature. There's even a possible role for micropublishing here, especially for smaller journals (say those publishing less than 750 pages per volume): It would be a truly trivial task to turn a set of articles in PDF form into an annual print volume, made available to those who desire it for the cost of printing—again, with no up-front capital expenses for the library. (A 700-page 8.5x11 hardback annual would cost less than \$30 at today's prices, assuming color isn't required.)

The Rest of the Toolkit

I've focused on print publishing because I believe there's a real role for libraries in continued print publishing. That doesn't rule out e-first or e-only publishing. For open access journals, my assumption is that articles and issues would appear on the Web. For other publications, most of the techniques needed to produce high-quality books work equally well to create high-quality e-books.

At this point, going from a formatted Word document (done the right way, using styles and a template) to a Kindle e-book is trivial and requires no additional software. You may need additional software and a couple of additional steps to get from Word to EPUB, but those tools will become more available over time—and eventually, I suspect, will be incorporated into Word, just as Word and LibreOffice now generate PDFs directly.

The librarians who contributed to this publication offer a range of real-world examples and perspectives. I look forward to reading the results. If you haven't already done so, you should look forward to how your library can encourage appropriate publishing and even become a publisher: how you can provide a makerspace for the mind.

Acknowledgments

We'd like to thank all our contributors, supporters, and collaborators, especially: the project team at SUNY Geneseo and the Monroe County Library system: Greg Benoit, Joe Easterly, Adrienne Furness, Corey Ha, Bill Jones, Jay Osborne, Kate Pitcher, Leah Root, Betty Spring, and Bonnie Swoger; Sheryl Kron Rhodes for her editing; all who participated in interviews and so generously shared their experiences: Rivkah Sass, Gerald Ward, Krissie McMakin, Gina Bingham, Mark Coker, Henry Bankhead, Jamie LaRue, Cindy Gregory, Amber Hughey, Donna Feddern, Matt Clark, Cheryl Napsha, Monica Harris, Janie Hermann, and Richard Reyes-Gavilan; Mark Tullos at Bowker.

Introduction

Cyril Oberlander

Library Director, Milne Library, SUNY Geneseo

At a time when some may question the future of libraries, it is clear libraries are an unparalleled and invaluable resource to local authors and readers. For public libraries, the 2010 Institute of Museum and Library Service¹ Public Library study indicates that U.S. public libraries serve over 297.6 million people, and had some 1.57 billion visits.² For academic libraries, the 2010 National Center for Education Statistics³ shows that among the 3,689 U.S. academic libraries, over 22.5 million visited during one week in the fall of 2010, and during that same week, the total information services that required staff assistance exceeded 34.5 million.⁴ In libraries, we see and assist countless readers busy researching and writing, some producing scholarly articles and books, others writing research papers, and yet others authoring a novel or posting to Web blogs. Libraries provide a resourceful, inspiring, and sustaining place for both the author and the reader. Libraries are looking to library publishing services because it serves author and reader in a holistic manner. Authors often acknowledge the libraries that provide crucial services, resources, and space to create their works. The tradition of supporting authors and creators of digital content is expanding to include new resources and publishing services.

Library publishing is well defined by the Library Publishing Coalition in this volume on page 370 as a “set of activities led by... libraries to support the creation, dissemination, and curation of scholarly, creative, and/or educational works.” The mission of library publishing services is based on a core value of libraries: knowledge sharing and literacy are an essential public good. Libraries have been challenged in this mission as publishers develop content delivery platforms that focus on direct sales to customers. By developing library publishing services, libraries curate options for authors and readers that are missing from today’s publishing market. Between commercial and self-publishing, there is a niche for authors and readers that can provide a winning solution to each. This solution can preserve public access to knowledge, and compensate authors who provide open or affordable access to their works.

Library publishing service models closely parallel a long library tradition: connecting author and reader. We do this, not simply by selecting and housing books, but by providing services to authors to publish their work to reach readers across the globe. Libraries provide

¹ <http://www.ims.gov/>

² Public Libraries in the United States Survey Fiscal year 2010, IMLS Jan. 2013. <http://www.ims.gov/assets/1/AssetManager/PLS2010.pdf>

³ <http://nces.ed.gov/>

⁴ Academic Libraries: 2010, First Look. <http://nces.ed.gov/pubs2012/2012365.pdf>

this service, regardless of whether the author is a famous writer, family genealogist, or student writing a paper. This seemingly significant role shift is primarily one of new workflow. We often assist authors with research, citation management, or copyediting services. Increasingly, academic librarians are assisting faculty with the production of alternative textbooks or digital scholarship, and public librarians are assisting writing groups, or helping writers produce their first manuscripts. In addition, because we are keenly aware of the market for new books and reader services, we are well-positioned to market the books we help authors create. We are experts at metadata and cataloging, and those skills are integral to facilitating the creation, marketing, and access of new works. Our digital libraries are moving beyond digital copies of content in public domain, and swiftly moving towards content our community creates and cares about.

Academic and public libraries are increasingly providing publishing services ranging from author workshops to publishing journals and books. Library publishing strategies and workflow design vary widely. Many academic library programs started as reprint, institutional repository, or digitization projects, and have been expanding to include scholarly communication programs such as hosting journals, publishing new manuscripts, and supporting digital scholarship. On the other hand, public library programs often started with reading and writers' groups, and have expanded to include developing community creativity centers or makers-spaces and workshop programming to develop writing or digital media.

The variety of publishing services among libraries often reflects local needs and interests, which is a positive sign that libraries are evolving to the needs of their users. However, without sharing knowledge of service designs and outcomes, libraries duplicate the challenging work of development, or worse, risk efficiency and minimize impact. We want the authors that utilize library publishing services to be successful and we know many are. However, publishing pilots can be problematic to authors, and that is one story libraries can ill afford. Similarly, if we neglect to share templates, we forget to address a library core value: the needs of the community. By sharing our stories, our templates, and the outcomes of our publishing services, we significantly strengthen the community of libraries. Sharing useful publishing practices improves efficiency and collaboration, thereby enriching and expanding publishing outcomes and providing value across authors and readers.

The Library Publishing Toolkit seeks to identify library publishing practices, share best practices, and expand services because trends among authors, libraries, publishers, and readers highlight the need to develop strong networks of library publishing services. Chief among the trends is the disruption of the pricing, distribution, and format of the traditional publisher and library markets. Issues of particular interest to libraries are as follows:

- Many publishers push to sell directly to consumers and appear no longer as interested in the library as a consumer.
- Libraries' lending and resource sharing traditions are often seen by publishers as revenue reducing practices.

- E-books and e-reader platforms with licensing terms and digital rights management negatively affect the library's ability to serve their readers.
- Emergent authoring systems and services are disrupting publishing by empowering anyone to publish anything at any time and of any quality.
- Self-publishing industries and open access are adding new players and new competition to publishing markets.

The Library Publishing Toolkit has been developed to identify and confront some of these trends in library publishing, seek out best practices, and share the tools and resources. It was funded by the [Rochester Regional Library Council](#)⁵ and is a collaborative effort between Milne Library at [SUNY Geneseo](#)⁶ and the [Monroe County Library System](#)⁷. Our goals include to:

- Develop strategies libraries can use to identify types of publishing services and content that can be created and curated by libraries.
- Evaluate and recommend regional and Web services, and software used for digital content creation and publishing.
- Assess trends in digital content creation and publishing that can be useful in libraries, and suggest potential future projects.
- Identify efficient workflows for distributing content for free online and with potential for some cost-recovery in print-on-demand markets.
- Develop a Library Publishing Toolkit to contribute to best practices strategies for libraries of all types, addressing the need for content creation and distribution.

In this first edition of the Library Publishing Toolkit, you will find a variety of useful resources and strategies that you can readily apply or adapt. The key to reading this Toolkit is to react to it; we hope that it inspires and expands library services to better meet the needs of authors and readers. We also hope you will share your thoughts, strategies, and workflows by adding your comments and suggestions to <http://www.publishingtoolkit.org/>.

With many thanks to the authors who contributed 37 articles, participants of 13 interviews and tours, and the hard work of our researcher and editor, Allison Brown, this Library Publishing Toolkit represents the first of many shared resources dedicated to library publishing services. The organization of the Library Publishing Toolkit includes essential information on a wide variety of programs and services that are intended to help frame, support, and/or inspire the development of library publishing services:

1. Publishing in Public Libraries
 - E-book, self-publishing, and printing services

⁵ <http://rrlc.org/>

⁶ <http://geneseo.edu/library>

⁷ <http://www3.libraryweb.org/home2.aspx>

- Author services ranging from writers' groups and celebrations to author incubator programs
- Inspirational spaces, creativity centers, and publishing digital media

2. Publishing in Academic Libraries

- Trends and essentials in scholarly publishing: Assessment, e-journals, outreach, service models, XML, etc.
- Books and e-books: Library and university press partnership, service models, and workflows
- Journal publishers: Organizational aspects, outreach and sustainability, and workflows
- Publishing original works and archives: Storytelling, student works, and archival projects
- Organizational development: Collaboration with faculty, communication, consortia, and cooperative approaches

Although the Toolkit segments public and academic libraries, both library types are moving away from merely selecting and purchasing content, each independently heading toward similar futures in publishing and the business of creating, curating, and distributing digital content. That future is related to the phenomenal growth in self-publishing books and digital media, and the Internet services and software that provide easy-to-use platforms for creativity and social networking. The market growth and environment that enables authors and creators to share their work also enables library publishing opportunities. At SUNY Geneseo Milne Library, for example, we have used Amazon's CreateSpace to provide print-on-demand reprints of rare books in the public domain, and we have published an original new memoir, *Tagging Along*, by Stuart Symington, Jr.

Libraries are also re-examining the self-publishing business as a community service opportunity. In 2012, Bowker announced that the number self-published books created in the U.S. grew 287% since 2006, with a total number of titles exceeding 235,000.⁸ Libraries are determining their role in collecting and providing access to self-published titles. Dilevko and Dali adeptly pointed this out in 2006:

"In public and academic libraries, there has been, for the most part, an awkward silence about how to deal with books from self-publishers, mainly because of the lack of reviews of self-published books in mainstream reviewing outlets."⁹

Important for libraries is recognizing the growth in self-publishing as a community of authors that use libraries and need library services, while at the same time, enables new opportunities for libraries. The work of scholarly communications or author services can inspire creativity; it can also serve as a strategy that promotes an alternative publishing model. Open access is

⁸ http://www.bowker.com/en-US/aboutus/press_room/2012/pr_10242012.shtml

⁹ (Dilevko, 2006, p. 211).

one of the library publishing models taking shape, along with affordable print-on-demand titles. Cumulatively, these alternatives have the potential to develop a more community- and academic-friendly publishing model that is sustainable and disseminates works to a wider audience.

In academic environments, unique digital content is produced extensively; papers, projects, theses, monographs, and data sets are produced every day. In response, SUNY Geneseo's Milne Library is piloting a number of publishing initiatives that are helping us establish publishing services, including:

- Digital Scholarship: Research, development, and production work for a collaborative digital humanities and scholarship initiative called [Digital Thoreau](http://digitalthoreau.org/).¹⁰ This project involved [Text Encoding Initiative](http://www.tei-c.org/index.xml)¹¹ (TEI) training for the Technical Services staff, who in about six months completed the monumental work of encoding *Walden* and works by scholars Walter Harding and Ronald Clapper. Thanks to their TEI work, and using the [Versioning Machine](http://digitalthoreau.org/walden/solitude/text/05_solitude.xml),¹² readers of *Walden* can see the variation in the seven published editions and annotations by Walter Harding, Ronald Clapper, and others.
- Publishing Books: Publishing of reprints and new works on Amazon's [CreateSpace](https://www.amazon.com/CreateSpace) and e-books on [Open Monograph Press](http://openmonographpress.org/), open source software developed by the [Public Knowledge Project](http://publicknowledgeproject.org/), and hosted online by [Milne Library](http://milnelibrary.org/).¹³ The reprints expand the access to public domain works that have not been digitized and holdings of which are very rare. We utilized [GIST GDM](http://www.gistlibrary.org/gdm/)¹⁴ batch analysis, an open source tool, to automate identifying works that qualify. Providing both an open access version and a print-on-demand helps protect access to the content, as well as expand use. The sales of print help fund growing special collections and this program.
- Publishing Journals: Hosting [journals](http://openjournal.org/) using [Open Journal Systems](http://openjournal.org/) and hosting [conferences](http://openconference.org/) using [Open Conference Systems](http://openconference.org/). Both open source software packages were developed by the [Public Knowledge Project](http://publicknowledgeproject.org/) and are hosted by Milne Library.¹⁵
- Open Access Digital Projects: Hosting a variety of digital projects, including [WalterHarding.org](http://walterharding.org/) with [Omeka](http://www.omeka.org/), a digital exhibition tool developed by [Roy Rosenzweig Center for History and New Media](http://royrosenzweig.org/), and [Gandy Dancer](http://www.gandydancer.org/), SUNY's Online Literary Magazine using [WordPress](http://wordpress.org/) and [Open Journal Systems](http://openjournal.org/).¹⁶

Each project provides an opportunity for the library to develop skills and understand the important connections between author, librarian, and reader. Milne Library sees these

¹⁰ <http://digitalthoreau.org/>

¹¹ <http://www.tei-c.org/index.xml>

¹² http://digitalthoreau.org/walden/solitude/text/05_solitude.xml

¹³ <http://opensuny.org/omp/index.php/minerva>

¹⁴ <http://www.gistlibrary.org/gdm/>

¹⁵ <https://ojs.geneseo.edu/>; <http://eres.geneseo.edu:8080/ocs/>

¹⁶ <http://www.gandydancer.org/>

publishing and related digital scholarship initiatives as vital to transforming scholarly communications. These initiatives enrich the learning environment and expand open access and affordable publishing models that strengthen education and lifelong learning. Milne's recently formed publishing team is looking at establishing best practices and workflows using a suite of publishing services and systems. The team's goals are to develop expertise and knowledge about publishing services, provide infrastructure, and create a streamlined workflow for the variety of publishing services.

At the Rochester Public Library, a member of the Monroe County Library System, digital content is created daily through the Digitizing Department at the Central Library. Thousands of pages of unique, rare, or out-of-print materials, significant to local history or genealogy research, have been digitized and made available as PDF files on the <http://www.libraryweb.org> website. This includes books, newspapers, letters, yearbooks, images, and more. In addition, finding aids unique to the digitized materials are also being created by staff. The Monroe County Library System is looking strategically at publishing digital content as an opportunity to serve their users. The Rochester Public Library is developing a new teen space focused on digital content production, leveraging the ideas and interest in makerspace and digital productions.

Among libraries, collaboration and sharing insights about publishing services has become critical at a time when libraries, publishers, and others are seeking opportunities and taking risks to adapt and rethink their position with the readers' market. For libraries, the mission of advancing, sharing, and preserving knowledge, inspiring lifelong learning, and strengthening our communities is seen as a vital role and responsibility. We see our role as serving both the author and the reader. Central to bringing libraries and publishers to a converging point is the focus on providing knowledge access to readers. There are several possible strategies to address the challenge of providing access to publishing services, and many with competing conclusions. The picture for library publishing needs focus and clarity to define effective library roles and services. With a clear vision and a collaborative framework, authors, readers, and libraries are building a sustainable and mutually beneficial future.

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