

Stuttgart Media University

International Summer School 2009

Workshop 5

12-14 May 2009

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Workshop: Electronic Publishing: Managing Scholarly Information in Today's Electronic Environment / by Prof. John J. Regazzi, College of Information and Computer Science, Long Island University, NY

Date: 12-14 May 2009

Syllabus and Schedule:

Day 1 Tuesday (12 May)

- 13:30-14:00 Welcome and Overview of the Course
- 14:00-15:45 Key Trends in E-Publishing
- 16:00-17:00 Case Study Presentation (Encyclopedia Britannica)

Day 2 Wednesday (13 May)

- 09:00-10:00 Group review of the Encyclopedia Britannica Case 1
- 10:15-11:15 Group reports and discussion of Encyclopedia Britannica Case
- 11:30-13:00 The Development of the Scholarly Communications Industry
- 13:00-14:00 Lunch Break
- 14:00-15:30 Strategic Planning for E-Publishing Services
- 15:45-17:00 Class Exercise in Strategic Planning

Day 3 Thursday (14 May)

- 09:00-10:00 Group review of the Strategic Planning exercise
- 10:15-11:15 Group reports and discussion of the Strategic Planning exercise
- 11:30-13:00 New business models in E-Publishing
- 13:00-14:00 Lunch Break
- 14:00-15:30 Changing user behaviors and use of scholarly communications materials
- 15:30- Open discussion, Q&A, Farewell Panel, and Wrap-up

Suggested readings:

Electronic Scientific, Technical, and Medical Journals Publishing and Its Implications: Report of a Symposium. The National Academies; Washington, D.C., The National Academies Press (www.nap.edu), 2004. 108 pages

Porter, Michael E. *Competitive Strategy: techniques for analyzing industries and competitors*. New York: The Free Press, 1980. 396 pages

Regazzi, John J. The Shifting Sands of Open Access Publishing, a Publisher's View. *Serials Review*, 2004; Elsevier

Regazzi, John J. The battle for mindshare: A battle beyond access and retrieval. *Information Services and Use*, 2004; IOS Press

Course requirements:

Class participation during lectures – raise questions and offer perspectives as often as you would like.

Case Study – presented in class and then class will be divided for analysis of the case in-class, followed by reports by each group.

Field Exercise – a brief field exercise will be undertaken, illustrating some principles of planning and research; again the class will be divided into small groups, which will undertake the exercise, analyze the results and report back on their findings.

Outline and Course Overview

This workshop looked at the current trends in the scientific, technical, and medical publishing (STM) industry. Particular emphasis had given to understanding the changes that were occurring in the dissemination of scholarly information. The course was intended to be highly interactive, including discussions as well as the analysis of several industry study cases in small groups.

The workshop was focused historic and current trends in science. Particularly emphasis was be given to understanding the changes that are occurring in the electronic dissemination of scholarly information.

During the three-day program of the workshop we discussed topics concerning management of electronic publishing as a form of scientific communication from the perspective of the data providers with regards to the changing user needs and behaviours.

During this workshop we were focused on following issues are given below. But we couldn't have enough time to discussed the matter of changing users' information behavior in the electronic environment. In workshop Dr. Regazzi handed us out all the materials and presentation he had prepared. It was very focused and professional workshop.

- What are the key trends in electronic publishing today?
- Introduction the trend of the increase of electronic publishing from the authors', publishers', information providers' and end users' perspectives.
- Discussion on what value it provides to publishers and users.
- Changes in business model of open access journal publishing and its impact on university libraries budgets and scientists' and researchers' behaviour.
- A case study of traditional information source Encyclopedia Britannica.
- Issue of a scientific journal, its purpose, historical development, and current publishing process.
- Key elements of the journal publishing industry – scientific journal and an article as basic elements, its role and development in scientific communication, and the information behavior and requirements of authors and end users.
- Discussion of Change and Innovation.
- How shall publishers and information providers deal with the upcoming change and innovation?
- How to conduct efficient and effective strategic planning related to electronic publishing in a scientific institution?
- SWOT analysis, that is one of the most common tools for strategic planning in any business field.
- Two case studies:
 - A sample SWOT analysis of the Summer School.
 - Analyze a particular cafe: We did Starbucks Cafe as a group.
- New alternative models of electronic publishing.
- Benefits and requirements of authors, publishers and information providers.
- Introduction the policy of Open Access journal publishing.
- The fact that the Open Access business model shifts around the financing policy of journal publishing.
- How to manage costs of electronic services with regards to university budgeting.
- Budgeting systems and strategies.
- Steps for preparing an operating budget.
- Examples of problems with budgeting university processes.

Activities

We had two very nice social evening programs. The first evening we went to with all Summer School participants in a restaurant. It was very nice to get together and had a chance to talk to participants from various destinations as well as the head of the faculty and Summer School organizers.

Second day, library professionals were invited to a beautiful trip to some of the pretty outskirts of Stuttgart, the traditional vineyard area followed by an excellent dinner. It was a lovely dinner and it was a wonderful opportunity to get together with other faculty members involved at Summer School program.

Conclusions

Having served for the past several years as a librarian and deputy manager in the Librarian community, I wanted to express my interest in applying for the workshop that was held during International Summer School Managing Digital Technologies and Cross-Cultural Challenges which was between 4 - 14 May 2009.

As a associate director of Bilkent University Library in Turkey, I have been responsible for all technical, commercial and administrative operations in the last 3 years. Being also an active member of the Turkish librarians community, I am also a member of the Turkish Librarians' Association board. I used to work as the chief editor of the peer reviewed journal (Turkish Librarianship) for couple years. We do collaborate on a national and international base with librarians' communities to share experiences, benchmarking and also supporting the community.

I am highly appreciated that your giving me the opportunity to attend this workshop, which I can definitely say that the workshop was professionally help me to share my perspective with international colleagues and Library and Information School students and then bring the outcome on the national base to share with the Turkish Librarians Community.

The workshop was lectured by Dr. John Regazzi, professor at the College of Information and Computer Science at Long Island University in New York. All topics and conclusions were discussed perfectly by him.

The workshop was very well organized, it covered all steps related to electronic publishing and open access issues. It covered all steps that have to be realized when developing and managing electronic publishing process. One of the most important functions of libraries is to develop and manage an effective collection that best meets the information needs of their users. With the introduction of electronic resources, collection development and management policies have become much more complex and interesting.

As library professionals we need to be more involved to this changes and we should be looking this issues from the commercial business perspectives. As librarians we got to understand information and library services as one area of business in its full range.

The topic was presented and discussed in a broad scope. It was also great opportunity for me to come together with my colleagues who come from different countries and at various universities and Library and Information School students.

I would like to thank the Stuttgart Media University organizing team and BI International for scholarship. I had a very good time, I enjoyed very much the program and I will certainly like to recommend any of my colleagues to participate in 2010.