
University of California Press
and JSTOR

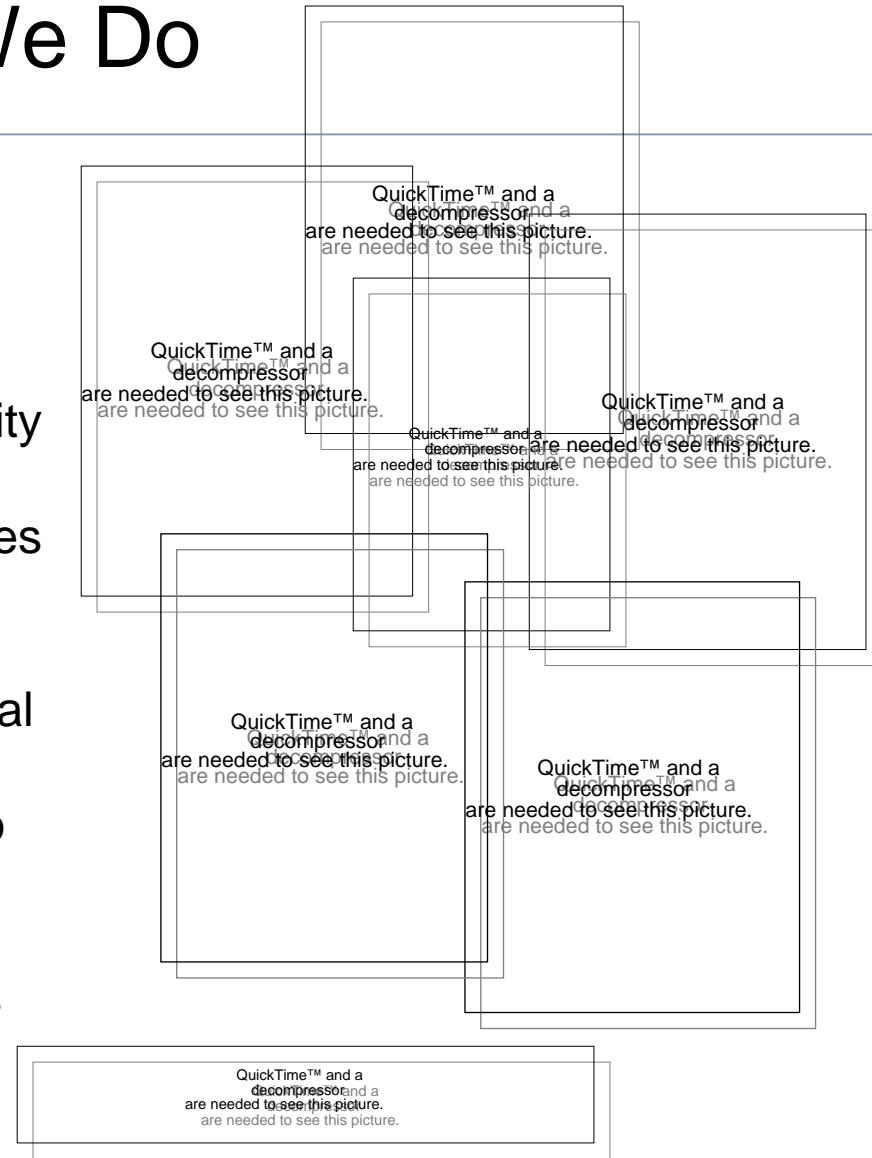
Trust, Value and Partnership

Presentation by Rebecca Simon for:
Ithaka/CDL Forum

June 9, 2009

Who We Are and What We Do

Founded in 1893, University of California Press, Journals and Digital Publishing Division disseminates scholarship of enduring value. One of the largest, most distinguished, and innovative of the university presses today, its collection of print and online journals spans topics in the humanities and social sciences, with concentrations in sociology, musicology, history, religion, cultural and area studies, ornithology, natural sciences, law, and literature. In addition to publishing its own journals, the division also provides traditional and digital publishing services to many client scholarly societies and associations. The division manages its own digital publishing platform, Caliber, at <http://www.caliber.ucpress.net>.



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UC Press's Journals + Digital Publishing Division and the Academy: What We Provide

COMMITMENT TO THE BROADEST DISSEMINATION OF SCHOLARSHIP

long-standing, deeply-rooted commitment to scholars, researchers and societies, from inside and outside the UC

SUSTAINING SCHOLARLY COMMUNICATION

sustainable ecosystem for scholarly discourse and like-minded, global communities

SERVING THE UNIVERSITY AND THE PUBLIC GOOD

promoting scholarly inquiry across the UC campuses and research to serve the state of California, as well as the public at-large

PUBLISHING FROM WITHIN THE ACADEMY

understanding of issues facing scholars, libraries, and contributors from a unique academic perspective

Our List Profile

■ Disciplines

- Social Science: 49%
- Humanities: 32%
- STM: 14%
- Other: 5%

■ Subject concentrations

- Sociology: 16%
- Literature: 14%
- Musicology: 14%
- Biology: 11%
- Area Studies: 11%

■ Ownership

- Press: 33%
- Client: 67%

UC Press J+DP Client List

- American Institute of Biological Sciences (AIBS)
- American Ornithological Union (AOU)
- American Sociological Association (ASA)
- American Historical Association - Pacific Coast Branch
- American Musicological Society (AMS)
- American Association of Law Libraries (AALL)
- Center for the Study of Religion and American Culture
- Cooper Ornithological Society (COS)
- International Society for the Study of Rhetoric (ISHR)
- Huntington Library
- National Council for Public History (NCPH)
- National Sexuality Resource Center (NSRC)
- Pacific Sociological Association (PSA)
- Society for Music Theory
- Society for the Study of Social Problems (SSSP)
- Society for the Study of Symbolic Interaction (SSSI)
- The Vera Institute of Justice

Why do Clients partner with UC Press?

- Expertise
- Scale
- Flexibility
- Affordability

What Publishing Services do We Provide?

- Editorial
- Intellectual Property/Rights Management
- Digital & Print Production
- Digital Hosting
- Marketing
- Sales and Library Relations
- Subscription Fulfillment and Customer Service
- Financial Management

Digital Publishing

University of California Press has been a driving force in the adoption of web-hosted journals. Our electronic content-delivery system, **Caliber** (<http://caliber.ucpress.net>), is a powerful and flexible platform that can support the diverse publishing needs of our stakeholders. Journals hosted on Caliber are designed for ease-of-use and research functionality, including:

SEARCH

detailed searches of an archive, single journal, or specific issue

ALERTS

personalized alerts that allow users to monitor new content

DOWNLOADS

PDF Plus™ technology that enables access to down-sampled, fully-interactive PDF files

HYPERLINKS

links through CrossRef and key abstracting and indexing databases

DELIVERY

document delivery via major vendors in the North America and beyond

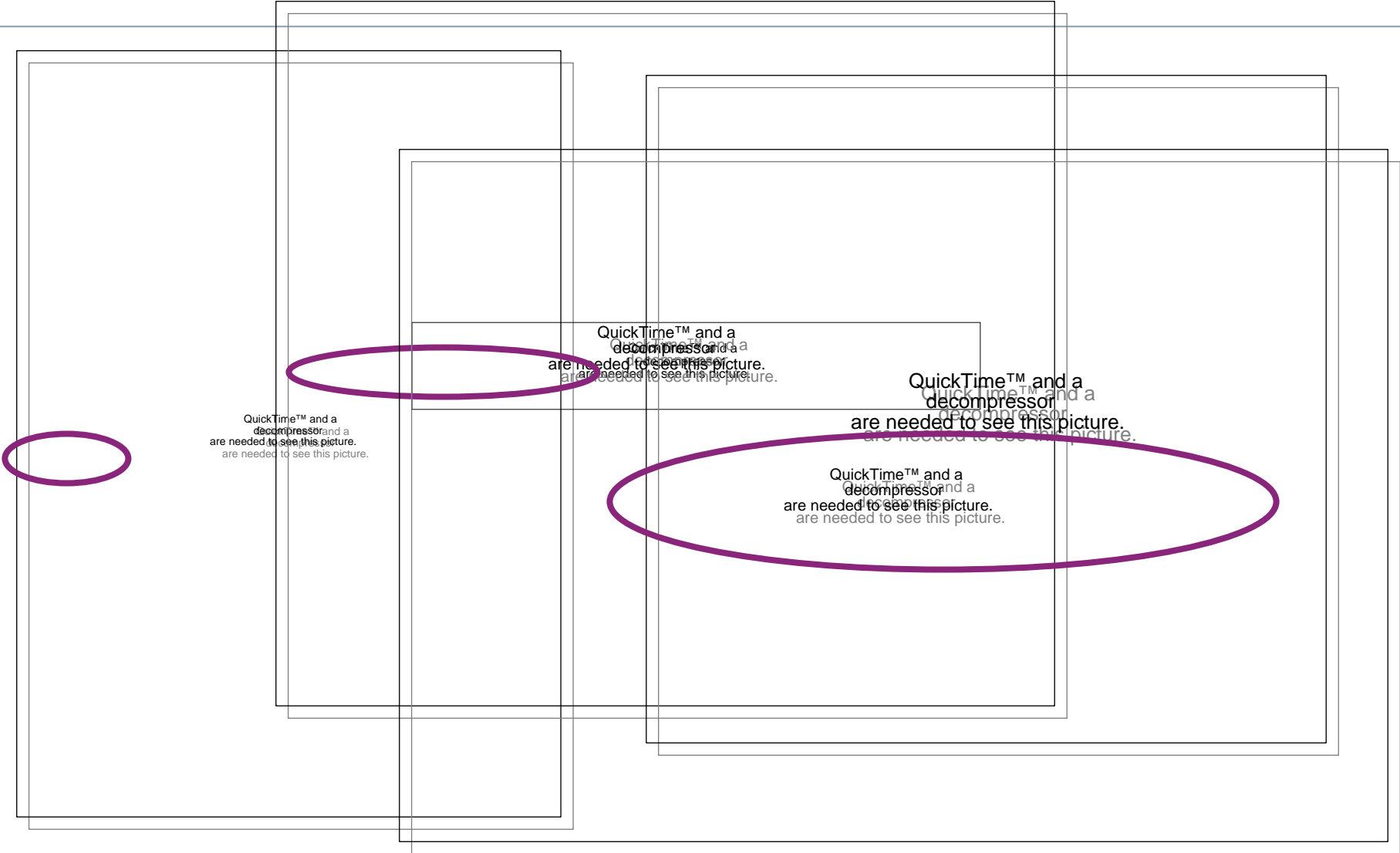
COPYRIGHT

automated content and rights management

INTEGRATION

seamless support of advanced technology and applications from leading hosting systems.

A Closer Look at Caliber



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How Clients Benefit

- we expand access to and impact of a society's intellectual output
- we enhance and nurture growth of publications program through careful financial management that helps assure self-sustaining future for the society
- share a common commitment to publishing models that facilitate the broadest possible access to scholarship

In providing these services, we have often turned to JSTOR as a trusted partner and innovative collaborator

Where We're Headed: The Scholarly "Media Space"

Working in collaboration with such entities as JSTOR and ARTstor, UC Press is building capabilities into Caliber that include a multimedia, fully interactive "media space," that will include:

- Full-length text-based articles in searchable HTML
- ADA-compliant text, images and display
- Editorials, Field Notes, Book and Exhibition Reviews
- Active links within texts to all referenced media, including video, photography and illustrations, audio, zoom-able maps, Google Earth and Sketch-up files
- Active links to footnotes
- Moderated discussions on articles, reviews
- Seamless access to JSTOR back issues
- Strategically placed advertisements
- Society branding and information for members

UCP and JSTOR Collaboration

- Digitization of legacy content
 - > Over 20 titles currently included in collections, soon all will be
 - > Tremendous benefit libraries and scholars alike
 - > Makes whole lifespan of title visible and discoverable
 - > Makes legacy content digitization possible for non-profit publishers

and JSTOR Collaboration

- Visibility of content
 - > JSTOR collections expanded the visibility and impact of our content to a broad domestic and international library market
 - > Supported expansion of our subscription sales of current content
 - > Enhanced circulation, readership and impact of content, benefits the authors
 - > Volume of traffic to JSTOR, particularly thru Google, resulted in easier discovery of content by non-subscribers, creating new revenue stream, such as PPV

UCP and JSTOR Collaboration

- Market research and user information

- > Usage stats and reports have helped us understand who is using our content, how they are discovering and accessing
- > Most frequently accessed and downloaded articles - helps editors shape direction and publishers identify trends that could shape future content creation
- > Mapping landscape of library subscribers, helps us consider pricing models

UCP and JSTOR Collaboration

Linking and Society Access models

- > Reciprocal linking between current and legacy content enables seamless navigation through an entire corpus of content
- > Creation of metadata for legacy content greatly enhanced paths of discovery to our content through linking relationships with CrossRef, ABC CLIO and numerous A&I services
- > Individual access through society website to full body of content bolsters value proposition of society membership

Challenging times for University Press publishers

- Consolidation of commercial companies leading to domination of library market
- Library budgets stretched to breaking point
- Fervent open access movement
- Often caught between opposing forces

UCP and JSTOR - Working together to establish a common ground for our scholarly community that

- supports both seamless access between open and tolled content
- preserves viable revenue streams for content creators particularly in the humanities and social sciences
- provides an integrated platform supporting a variety of content types, serving scholars at all stages of research and publication process

Questions?

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