Libraries: Collaborating and Competing with Publishers

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Are the bears invading the town or is the town intruding on the bears?

- Publishers and libraries live in a dynamic ecosystem
- Changes in the ecosystem affect relationships and interactions and roles organisms play in the ecosystem
- Some changes are caused by perturbation, others represent natural succession over time
“All roles in the information chain are up for grabs”

• Except: Roles of authors endure
  – Publishers continue to seek content from authors everywhere for (economically viable) publication
  – Research libraries continue to support institutional authors and their information needs in teaching and research
What we can stipulate:

- Peer review matters
- Prestige of publisher matters
- Journals have weight by tier
- Faculty authors need help with editorial processes (especially for books)
- Marketing and publicity matter
But...traditional business models are at odds with faculty life today

• And...
  – Research libraries see and understand the tensions
  – Meeting information needs of faculty is part of a research library’s mission
  – Libraries are full of smart, service oriented people
  – The technical infrastructure is already there
The academy is building a complex IT infrastructure for teaching and research.

- “Course management” systems
- Educational/student life information systems
- Systems to oversee funding requirements
- Systems to capture and leverage investments in curriculum development
- Archiving systems for digital/digitized works and educational objects
The world is changing for faculty in research universities.

- Off-campus education
- Course management systems
- Inter-institutional collaboration
- Internationalization
- Rewards for pedagogy
- Demands of funding agencies
Research library “publishing” is mission driven and fills unmet needs

• Faculty authors need and expect to use their own work in collaborative teaching and research
• Digital and multimedia theses and dissertations are legal student records
• Funding agencies require sharing of data and materials
• Educational technology involves significant institutional investments
• State institutions must document their value to sustain funding
Open communication is a crucial element of the university enterprise.

- All advances build on prior work
- Social sharing is deeply rooted in many academic disciplines and economic and cultural activities
  - Science
  - Engineering
  - Architecture
  - Visual arts
  - Creative writing
- Social sharing can coexist with markets
Research libraries and university presses should be natural allies.

- The Internet and IT are key to innovation
- Success requires
  - Market intelligence
  - Human talent
  - Supportive institutions
  - The ability to invest
- Co-development works
Libraries are willing partners in innovation with:

- Museums
- University radio and television
- Scientists
- Mathematicians
- University presses
- Educational innovators
- IT and academic computing