



## MINUTES

MEETING **University Publishing Advisory Committee – 15 May 2012**

MEET No. **Meeting no. 1 2012**

PRESENT **Professor James Fox (Chair)**

**Lorena Kanellopoulos**

**Roxanne Missingham**

**Colin Steele**

**Brok Glenn**

**Beth Battrick (minutes)**

APOLOGIES **Jenny Corbett**

**Ligang Song (Jenny Corbett's nominated representative)**

**Nicolas Peterson**

ABSENT **Robin Stanton**

**Don Anton**

**Walter Fernandez**

**Brian Kennett**

DATE/TIME **Tuesday 15 May 2012 / 11:30am**

VENUE **Graneek Room, JB Chifley Library**

### **Part 1. Formal items**

#### **ITEM 1. Apologies**

Apologies from the following were noted:

- Jenny Corbett
- Ligang Song (Jenny Corbett's nominated representative)
- Nicolas Peterson

#### **ITEM 2. Minutes**

Minutes from 12 December 2011 meeting accepted without revision.

**Query:** Lorena Kanellopoulos asked if ANU E Press is required to make its minutes available on the ANU E Press website. Brok Glenn said there was no obligation to do so, but suggested placing the matter before the Committee. The Committee agreed in favour.

**Action:** The minutes from this (15 May) meeting and future meetings will be available on the ANU E Press website.

#### **ITEM 3. Matters arising**

##### **A. Publication Subsidy Committee/Funds**

Lorena Kanellopoulos and Roxanne Missingham to attend the Publication Subsidy Committee Fund meeting this week: there are 2 outstanding 2011 publications (in-progress) to be discussed. All funds will be devoted to ANU E Press publications. A committee will be established to govern the applications and funds.

James Fox reminded the Committee that the sooner we can pass on any Publication Subsidy Committee matters to the Editorial Boards, the better.

## **B. ANU Press ownership**

The ongoing question of the ownership of ANU Press was raised once again. The ANU Press was sold in 1984 to Pergamon Press, and then sold on (via MacMillan) to Chuck Iossi, an independent person living in Idaho. Under the original sale, ANU can attempt to repurchase ANU Press after 13 years from the original transaction. James Fox suggests that he initiate a request to return ANU Press to ANU. It is of minimal value to the current owner, since they can't publish under the name; however, the ownership of the ANU Press backlist may be of value to the owner.

Brok Glenn agreed, and recommended ANU Legal be contacted to draft a letter to the current ANU Press owner.

**Action:** James Fox will request ANU Legal contact the current ANU Press owner with regard to reclaiming ANU Press.

**Query:** Brok Glenn asked if ANU E Press will adopt "ANU Press" as a name if we get it back. James Fox pointed out that ANU E Press is regularly asked, especially by CASS members, if we will return to ANU Press, but would prefer not. Brok Glenn supported this position, and emphasised to the committee the importance of making it clear that repurchasing ANU Press is not a move towards adopting the name.

## **C. HERDC Report**

Lorena Kanellopoulos circulated the 2011 HERDC Report: this data was extracted from a spreadsheet provided by the Research Services Division, which contains extensive historic HERDC data. This report indicated:

- of the 104 publications in the A1 category (authored book meeting HERDC research requirements), 12 were ANU E Press publications;
- of the 93 publications in the A4 category (research monograph), 23 were ANU E Press publications.

Lorena Kanellopoulos discussed the challenge to digital publishers that the 2011 revision to HERDC guidelines presented: e-publishers, including ANU E Press, could potentially be excluded from the list of acceptable commercial publishers. However, ANU E Press was included as an acceptable commercial publisher because its publications appear "in trade" (for sale in bookshops). This situation is now reconciled, and ANU E Press continues to be an acceptable commercial publisher according to DIISTRE. DIISTRE has established a working group to monitor this matter.

Brok Glenn suggested, given the data made available by ANU Research Services, reviewing HERDC reports for the past four years to identify publishing trends.

**Action:** HERDC report data from 2008-2011 to be examined for trends.

## **D. ANU E Press logo**

ANU E Press currently uses 2 logos: the plain 'block' logo for book spines, back covers and imprimatur pages and the 'full' logo using the ANU crest, used for books' title pages. Lorena Kanellopoulos reported these have been updated following the 2011 ANU-wide rebranding, and subsequently these logos have been reregistered as trademarks. There has been some involvement with ANU Marketing about the use of these logos.

**Query:** James Fox asked if the revised logos needed to be applied to the ANU E Press backlist. Brok Glenn suggested that the change be made for titles from 2012 onwards.

**Action:** The new ANU E Press logos will be applied to the ANU E Press website and all future documentation and publications, but existing publications will not be revised.

## E. BISG/CAUL AUP Group

Roxanne Missingham reported on the meeting of the Council of Australian University Librarians, which met last week. They discussed the need for a subcommittee to look at issues relating to university publishing. The decision was to create a small (i.e. not nation-wide) subcommittee called the CAUL Australian University Publishing Group. The formal proposal to create this group will be presented at the September CAUL meeting (to be held in Adelaide, 20-21 September), with intention to launch in October 2012.

**Comment:** Colin Steele questioned the timeframe to announce the Group given earlier discussions on the Group dated back until at least March 2011. Colin Steele asked if CAUL had taken the BISG report into consideration. Roxanne Missingham reported that further discussion was needed before the Australian University Publishing Group was launched in October. Roxanne Missingham will be a member of that group, with Lorena Kanellopoulos as an expert member.

**Action:** Planned launch of group in October: no action planned until then.

## F. Potential co-publishing agreements with US publishers

Lorena Kanellopoulos reported she has received examples of the standard copublication contracts between University of Adelaide/Cambridge and University of Sydney/Oxford, which she will examine as potential models for future copublication arrangements between ANU E Press and other international academic publishers. University of Sydney and University of Adelaide have been slow to respond to her requests, which has delayed this process. Lorena will review these contracts to determine the possible costs and benefits of such arrangements, and then discuss them with Roxanne Missingham before the next meeting.

**Action:** Lorena Kanellopoulos to review contracts and discuss future copublication arrangements with Roxanne Missingham.

## G. Expanding scope of publication

Developing on discussion begun in the 12 December 2011 meeting, James Fox reported that the scope of ANU E Press publications is expanding, as a result of the Editorial Committees' choices about what books are to be published. The texts chosen for publication are broadening to include authors outside ANU staff (such as affiliates or former ANU staff). Lorena Kanellopoulos reported that the scope of ANU E Press' publication is an ongoing question, and raises concerns about deflecting "vanity press" criticisms. Brok Glenn proposed a discussion to determine the long term vision for a mature ANU E Press, and what its scope of publication will be. James Fox pointed out this vision/planning will also raise questions of the income required for expanding the scope of publication (such as supplementary payment from non-ANU authors). Brok Glenn emphasised the importance of deciding on ANU E Press' scope of publication based on a clear vision for the future. Roxanne Missingham reported that she and Danny Kingsley had recently discussed with University of NSW Press a claim from the ERA (Excellence in Research Australia) Initiative that there is a change in academic publishing: humanities and sciences are increasingly moving away from monographs and towards journal articles, edited collections and blogs. This is an important trend to observe in developing a vision for a future model of ANU E Press. James Fox mentioned a recent article by Patrick Delaney on the social sciences blog that supported this claim.

**Action:** James Fox proposed a meeting of all Editorial Boards to discuss the vision for a mature E Press, and use this as a chance to gather advice to build a strategic vision. Lorena Kanellopoulos and Roxanne Missingham to discuss 5-year plan for ANU E Press.

**Query:** Brok Glenn asked if ANU E Press advertises individual books. Lorena Kanellopoulos answered no.

## Part 2. Reports and policy matters

### ITEM 4. ANU E Press progress report

Lorena Kanellopoulos circulated the E Press Progress Report for the Advisory Committee on University Publishing as at 8 May 2012 for all members to note.

## Part 3. Other business

### ITEM 5. Web statistics analysis software package

James Fox explained this issue's history:

It is critical for ANU E Press to have accurate web statistics; these get used to promote books/authors and watch trends. Until the launch of the new ANU E Press website in December 2011, we relied on Webalizer. Now it seems that Webalizer is not accurate enough to support claims about download rates of ANU E Press titles. Therefore, new web statistics software is needed. The Editorial Committees have been very insistent on the importance of web statistics, which have been unavailable since the problems with Webalizer were discovered. ANU E Press and Monash University Publishing discussed cofounding the development of custom web statistics software: ANU E Press has been required to pause, while Monash has proceed and provided its specifications to the developer (ANU E Press hasn't provided any specifications). The developer explored a range of existing web statistics analysis systems and responded with a proposal to develop custom software, to be used by both Monash University Publishing and ANU E Press. The estimated cost would be \$10,000--\$15,000, and development could be completed by July 2012.

Roxanne Missingham reported that the absence of ANU E Press specifications was a concern, and she felt that the developer did not explore the option of Google Analytics closely enough. Since the ANU E Press website uses a WordPress installation, which often use Google Analytics for web statistics analysis, Google Analytics seems like a strong choice. Roxanne has therefore requested a member of DOI IT to examine ANU E Press' needs and existing software to determine if Google Analytics would be preferable to custom software.

James Fox reported the Editorial Committees are already concerned about the absence of web statistics for 2012 (since Webalizer was found to be inaccurate), and this request for independent evaluation may cause unwelcome delays. Roxanne Missingham emphasised the delay would only be a couple of days, but in the interim, Mark Huppert (from Library IT) could look at ANU E Press' website logs and extract meaningful statistics from the raw data.

Brok Glenn agreed to Roxanne Missingham's suggestion to ask a member of DOI IT to look at Google Analytics as an option for ANU E Press web statistics. Resolution requested by 1 June 2012.

**Action:** Lorena Kanellopoulos to contact Mark Huppert and provide access to ANU E Press' website logs in order to extract web statistics to provide to authors, editorial committees, etc. Roxanne Missingham to ask Peter Nikolettatos to nominate a DOI IT member to examine ANU E Press' web statistics software needs.

### ITEM 6. Membership of the committee

Brok Glenn attended today's meeting as an observer: James Fox formally invited Brok's ongoing participation in the committee. Brok agreed to attend meetings, but declined formal participation as a committee member.

**Note:** *Brok Glenn left the meeting at 12:30pm.*

The new Deputy Vice-Chancellor (Research) is due to begin duties in June 2012 and will be invited to attend the next meeting (November 2012) with a view to joining the committee. An invitation will also be extended to the Deputy Vice-Chancellor (Academic).

Lorena Kanellopoulos suggested changing the Advisory Committee on University Publishing meeting times from May and November each year to April and November, and raised the question of the committee having an external member.

**Action:** Lorena Kanellopoulos to email all committee members to ask their availability in November 2012 in order to schedule the next meeting. Roxanne Missingham and Lorena Kanellopoulos to examine the possibility of an external member as part of the discussion about ANU E Press' five-year plan. James Fox and Roxanne Missingham to contact the two DVCs (Research and Academic) to invite them to join the committee.

### ITEM 7. Directory of Open Access Books

Lorena Kanellopoulos reported that ANU E Press will be distributing its books through the Directory of Open Access Books. They are still in beta, and will require a set of metadata for each book. There is the

possibility that they will undertake the process of gathering all the required data from the books available through the ANU E Press website, but this is still under negotiation. Roxanne Missingham requested that the ANU E Press MARC data be forwarded to them.

**Action:** Lorena Kanellopoulos to forward ANU E Press MARC data to the Directory of Open Access Books.

**ITEM 8. Other business**

No other business.

Meeting closed 12:35pm.