



Publishing an Open Access Monograph

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Overview

- **Background**
 - How the publication came to us
- **Planning**
 - What did we need to consider in order to publish the book?
- **Process**
 - How we walked through bringing the publication to life
- **Final Product**
- **Takeaways**



Background

- First book publication for Penn State Libraries Open Publishing
 - Initial discussions in summer 2017
- Referred to us by the Penn State Press
 - Our Press also reports through the Library
 - Book didn't fit their scope
- Took about a year of planning
 - Back and forth with the editor as content was finalized
 - Preparing our process and the publication requirements
 - Requesting developer time

Background

“Back Into the Future of Immigration” by the Penn State Law Center for Immigrants’ Rights Clinic

– Content:

- Articles from past and current Penn State Law students practicing immigration law about their experiences
- Introduction from the Center’s director
- Conclusion from Dean of Law School

– Meant to mark 10 years of the Center’s existence

– Publication came to us already edited and reviewed; we did not handle that part



Planning

Questions we asked the editor:

- What are the goals for the publication?
 - Open Access; a free and open platform for their voices and stories
 - Fully digital; no desire for a print component
 - Hosting needs
- Why is this publication in need of support?
 - Its importance with the current climate around immigration and immigration law
 - Content coming directly from Penn State, which fits our support guidelines



Planning

Questions we asked ourselves:

- If it is digital, without a print component, do we need an eISBN?
- Will a DOI fulfill our needs?
- Did we need a specific monograph or edited volume publication platform?
- Can we use a platform we already support?
- How will readers find this publication?
- Creative Commons license
 - Will the book use one?
 - Which ones will we allow?
 - What will the editor prefer?



Planning: Our decisions

- Drupal as a publishing platform
 - We already use Drupal to support our bibliographies & have developer support
 - Removes the need to request an additional platform and support for it
 - A theme existed for publishing book-type content
 - HTML pages for content, chapter setup, ability to print each chapter
- DOI
 - ISBN/eISBN not ideal for the small number of book publications we will support due to cost
- Creative Commons
 - Editor agreed to CC-BY-NC-ND license



Process

Publication Steps:

- Met with development team to establish timeline
- Development team created publication skeleton
- Migration of content into Drupal
 - Minor text editing and code cleanup
 - Style uniformity and web accessibility
- Theming
 - Images provided for title page; editor received permissions from photographer directly



Final Product

- Final publication completed in August 2018
 - <https://openpublishing.psu.edu/immigration>
- Usage
 - Google Analytics to monitor traffic
 - Currently no paid subscriptions for alternative metrics tracking
- Cataloging
 - PSU created a MARC record for this publication
- Promotion
 - Press release through the law school and in the library news blog



Future Considerations

Usage

- Google Analytics was not set up immediately
 - Only measures page views, so not most ideal measure of impact
 - Need for better usage metrics
- Editor follow up
 - Identify ways to connect with the publication after it's complete; define ways to identify user stories and impact

Format

- Additional formats to consider besides html
 - Epub
 - PDF



Final Takeaways

- There's not one right way to support and host a digital monograph or edited volume.
 - So long as core guidelines and requirements are defined and followed, the platform shouldn't be a limitation.
- You can and should leverage the resources in your publishing program to provide new publishing support.
- There are plenty of things we can do better and add to our monograph length publications in the future, but we are proud to have supported this content and made it available.