

Columbia CI Report on Publisher Engagement and Future Editorial Plans

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7/25/06

This document outlines plans for the next phase of publisher engagement/development within NSDL beyond, and in conjunction with, baseline accession of resource metadata. As a preface, it is useful to make the distinction between NSDL-Publisher collaborations that serve marketing versus editorial needs.

Work undertaken with publishers thus far could be thought of as marketing collaboration, inasmuch as NSDL is, and will become more so, a trusted and sought-after location online for parties interested in STEM. So having metadata discoverable in NSDL is very much in line with publishers' promotional activities. This work should persist and will produce significant resource records for the NSDL broad collection and Pathways collections as technical capacity at Columbia continues to evolve.

The next phase of work with publishers should expand on metadata sharing by building on editorial arrangements between NSDL and existing and future partners. Examples of this include the Macmillan/McGraw-Hill Science 2007 resource alignment collaboration and the planned educational overview of full text articles we solicit from publisher partners.

We recommend a more robust and explicit arena within the Library for patrons to discover publisher assets as distinct from the complete (and mostly free) collection. Within such a space, patrons could examine critical STEM resources available for purchase, subscription, or trial. Further, The Columbia CI team can work with publishers and educational software firms, Pathways teams, and other experts to present and develop publisher bibliographic information and content in order to provide the maximum educational value.

Consistent with the examples of burgeoning editorial efforts to develop publisher content, our expectation for initial scenarios during the next phase of publisher collaboration follow a few inter-related strands:

- * enriching publisher materials, such as textbooks/online companion sites, web magazine articles, and/or online interactive artifacts with selected resource alignments from Pathways collections and the broader NSDL collection (e.g., making resource alignments to the Macmillan/McGraw-Hill/NSDL science program texts)

- * adding original, "personalized" context and pedagogy to resources for specific user groups aligned to concepts and/or benchmarks within

publisher materials for deployment through Pathways portals (e.g., writing copy that provides illustrates just-in-time resources connected to the Macmillan/McGraw-Hill/NSDL science program texts)

* attaching original pedagogy and academic context to publisher materials (e.g. teacher-authored contextualization of classic journal articles).

To realize editorial possibilities of NSDL Pathways and corresponding partnerships with publishers, Columbia CI recommends that a team of master teacher-writers, representing the major topical areas of STEM, be retained to work in concert with the publisher engagement/development effort, as well as other editorial and technical staff at Columbia. The teacher/writers would assist in robust publisher-product enhancement by aligning Library resources and pedagogy to educational material as well as preparing research content overviews for use in classrooms at various levels.

Presently we envision approaching 5 teachers who will serve as Section Editors in chemistry, physics, mathematics, biology/life science, and Earth/environmental science. The master teachers would be individuals holding advanced degrees in their subjects who have distinguished themselves in some way¹ as instructors at the high school and/or undergraduate level. Pathways Projects may provide a place to recruit master teachers.

The Columbia CI team will aim to identify funds that can be used to pay Section Editors and teacher/writers for various editorial contributions. Contributions would include research overviews of individual articles (or groups of papers) that tie the nature of the investigation to the concepts, processes, and methodologies being presented in classrooms; audience-specific, educational resource summaries, which could include copy that illustrates the particular appropriateness of select NSDL resources to various lessons; and resource alignments between NSDL/Pathways collections (and items within collections) and publisher products.

In the next year, Columbia will take on responsibility for CI editorial development with the transfer of resources for the Librarian position at Cornell to an Editor-in-Chief position at Columbia, and the possible addition of a Metadata Support Coordinator. This reorganization will permit Columbia to establish a stable yet flexible team to handle all aspects of NSDL CI editorial development and provide necessary support for Cornell, UCAR, the Pathways, and Publishers.

¹ Such as winners of society awards, see <http://www.aapt.org/Grants/introteaching.cfm>

We close with an example of a nascent Pathways-Columbia collaboration with the Materials Digital Library based on ongoing publisher engagement that could benefit significantly from the proposed addition of teacher-writers and increase in in-house staff. Over the coming months, Columbia will, as a first step, provide MatDL with metadata and links to full text research articles in materials science that select NSDL partner publishers are already making available via open access for inclusion in an expert-community driven wiki devoted to soft matter. We will further work with MatDL to identify and obtain access to other publisher resources of interest to materials science. Relevant teachers-writers working in conjunction with MatDL's principles and Columbia-CI's editorial team could further enhance such publisher materials within the wiki. This collaboration, we expect, will represent the first of a variety of models for joint Pathways-Columbia publisher resource development and curation.

Publisher Affairs Update: (parentheses, updates from April 2006.) [brackets, July 2006]. New and renewed discussions appear at end of list.

Negotiation phase:

Bedford, Freeman & Worth (has contract)
Oxford University Press Books
Taylor & Francis (have test files)
SAGE Publications (has contract, verbally agreed to terms)
O'Reilly Media/Safari (have test data)

Data Processing phase:

Scientific American
Oxford University Press Journals (contract signed)
HighWire Press
McGraw-Hill Higher Education (have test files)
Springer [~750K records in house, first 100k available for OAI. Now in discussion w/ Springer re: eBook collection]
Elsevier (books) [~1500 records available for OAI from Grackle²]
John Wiley [~1200 records available from Grackle]
Blackwell [files for 2006 journals with Columbia OAI³]
Tool Factory
Cambridge University Press Books
Cambridge University Press Journals [contract signed June 2006] (agreed to participate educational overview exhibit)
Houghton-Mifflin/McDougal-Littel

² Grackle is Columbia's initial CWIS-powered OAI implementation created to assist publishers and software companies in conveying resource metadata to the NSDL NDR.

³ Large-scale OAI server recent brought online at Columbia for work with publishers.

Nature Publishing Group
Tom Snyder
BioOne (agreed to participate educational overview exhibit)
National Academy Press

Pre-negotiation phase:

American Psychological Association
Riverdeep Interactive Learning

New and renewed discussions

Lawrence Erlbaum Associates [leading social sciences publisher]
Institute of Physics Publishing [contract signed. 200K records available by OAI
from publisher]
American Physical Society