

ONSITE PROGRAM

37th
SSP ANNUAL MEETING

The New Big Picture:

**Connecting Diverse
Perspectives**



**Society for
Scholarly Publishing**
Innovative People Advancing Scholarly Communication

May 27 - 29, 2015
CRYSTAL GATEWAY MARRIOTT
ARLINGTON, VA



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Welcome

Community. David Byrne, musician extraordinaire, made the thought-provoking comment in a 2007 interview, “You create a community with music, not just at concerts but by talking about it with your friends.” This is just as true for our diverse world of scholarly publishing as it is for music. SSP is all about librarians, publishers, societies, and publishing vendors intertwined into a scholarly publishing community. Our website proclaims, “SSP is the community for everyone engaged in scholarly publishing, an organization where they find forward-thinking programs, important dialogues about the evolving scholarly system, and partners to share their expertise and progress.” So true!

Our Annual Meeting Program Committee has put together a wonderful program about *The New Big Picture: Connecting Diverse Perspectives*. The 2015 program is full of interesting topics, world-class speakers, stellar panelists, top-notch exhibits and amazing keynotes. This year’s keynote speakers amplify the diversity of publishing: Charles Watkinson (head of the University of Michigan Press and leader of its library publishing initiative), Ken Auletta (bestselling author and journalist for *The New Yorker*), and Jennifer Sconyers Lawton (former CEO of MakerBot – the market leader in 3-D printing). Each one of these impactful speakers has a unique perspective on publishing and industry change. So learn from all of our engaging speakers and of course, learn from your colleagues old and new. (As announced in my last letter, this is SSP’s year to embrace the Early Career Professional.) They want to meet you and learn from you. In return, I guarantee they will teach you something, too! The collegial spirit held at every SSP event – especially the Annual Meeting – reminds me why I stay in this corner of the universe. It is the people – the passionate people that want to learn from each other. Some of the deepest professional relationships I hold dear happened right here.

A popular definition says, “Networking is about making connections and building enduring, mutually beneficial relationships.” I encourage you to use this meeting to carry on those life-long conversations that span from meeting to meeting and to make some new connections to broaden your network (and your perspective) as well.

Thanks for coming. Enjoy!

Howard Ratner

SSP PRESIDENT, 2014-15

Welcome continued

We're delighted that you've joined us for the 37th annual meeting of the Society for Scholarly Publishing! In keeping with our theme, *The New Big Picture: Connecting Diverse Perspectives*, we have designed this year's programming to appeal to a broad range of interests. Whatever your background – publisher, vendor, or librarian; books or journals; non-profit or commercial – this year's meeting will have something designed with you in mind, including our first-ever speed networking event. We hope you'll take full advantage of this great opportunity to share ideas and learn from one another as we address the challenges posed by our rapidly evolving industry.

We'd also like, if we may, to make two requests of you at this meeting. First of all, please join us in thanking our Annual Program Committee members, who have worked for many months to put an engaging program together. And secondly, please take the time after the meeting to fill out our survey on your meeting experience. We welcome your feedback!

All the best,

Melanie Dolechek and Mary Beth Barilla, *Co-Chairs*

SSP ANNUAL PROGRAM COMMITTEE

On behalf of the SSP Education Committee, we welcome you to the 37th SSP Annual Meeting! We hope you are attending one or more of the pre-meeting seminars held on Wednesday, May 27, which will cover topics including the Business of Publishing and Implementing Next Generation ID Standards — and, for the first time, will include a joint meeting with NASIG on the topic of Evolving Information Policies and Their Implications. Many thanks to the members of the Education Committee for planning these excellent sessions, and to those others (particularly the Marketing Committee) who have helped to publicize them. We are excited about this year's offerings and look forward to some great educational and networking events.

All the best,

Rick Anderson and Mary Anne Baynes, *Co-Chairs*

SSP EDUCATION COMMITTEE

Welcome to those of you attending our full day joint meeting with NASIG. **Evolving Information Policies & their Implications: A Conversation for Librarians and Publishers** gives us an opportunity to engage with leaders from publishing, libraries and the vendor community that supports scholarly communications. We are also privileged to learn about current challenges and possible developments in copyright from two legal experts. Insights from this meeting are sure to be raised in sessions and discussions throughout the meeting, and we're confident participants will come away with new colleagues and a rich understanding of the evolving information policy landscape.

October Ivins, SSP and Steve Kelley, *NASIG, Co-Chairs*

SSP-NASIG JOINT MEETING PLANNING COMMITTEE

Table of Contents

General Information 3

Program Planning Committees 4

SSP Board of Directors 6

Schedule at a Glance 7

Networking Events..... 11

Travel Grant Recipients 11

Pre-Meeting Seminars 12

SSP-NASIG Joint Meeting..... 14

Keynote and Plenary Sessions..... 15

Concurrent Sessions 18

Sponsors 34

Exhibitors 37

SSP Organizational Members 51

Exhibit Hall Map 52

Hotel Floor Plans 53

Exhibitor Prize Drawings 54

Upcoming SSP Events..... 57

General Information

Location of Events

Registration is located in the foyer of the Grand Ballroom. The Exhibitor’s Marketplace is located in Grand Ballroom. The keynotes and luncheons are located in the Arlington Ballroom Salons III & IV, and the pre-meeting seminars and breakout sessions are in Arlington Ballroom Salons I, II, V, VI and Grand Ballroom Salons A & K.

Registration Hours

Tuesday, May 26

5:30 p.m. – 7:00 p.m.

Wednesday, May 27

7:00 a.m. – 5:30 p.m.

Thursday, May 28

7:00 a.m. – 5:30 p.m.

Friday, May 29

7:00 a.m. – 4:00 p.m.

Exhibitor’s Marketplace Hours

Wednesday, May 27

Set Up 12:00 – 5:00 p.m.

Reception 5:30 – 7:00 p.m.

Thursday, May 28

Exhibits Open.....7:30 – 9:00 a.m.

10:00 – 10:30 a.m.

Lunch and 12:00 – 2:00 p.m.

Exhibits Open

Exhibits Open..... 3:30 – 4:00 p.m.

5:30 – 7:00 p.m.

Prize Drawing 6:30 p.m.

Friday, May 29

Exhibits Open.....7:30 – 9:00 a.m.

10:00 – 10:30 a.m.

Lunch and 12:15 – 1:15 p.m.

Exhibits Open

Dismantle 1:30 – 3:00 p.m.

Creating the *New Big Picture*

See the *New Big Picture* materialize before your eyes as illustrator and graphic recorder Greg Gersch captures the themes and essence of the SSP Annual Meeting just outside the Exhibit Hall. Emerging concepts of scholarly communication will spring to life in real-time as Greg translates them into beautifully organized words and images. Be sure to stop by and contribute your perspective to SSP's *New Big Picture*.

Our Unsung Heroes

These dedicated industry professionals have worked tirelessly over the past year to develop and organize the content presented at this year's meeting.

37th Annual Meeting Program Planning Committee

Mary Beth Barilla, *Co-Chair*

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Melanie Dolechek, *Co-Chair*

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Deborah Sorgel, *Meeting Manager*

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Jennifer Lanphere, *Executive Assistant*

SOCIETY FOR SCHOLARLY PUBLISHING

SSP-NASIG Joint Program Planning Committee

October Ivins, *SSP Co-Chair*

IVINS ECONTENT SOLUTIONS

Steve Kelley, *NASIG Co-Chair*

WAKE FOREST UNIVERSITY LIBRARY

Patrick Carr (*NASIG*)

UNIVERSITY OF CONNECTICUT LIBRARIES

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Our Unsung Heroes *continued*

2014-15 Education Committee – Pre-Meeting Seminars Development

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SCHOLARLY PUBLISHING PROFESSIONAL

Deborah Sorgel, *Meetings Manager*

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Jennifer Lanphere, *Executive Assistant*

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Ann Mehan Crosse, *Ex-Officio*

Executive Director

SOCIETY FOR SCHOLARLY PUBLISHING

Schedule at a Glance

Track Topics

- Pre-Meeting Seminars
- Technology
- Researcher/User Needs
- Future of Publishing
- Keynote/Plenary Presentations
- Business Strategy
- Marketing/Product Development
- Open Access

Wednesday, May 27, 2015

Seminar 1: Publishing 101: The Business of Publishing

8:30 – 11:30am | ARLINGTON SALON I

Seminar 2: Smart Linking & Supplemental Data: Turning Funder Data Mandates into Opportunity

8:30 – 11:30am | ARLINGTON SALON II

SSP-NASIG Joint Meeting: Evolving Information Policies & their Implications: A Conversation for Librarians and Publishers

9:00 a.m. – 3:30 p.m. | ARLINGTON SALON V

Refreshment Break

10:00 – 10:15 a.m. | ARLINGTON FOYER

Networking Lunch *(Seminar Attendees and Joint Meeting only)*

11:30 a.m. – 12:30 p.m. | ARLINGTON SALON III

Seminar 3: Journal Publishing—Operational Focus

12:30 – 3:30 p.m. | ARLINGTON SALON I

Seminar 4: Implementing Next Generation ID Standards for the New Machine Age: “The Ties that Bind”

12:30 – 3:30 p.m. | ARLINGTON SALON II

Refreshment Break

2:00 – 2:15 p.m. | ARLINGTON FOYER

Opening Remarks by SSP President Howard Ratner/Presentation of the Demographics and Education of Scholarly Publishing and Communication Professionals

4:00 – 4:30 p.m. | ARLINGTON SALONS III/IV

Keynote: Seriographs and Monocals: Rethinking Book Publishing in the Digital Age—Charles Watkinson

4:30 – 5:30 p.m. | ARLINGTON SALONS III/IV

Opening Reception/Exhibitor Marketplace Open

5:30 – 7:00 p.m. | GRAND BALLROOM

Schedule at a Glance continued

Thursday, May 28, 2015

New Member/First-Time Attendee Breakfast

7:30 – 8:30 a.m. | ROSSLYN

Continental Breakfast/Exhibitor Marketplace

7:30 – 9:00 a.m. | GRAND BALLROOM

Keynote—The New Big Picture: A Discussion with Ken Auletta and the Society for Scholarly Publishing

9:00 – 10:00 a.m. | ARLINGTON SALONS III/IV

Refreshment Break/Exhibitor Marketplace

10:00 – 10:30 a.m. | GRAND BALLROOM

Concurrent 1A: Choosing the Right Technology when the Sky isn't the Limit

10:30 a.m. – 12:00 p.m. | GRAND SALON A

Concurrent 1B: The Researchers' New Big Picture

10:30 a.m. – 12:00 p.m. | GRAND SALON K

Concurrent 1C: Previews Session: New and Noteworthy Product Presentations

10:30 a.m. – 12:00 p.m. | ARLINGTON SALON I

Concurrent 1D: DDA, DRM, ILL—Oh My! Building a Better eBook Model

10:30 a.m. – 12:00 p.m. | ARLINGTON SALON II

Concurrent 1E: Open Access 2.0: Monographs from the Perspective of Publishers and Librarians

10:30 a.m. – 12:00 p.m. | ARLINGTON SALON V

Concurrent 1F: The Future of Scholarly Communication According to the Professionals Who Will Shape It

10:30 a.m. – 12:00 p.m. | ARLINGTON SALON VI

Awards Luncheon/Exhibitor Marketplace

12:00 – 2:00 p.m. | ARLINGTON SALONS III/IV & SKYVIEW (Overflow)

Concurrent 2A: Big Journal Literature, Big Usage

2:00 – 3:30 p.m. | GRAND SALON A

Concurrent 2B: The Evaluation Gap: Using Altmetrics to Meet Changing Researcher Needs

2:00 – 3:30 p.m. | GRAND SALON K

Concurrent 2C: APIs in Scholarly Publishing—It's a Marketing Thing

2:00 – 3:30 p.m. | ARLINGTON SALON I

Concurrent 2D: Navigating the Journals Commissioning / Acquisitions Landscape

2:00 – 3:30 p.m. | ARLINGTON SALON II

Concurrent 2E: Liblisher or Pubrary: Navigating the New Library Publishing Landscape

2:00 – 3:30 p.m. | ARLINGTON SALON V

Concurrent 2F: The Future of Publishing: A University's View

2:00 – 3:30 p.m. | ARLINGTON SALON VI

Thursday, May 28, 2015 *continued*

Refreshment Break/Exhibitor Marketplace

3:30 – 4:00 p.m. | GRAND BALLOOM

Concurrent 3A: New Tools and Workflows for Manuscript Submission and Peer Review

4:00 – 5:30 p.m. | GRAND SALON A

Concurrent 3B: Chat with a Librarian

4:00 – 5:30 p.m. | SKYVIEW

Concurrent 3C: New Product Development in Today's Scholarly Publishing Environment

4:00 – 5:30 p.m. | ARLINGTON SALON I

Concurrent 3D: Where to Find Growth in a Flat Market

4:00 – 5:30 p.m. | ARLINGTON SALON II

Concurrent 3E: Helping Journal Editors Establish Data Access & Research Transparency Practices

4:00 – 5:30 p.m. | ARLINGTON SALON V

Concurrent 3F: Everything's New Under the Sun: How New Standards and Best Practices Will Affect your Life

4:00 – 5:30 p.m. | ARLINGTON SALON VI

Networking Reception/Exhibitor Marketplace

5:30 – 7:00 p.m. | GRAND BALLROOM

Friday, May 29, 2015

Mentoring Breakfast

7:30 – 8:30 a.m. | ROSSLYN

Continental Breakfast/Exhibitor Marketplace

7:30 – 9:00 a.m. | GRAND BALLROOM

Annual Business Meeting

8:00 – 8:45 a.m. | GRAND SALON A

Keynote: Reflections on Leadership and Success—Jennifer Lawton

9:00 – 10:00 a.m. | ARLINGTON SALONS III/IV

Refreshment Break/Exhibitor Marketplace

10:00 – 10:30 a.m. | GRAND BALLROOM

Concurrent 4A: Where Are All the Users Going? The Impact of Sharing Platforms on Stickiness of Publishers' Websites

10:30 – 11:15 a.m. | GRAND SALON A

Concurrent 4B: Why Can't I Find my Content in the Library's Discovery Service?

10:30 – 11:15 a.m. | GRAND SALON K

Concurrent 4C: Listen to Your Readers! The Value of Customer Feedback

10:30 – 11:15 a.m. | ARLINGTON SALON I

Schedule at a Glance continued

Friday, May 29, 2015 continued

Concurrent 4D: “How Much Does it Cost?” versus “What Are You Getting for/Doing with the Money?” An Overview and Discussion of the Open Access Journal Business Model, (Lack of) Transparency, and What is Important for the Various Stakeholders

10:30 – 11:15 a.m. | ARLINGTON SALON II

Concurrent 4E: The Challenges of Compliance

10:30 – 11:15 a.m. | ARLINGTON SALON V

Concurrent 4F: Mind the Gap: Addressing the Need for More Women Leaders in Scholarly Publishing

10:30 – 11:15 a.m. | ARLINGTON SALON VI

Concurrent 5A: Zen and the Art of Metadata Maintenance: Strategy and Tactics for Discovery and Sales

11:30 a.m. – 12:15 p.m. | GRAND SALON A

Concurrent 5B: Beyond the Download: The Secret Life of the Scholarly Article

11:30 a.m. – 12:15 p.m. | GRAND SALON K

Concurrent 5C: Beyond Market Research: Getting from Insight to Product Solutions

11:30 a.m. – 12:15 p.m. | ARLINGTON SALON I

Concurrent 5D: Great Idea—Now How Do We Do It? Collaborating to Implement Innovation

11:30 a.m. – 12:15 p.m. | ARLINGTON SALON II

Concurrent 5E: Does Data Fit in the Traditional Publication? Shouldn't It?

11:30 a.m. – 12:15 p.m. | ARLINGTON SALON V

Concurrent 5F: How Today's Startups are Changing Tomorrow's Scholarly Communication

11:30 a.m. – 12:15 p.m. | ARLINGTON SALON VI

Networking Lunch

12:15 – 1:15 p.m. | ARLINGTON SALONS III/IV

Get Involved with SSP Luncheon

12:15 – 1:15 p.m. | SKYVIEW

Concurrent 6A: Speed Networking—Publishing

1:15 – 2:30 p.m. | ARLINGTON SALON I

Concurrent 6B: Speed Networking—Editorial

1:15 – 2:30 p.m. | ARLINGTON SALON II

Concurrent 6C: Speed Networking—Sales/Marketing

1:15 – 2:30 p.m. | ARLINGTON SALON V

Concurrent 6D: Speed Networking—Management/ Strategy

1:15 – 2:30 p.m. | ARLINGTON SALON VI

Concurrent 6E: Speed Networking—Anything Goes!

1:15 – 2:30 p.m. | GRAND SALON K

Closing Plenary: Society Publishing: Lessons Learned Over the Past Five Years

2:45 – 3:45 p.m. | ARLINGTON SALONS III/IV

Networking Events

If you ask fellow attendees why they attend the SSP Annual Meeting, the top reply you will hear is, “networking.” We agree! We’ve built in a variety of special events that will allow you to meet and network with like-minded peers.

The official kick-off, the Opening Reception on Wednesday evening from 5:30 to 7:00 p.m., in the Exhibitor’s Marketplace (GRAND BALLROOM), gets you off and running on the right foot. Other networking opportunities during the meeting include:

Thursday, May 28

7:30 – 8:30 a.m.	New Member/First-Time Attendee Breakfast (ROSSLYN)
7:30 – 9:00 a.m.	Continental Breakfast (GRAND BALLROOM)
10:00 – 10:30 a.m.	Refreshment Break (GRAND BALLROOM)
12:00 – 2:00 p.m.	Awards Luncheon (ARLINGTON SALONS III/IV)
3:30 – 4:00 p.m.	Refreshment Break (GRAND BALLROOM)
5:30 – 7:00 p.m.	Networking Reception (GRAND BALLROOM)

Friday, May 29

7:30 – 8:30 a.m.	Mentoring Breakfast (ROSSLYN)
7:30 – 9:00 a.m.	Continental Breakfast (GRAND BALLROOM)
10:00 – 10:30 a.m.	Refreshment Break (GRAND BALLROOM)
12:15 – 1:15 p.m.	Networking Lunch (ARLINGTON SALONS III/IV)
	Get Involved in SSP Luncheon (SKYVIEW)
1:15 – 2:30 p.m.	Speed Networking—Publishing (ARLINGTON SALON I)
	Speed Networking—Editorial (ARLINGTON SALON II)
	Speed Networking—Sales/Marketing (ARLINGTON SALON V)
	Speed Networking—Management/Strategy (ARLINGTON SALON VI)
	Speed Networking—Anything Goes! (GRAND SALON K)

Congratulations to the 2015 Travel Grant Award Winners:

EARLY CAREER AWARDEES:

Amy Laurent, *Cambridge University Press*
Carrie Macmillan, *University of Toronto Press*
Julie Markowitz, *Wayne State University Press*
Kathryn Osterndorff, *Ooligan Press at Portland State University*
Shayna Pekala, *Indiana University Libraries*
Xin Su, *John Wiley & Sons Inc.*

STUDENT WINNERS:

Rob Anderson, *University of Tennessee*
Kelly Denzer, *University of North Carolina, Greensboro*
Ana Ndumu, *Florida State University*
Anna Newman, *Simmons College*

INTERNATIONAL WINNERS

Madina Assangaliyeva, *Nazarbayev University Library, Astana, Kazakhstan*
Joanne Hilliar, *University of Sheffield, Sheffield, United Kingdom*
Kathleen McGarry, *Macquarie University, Sydney, Australia*

Pre-Meeting Seminars

Wednesday, May 27

8:30 – 11:30 a.m.

ARLINGTON
SALON I

Seminar 1: Publishing 101: The Business of Publishing

As part of the Publishing 101 series, this session will focus on the business of publishing. How do publishers decide what content to publish? What are the primary considerations in deciding whether or not to start a journal? What business models are in use or emerging? How is market opportunity assessed? In this session we'll have four speakers discuss their experiences in Market Analysis, Publishing Business Models, Journal Acquisition, and Starting a Journal. After the presentations there will be an opportunity to discuss the content presented and ask questions.

Moderator: *Kerry Kroffe (@kerrykroffe), PLOS*

Speakers: *Judy Luther, Informed Strategies; Alice Meadows (@aliceimeadows), ORCID; Jamie Hutchins, IOP Publishing; Kari Roane, University of Chicago Press*

ARLINGTON
SALON II

Seminar 2: Smart Linking & Supplemental Data: Turning Funder Data Mandates into Opportunity

The role of the publishing industry in enabling academics to communicate their work is changing. As researchers seek to make better use of the internet to raise their professional profiles, and funding bodies push for greater openness, publishers must respond by broadening the types of products and services that they provide. The current trend in open science is data publication. Recently a number of funding bodies, including the NIH and Wellcome Trust have mandated that research data be made publicly available. In this seminar, you will learn how some publishers are responding to and supporting the need for data sharing, new forms of scholarly output, and new ways to consume content, such as mobile. You will see how different publishers are taking different approaches to supporting data compliance. Some are hosting data themselves through supplementary information while others link directly to data hosted elsewhere or collaborate with third party technology providers.

Moderator: *Phill Jones (@philljones), Digital Science*

Speakers: *IJsbrand Jan Aalbersberg, Elsevier; John Chodacki (@chodacki), PLOS; Mark Hahnel, figshare; Daniel Evanko (@devanko), Nature Publishing Group*

12:30 – 3:30 p.m.

ARLINGTON
SALON I

Seminar 3: Journal Publishing – Operational Focus

Last year as part of the Publishing 101 series, we presented Journal Production the Basics and Beyond. This year we are working backwards a bit, concentrating on the Editorial-Production handoff process. Presenters will talk generally about how Editorial and Production are organized in their publishing environment. Then we'll talk about the handoff to production. What does the Editorial team need to provide? Where is metadata checked, verified, and standardized? Who does the checking? Are there programs available to assist? How are late changes dealt with? Some of the specific metadata that may be new to publishers includes: ORCID, FundRef, taxonomic terms, data availability, and author contributions. Old favorites include conflict of interest statements, copyright forms, and institution data.

Moderator: *Helen Atkins (@hba419), PLOS*

Speakers: *Helen Atkins, PLOS; Linda Sussman, Cold Spring Harbor Laboratory Press; Judy Hum-Delaney, Canadian Science Publishing*

ARLINGTON
SALON II

Seminar 4: Implementing Next Generation ID Standards for the New Machine Age: “The Ties That Bind”

Dennis Hopper didn't recently say of scholarly communications: The 20s will make the 90s look like the 80s, Man! but a character that he might play certainly could have. Experts from across the scholarly and professional information ecosystem will discuss how best to leverage evolving data standards to make the most of the changes ahead. The afternoon will be divided into two sub-sessions: the first will focus on standards broadly (including NISO and CrossRef projects such as ODI, FundRef), and the second will drill down into persistent identifiers for people (like ORCID and ISNI) and organizations (like Ringgold). Each sub-session will have separate speakers. Sessions will close with a narrative case-study-driven discussion to illustrate how firms are integrating these elements into their current systems to position participants for success in the future. If standards seem dry, and their names seem like random letters, this session will excite and inspire participants to continue to innovate and contribute to evolving discussions.

Moderators: *Peter Froehlich, Purdue University Press; Nettie Lagace (@abugseye), National Information Standards Organization*

Speakers: *Christine Orr, Ringgold, Inc.; Lyndon Holmes, Aries Systems Corporation; Laura Dawson, ProQuest; Patricia Feeney, CrossRef; Laurel Haak, ORCID; Laura Morse, Harvard University Library; Nettie Lagace (@abugseye), National Information Standards Organization*

SSP-NASIG Joint Meeting

Evolving Information Policies and their Implications: A Conversation for Librarians and Publishers

Wednesday, May 27

9:00 a.m. – 3:30 p.m.

ARLINGTON
SALON V

This special day-long session will cover public policy issues ranging from open access, grant funder submission and publication requirements, to access for the print disabled, intellectual property, copyright law and fair use. Speakers will address the current status and speculate about potential developments, to help attendees gain a better understanding of current information policy and its impact on our current and future roles. Three expert speakers will address these topics from the perspectives of the publishing, librarian, and vendor communities that make up the core of our respective memberships. In addition, two intellectual property and copyright experts within the library and publisher space will share their knowledge and opinions. The day will conclude with a wrap up panel where all five speakers will share their predictions and respond to questions.

Keynote Speakers: *Jayne Marks-Publisher, Vice President of Global Publishing, LWW Journals, Wolters Kluwer; T. Scott Plutchak-Librarian, Director of Digital Data Curation Strategies, The University of Alabama at Birmingham; Caitlin Trasande-Vendor, Head of Research Policy at Digital Science*

Legal Panel: *October Ivins-Moderator, Principal and Consultant, Ivins eContent Solutions; Peter Jaszi-Intellectual Property Expert, Professor of Law, Faculty Director of the Glushko-Samuelson Intellectual Property Clinic, Washington College of Law, American University; Michael J. Remington-Intellectual Property Expert, Partner, Brinker, Biddle and Reath LLP*

Wrap Up Panel with All Speakers: *Bob Boissy-Moderator, Manager, Account Development & Strategic Alliances, Springer*

Keynote and Plenary Sessions

Wednesday, May 27

4:00 – 4:30 p.m.

ARLINGTON
SALONS III/IV

Opening Remarks from SSP President Howard Ratner. Presentation of the Demographics and Education of Scholarly Publishing and Communication Professionals by Amy Brand

4:30 – 5:30 p.m.

ARLINGTON
SALONS III/IV

Keynote: Seriographs and Monocals: Rethinking Book Publishing in the Digital Age



Speaker: *Charles Watkinson (@charleswatkinso), Associate University Librarian for Publishing, University of Michigan Library, and Director, University of Michigan Press*

In the world of learned society publishing, academic books have traditionally been regarded as a bit of a backwater. However it is time to reexamine our assumptions about a business where the demands of digital scholarship are inspiring the creation of new formats, platforms, and business models. While inspired by advances in the journals arena, monograph publishers are creating unique solutions that suggest future directions for other publishing fields. New formats for mid-length argument are proving popular with authors and readers alike. Platform experimentation is being driven by author interest in integrating data with narrative and enabled by substantial investment capital. Demand-driven-acquisitions models for books are growing in influence leading to devastating effects on income for some and large margins for other players. At the same time, open access books are growing in number and serious exploration is afoot into the possibility of a producer-pays environment funded by academic institutions. This interactive presentation presents an overview of important changes in monograph publishing and explores their implications for innovation and impact across the landscape of scholarly communication.

Keynote and Plenary Sessions continued

Thursday, May 28

9:00 – 10:00 a.m.

ARLINGTON
SALONS III/IV

The New Big Picture: A Discussion with Ken Auletta and the Society for Scholarly Publishing



Speaker: Ken Auletta (@kenauletta), bestselling author and journalist for *The New Yorker*

Hosted by John Inglis (@JohnRInglis) Cold Spring Harbor Laboratory Press

A conversation, in which audience members can participate, with one of America's most informed and insightful commentators on the media business. The dialogue will range widely, touching on trends, technologies, companies, visionaries, and public attitudes and habits that are powerful drivers of change in today's communication landscape. Ken Auletta has written "Annals of Communications" columns and profiles for *The New Yorker* magazine since 1992. He is the author of eleven books, including five national bestsellers, notably: *Three Blind Mice: How the TV Networks Lost Their Way*; *The Highwaymen: Warriors of the Information Super Highway*; *World War 3.0: Microsoft and Its Enemies*; and *Googled, The End of the World As We Know It*.

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Submission Partner

Examples:
• Language editing service
• Pre-peer review service
• Journal selection service
• Publisher branded portal
• Collaborative authoring tool

Ingest Service

Files &
JATS XML



Friday, May 29

9:00 – 10:00 a.m.

ARLINGTON
SALONS III/IV



Reflections on Leadership and Success

Speaker: *Jennifer Lawton (@jennylawton), former CEO, MakerBot Industries*

Jennifer Lawton, executive and serial entrepreneur, will reflect on the factors that have led to her career success. From founding and running top tech companies to owning and managing an independent bookstore chain, Lawton has a wide base of experience from which to share advice and observations. In her most recent role, Lawton was at the vanguard of innovation and disruptive technology, as three-dimensional desktop printing company MakerBot rose to the fore of consumer 3-D printing. She leveraged her own life experience as a successful entrepreneur to help grow the company, market it, and establish retail outlets, making 3-D printing a reality for the consumer. As with any success story, there were challenges to be overcome, and it is from this journey that Lawton will share the lessons she learned along the way.

2:45 – 3:45 p.m.

ARLINGTON
SALONS III/IV

Closing Plenary: Society Publishing: Lessons Learned Over the Past Five Years

Moderator: *Michael Clarke (@mtclarke), Clarke and Company*

Speakers: *Angela Cochran, American Society of Civil Engineers; Susan King, American Chemical Society; Stephen Welch, CHEST; Robert Harington, American Mathematical Society; Kenneth Heideman, American Meteorological Society*

Society publishers have a unique set of challenges and rewards. Hear from a panel of experienced society publishing professionals as they talk about their lessons learned over the past 5 years. Get real-world advice, observations, ideas, and strategies for success—and hear about the thrill of victory and the agony of defeat as our panel shares their experiences.

Concurrent Sessions

Thursday, May 28

10:30 a.m. – 12:00 p.m.

CONCURRENT SESSION I

GRAND SALON A

1A: Choosing the Right Technology when the Sky Isn't the Limit **TECHNOLOGY**

No one has unlimited resources. No product can start with unlimited funding. How do you respond to new needs, new delivery formats, and the increased need for editorial and production efficiency when resources are limited? When making technology selections, the decisions you make now can have long-term impact. How can you optimize your choices? Navigating the technology solution landscape requires being able to articulate a strategy and objectives, identifying and prioritizing requirements, evaluating and balancing tradeoffs, and gathering and analyzing information from potential tools or partners to select the most appropriate solution. In this session, a panel of representatives from different publishing organizations will discuss their experiences with selecting technology solutions under constraints. They will share specific examples of a technology selection, their strategy and decision-making approach and lessons learned. Attendees can pick up valuable tips on selection approaches that they may apply to their own situations.

***Moderator:** Mark Jacobson (@markjake2), Delta Think, Inc.*

***Speakers:** Allison Belan, Duke University Press; Alexandra Vance, GeoScienceWorld; Jane Hiebert-White, Health Affairs*

GRAND SALON K

1B: The Researchers' New Big Picture **RESEARCH/USER NEEDS**

Publishing is changing, but so is the way researchers integrate, utilize and create content in their day-to-day work. In this session, you will hear directly from researchers, professors and graduate students about their routine and expectations when it comes to scholarly content. What is their reality? What kind of pressure do they face to advance their career and to secure funding for their projects? How do they perceive Open Access, mega journals, predatory publishers? How do they integrate social media in their academic life? What are their views on publishing in general and what kind of changes would they welcome? We will have a panel of 3-4 end-users in the STM fields. The session will be interactive with plenty of opportunities for the audience to ask questions and hear all about the new big picture from the researchers' perspective.

***Moderator:** Emilie Delqu  , Copyright Clearance Center*

***Speakers:** Matt Hartings, American University; Shelby Kimmel, University of Maryland College Park; Clayton Cox, ASM / AAAS; Paul Hess, Joint Quantum Institute – University of Maryland*

1C: Previews Session: New and Noteworthy Product Presentations **MARKETING/PRODUCT DEVELOPMENT**

This session is designed to offer publishers and vendors the chance to showcase their newest and most innovative products, platforms, and/or content. The idea is to provide a wide breadth of content on new and updated products that are of interest to the SSP community. Speakers will be organized in a lightning round format with each allotted 5 minute presentations, back-to-back.

Moderator: David Myers (@DmediaAssoc), DMedia Associates, Inc.

Speakers: Tina Bogich, Standard Analytics; Kaveh Bazargan, River Valley Technologies; Jennifer Kane, Reprints Desk, Inc.; Deepika Bajaj, RedLink; Mary Anne Baynes, Overleaf; Bruce Rosenblum, Inera, Inc.; Michael Hepp, Dartmouth Journal Services; Richard Wynne, Aries Systems Corporation; Jean Kaplansky, Aptara; Patti Lockhart, American Society of Plant Biologists; Mona Hidayet, AdvantageCS; Matt Pedersen, Copyright Clearance Center, Inc.; Patricia Sabosik, ACI Information Group; Jean Brodahl, Ringgold, Inc.

1D: DDA, DRM, ILL – Oh My! Building a Better eBook Model **BUSINESS STRATEGY**

eBook licenses vary widely across providers, platforms, and use cases. Such complexities can leave library patrons baffled or frustrated. Must one business model work for all or can such variety peacefully co-exist? If one were able to build it today, what would an ideal model be for libraries, for publishers, for patrons? In 2013, Macalaster College published an eBook Advocacy Statement, and since then many libraries have added their names. This Statement provides an excellent starting point for discussions between eBook providers, vendors, and libraries. Please join our interactive session and offer your insights as to this complex product offering. Topics include DRM, usage models, short-term loans, DDA, and more. Many points of view will be represented, and participants must be committed to learning more about the needs of each other's communities and stakeholders.

Moderator: Heather Staines (@heatherstaines), ProQuest SIPX

Speakers: Kathy Masnik, ProQuest; Whitney Murphy, Ingram Content Group; Katy Gabrio, Macalester College

Concurrent Sessions continued

ARLINGTON
SALON V

1E: Open Access 2.0: Monographs from the Perspective of Publishers and Librarians

OPEN ACCESS

While Open Access journals have captured much of the attention thus far, the gold standard for humanities and social sciences researchers remains the scholarly monograph. As the sustainability of the traditional monograph publishing model begins to wane, OA books may be the solution for publishers and academics; but what is the institutional impact on resource management and the potential shift from outright purchase to author publishing charges? In this session, a panel consisting of pioneering content providers and library market experts will discuss new research into library selection of OA monographs and involvement in researchers publishing submissions. The studies address such acquisitions issues as cataloguing, selection criteria, the evolution of library funds to cover publishing fees, alternative sources of funding, spending priorities and emerging business models. Publishers also weigh in with data on revenue models for OA books vs. journals, where the money comes from and which fields show the strongest potential for OA monographs.

***Moderator:** Martha Whittaker (@ASM microbiology), American Society for Microbiology*

***Speakers:** Ros Pyne, Nature Publishing Group/Palgrave Macmillan; Mary C. Francis (@ucpress), University of California Press; Melissanne Scheld (@melissannepcg), Publishers Communications Group*

ARLINGTON
SALON VI

1F: The Future of Scholarly Communication According to the Professionals Who Will Shape It

FUTURE OF PUBLISHING

This panel brings together early career professionals from across the scholarly communications spectrum to discuss why they chose this career path, what they enjoy about it and what has surprised them, the biggest challenges and opportunities they believe we face, their vision for the future, and how they hope to make that vision a reality. Topics covered will include training and professional development needs; the role of industry associations such as SSP in identifying and nurturing the next generation of professionals; the challenges of keeping up-to-date in a fast-moving world; networking, mentoring, and role models; and what the field of scholarly publishing will look like in the future. A brief analysis of recent surveys and other data on early career professionals in scholarly communication (for example, the recent STM survey of early career publishers) will be followed by an informal facilitated discussion incorporating a mix of pre-prepared questions and live questions from the audience. This session will

provide attendees at all stages of their careers with a unique insight into the aspirations of and challenges for early career professionals working in scholarly publishing. Please join us for a conversation with some of the people who will help shape the future of our industry.

Moderator: *Emma Brink, Wiley*

Speakers: *Ashley Ketelhut, American Society of Clinical Oncology; Emilia Guevara, American Anthropological Association; Nick Dials, Harvard University; Katy Meert, Elsevier; Maeg Keane, BioOne; Pat Weitzel, National Institutes of Health;*

2:00 – 3:30 p.m.

CONCURRENT SESSION 2

GRAND SALON A

2A: Big Journal Literature, Big Usage

TECHNOLOGY

Every year, more and more is being published in STEM. Even keeping up with, and taking in, the most relevant journal literature is fast becoming impossible. The need is emerging for knowledge overviews and trend analyses of large volumes of journal articles, in order to use existing knowledge efficiently and not, as is increasingly the inescapable case, haphazardly. The technological possibilities to analyze large numbers of articles (think hundreds of thousands, even millions) combined with data are making good progress to find and make the connections explicit of embedded knowledge. However, formidable practical hurdles exist, primarily to do with the scattered nature of the scientific journal literature. Potential solutions will be addressed, and ways to speed up the evolutionary path to comprehensive knowledge overviews that help researchers get their jobs done.

Speakers: *Paul Cohen, DARPA; Paul Grooth, Elsevier Labs; Jan Velterop,*

GRAND SALON K

2B: The Evaluation Gap: Using Altmetrics to Meet Changing Researcher Needs

RESEARCH/USER NEEDS

As academic communication and the dissemination of research increasingly move online, traditional metrics such as citation counts and Impact Factors are failing to reflect the increased amount of engagement that now surrounds scholarly outputs. At the same time, funders and governmental review panels are attempting to identify and evidence the broader impact of published research, leading to what is now referred to as the evaluation gap. As ongoing reviews look at the debate around what should and shouldn't be incorporated as part of these indicators, we discuss the value in the altmetrics

Concurrent Sessions continued

beyond the numbers, and ask what other insights do article level and alternative metrics hold for publishers and their audiences? We'll discuss how a variety of publishers large and small are using the altmetrics surrounding their content to grow their competitive advantage and better support their authors, readers, and society partners. We'll also hear from an institution on how they have been applying altmetrics in practice, and identify what this has helped them achieve.

Moderator: *Phill Jones (@phillbjones), Digital Science*

Speakers: *Alphonse MacDonald, National Academy of Sciences; Jill Rodgers, MIT Press; Terri Teleen, Wiley; Cassidy Sugimoto, Indiana University*

ARLINGTON
SALON I

2C: APIs in Scholarly Publishing—It's a Marketing Thing **MARKETING/PRODUCT DEVELOPMENT**

How do organizations like Nature, JSTOR, the Digital Public Library of America (DPLA), arXiv, IEEE and the National Library of Medicine and many other forward-looking publishers enable location-based services, comply with funder requirements, and improve the discoverability of content, all without having to spend development effort on massive projects? We've all seen eyes glaze over when we hear that APIs are the future of Publishing. This session will draw back the curtain and demystify Application Programmers Interfaces, or APIs. We will explain and illustrate what they actually are and show how they allow the crowd to create tools publishers and libraries may not have even envisioned.

Speakers: *TBD*

ARLINGTON
SALON II

2D: Navigating the Journals Commissioning/Acquisitions Landscape

BUSINESS STRATEGY

Commissioning and acquisitions are essential activities for any journals publisher that aims to grow and that wants be part of the scholarly publishing landscape. In this 90-minute session, a selection of journals editors and publishers from a variety of organizations will talk about this dynamic and diverse role, which features business development and strategy, market research and competitor analysis, and editorial and product development. Companies represented will include large commercial publishers, smaller not-for-profits, university presses and open access publishers. Editors from STEM and SSH subject disciplines will speak about their role and daily tasks, including how they research and launch new journals; acquire existing titles; manage society relationships; and develop new OA

models. After the presentations, there will be a panel discussion on common challenges and opportunities in journals commissioning/acquisitions. Editors will also share their insights into business innovation and new product development programs.

Moderator: Victoria Rae (@toriraeuk), Scholarly Publisher

Speakers: Dan Morgan, University of California Press; Jeremy Nielsen, Radiological Society of North America; Ashley Petrylak, Oxford University Press

2E: Liblsher or Pubrary: Navigating the New Library Publishing Landscape

OPEN ACCESS

More and more university presses are now part of their university library infrastructure, and more libraries are moving forward with publications of their own. The business of libraries and publishers are now intertwined and overlapping. Libraries have been proponents of open access, whereas many scholarly publishers have been wary about, if not hesitant to implement, open models. How are priorities such as funding and sustainability achieved? What does the current library publishing landscape look like? How does the Library Publishing Coalition fit in? Whether you are a publisher who reports to (or operates closely with your campus library), a publisher whose content is provided to students and researchers primarily through libraries, or a library publishing your own content, please come prepared for a lively roundtable discussion with those wearing more than one hat in the scholarly communication ecosystem.

Moderator: Heather Staines (@heatherstaines), ProQuest SIPX

Speakers: Mary Rose Muccie, Temple University Press, Temple University Library; Charles Watkinson, University of Michigan Press; Sarah Lippincott, Library Publishing Coalition; John Warren, Mason Publishing Group, George Mason University Press

2F: The Future of Publishing: A University's View

FUTURE OF PUBLISHING

Scholarly publishing is deeply intertwined with the academic community, as the important research performed in university settings is routinely communicated through scholarly journals. Come join a panel of three past or present provosts as they discuss their vision of the future of publishing and share more about how the current state of research funding affects researchers at their institutions. Panelists will also discuss the publishing efforts at their institutions and how the university supports researchers on the path

Concurrent Sessions continued

to being published. This interactive session will include plenty of time for discussion and questions from the audience, and the panel represents a great opportunity for the publishing community and important decision-makers in academia to learn from each other.

Moderator: Ben Mudrak (@benmudrak), Research Square

Speakers: Paul Courant, University of Michigan; Geneva Henry, George Washington University; Jeffrey Vitter, University of Kansas

4:00 – 5:30 p.m.

CONCURRENT SESSION 3

GRAND SALON A

3A: New Tools and Workflows for Manuscript Submission and Peer Review

TECHNOLOGY

New technologies and evolving business models are rapidly changing the supply side of the scholarly publishing landscape. A new generation of authors is looking for ways to take greater control of who sees their work, how quickly their manuscripts move through the peer-review process, and ultimately where, and how quickly, they make it to publication. Publishers want to develop and maintain the flow of quality papers, while responding to financial and competitive pressures in the market. This panel discussion will include representatives of PLoS, PeerJ, and Cold Spring Harbor Laboratory Press, publishers who are using new technologies to speed the dissemination of scholarly information, and HighWire Press and eJournal Press, technology innovators who are creating these technologies.

Moderator: Bert Carelli (@bcarelli), HighWire Press, Inc.

Speakers: Joel Plotkin, eJournalPress; Mark Johnson, PLoS; Peter Binfeld, PeerJ; John Inglis, Cold Spring Harbor Laboratory Press

SKYVIEW

3B: Chat with a Librarian

RESEARCH/USER NEEDS

Academic libraries and librarians are major stakeholders in the evolution of scholarly publishing, finding themselves at the intersection of authors' rights, open access, new models of scholarly discourse, and preservation, while managing ever-tighter budgets and reasserting their relevance in the digital age. We will bring together librarians from a diverse group of academic libraries who will describe how their roles are changing, what they see as the challenges ahead, and how they plan to meet the challenges. Through roundtable conversations with the panelists the audience will come away with a clearer understanding and a better appreciation of what's at stake for libraries as scholarly publishing evolves.

ARLINGTON
SALON I

Moderator: Brenda Seago, Georgia Regents University

Speakers: Lois Culler, Inova Fairfax Hospital; Patricia Thibodeau, Duke University; Linda Van Keuren, Georgetown University; Anne Linton, George Washington University; Janice M. Jaguszewski, University of Minnesota; M.J. Tooley, University of Maryland; Paul Schoening, Washington University in St. Louis; Anne K. Seymour, Johns Hopkins Medical Institutions; Brenda Seago, Georgia Regents University; T. Scott Plutchak, University of Alabama Birmingham;

3C: New Product Development in Today's Scholarly Publishing Environment

MARKETING/PRODUCT DEVELOPMENT

Learn tried and true new product development strategies for journals, books, and other educational products from experienced panelists. Topics covered will include identifying market needs, distinguishing the new product from the competition, user research, developing the concept, preparing financial projections and the business plan, including a product launch schedule. The session will begin with an introduction to successful product development. The session's core will rely on a case study format from experts representing medical, scientific, and engineering publishing and intimately involved in the development of several types of new information resources. The session will conclude with a moderated Q&A session.

Moderator: Cara Kaufman, Kaufman Wills Fusting & Company LLC

Speakers: Peter Ashman, BMJ; Richard Lampert, Doody Enterprises, Inc., Publishing Services Division; David Marshall, SIAM; Will Schweitzer, American Association for the Advancement of Science; Elizabeth Nolan, The Optical Society

ARLINGTON
SALON II

3D: Where to Find Growth in a Flat Market

BUSINESS STRATEGY

Let's get right to it: Where will growth in STM and scholarly publishing come from? The growth strategies of the past two decades appear to be nearing, if not a peak, at least a plateau. Site licensing and global expansion have driven growth for nearly two decades, but we have reached a point where these strategies will at best offer incremental growth in the decade to come. While publishers are producing an ever-increasing volume of content, institutional library budgets have not kept pace with the growth in global research output. This session will explore strategies for growth in the current flat landscape of today's STM and scholarly publishing market, including new product development, growth through mergers and acquisitions (M&A), and increasing reliance on direct-to-consumer

Concurrent Sessions continued

products and services. Attendees will gain knowledge to help assess and diversify their existing portfolios and determine the right mix of growth strategies to ensure a sustainable future.

Moderator: *Thane Kerner (@thanek), Silverchair Information Systems*

Speakers: *David Lamb, Lamb Group LLC; Joseph Esposito (@JosephJEsposito), Processed Media; Michael Clarke (@mtclarke), Clarke & Company;*

ARLINGTON
SALON V

3E: Helping Journal Editors Establish Data Access and Research Transparency Practices

OPEN ACCESS

For several years, a group of scholars and editors in the social sciences have worked to establish data citation and research transparency standards. These were used to launch forward-looking and action-oriented conversations with a broader group of editors regarding how to facilitate and incentivize appropriate data access, and research and analytic transparency. The panel will discuss best practices: the use of persistent identifiers, the role of trusted repositories, the pre-registration of experimental and observational research designs, the incorporation of transparency standards in to journal work flow, and the use of active digitally enhanced citations. This grant funded initiative also works with organizations to help them implement data access and research transparency practices.

Moderator: *William D. Morgan (willmorgan66), Midwest Political Science Association*

Speakers: *Merce Crosas, Harvard University, Institute for Quantitative Social Sciences; Bill Jacoby (@AJPS_Editor), American Journal of Political Science; Sara Bowman, Center for Open Science; Colin Elman, Syracuse University, Qualitative Data Repository*

ARLINGTON
SALON VI

3F: Everything's New Under the Sun: How New Standards and Best Practices will Affect your Life

FUTURE OF PUBLISHING

This session will present the latest updates for several consensus-driven, community-based standards and recommended practices—published by the National Information Standards Organization (NISO) and other organizations—crucial to the SSP audience. Projects to be reported include: the NISO Altmetrics Initiative; the Access & License Indicators Recommended Practice; Presentation and Identification of E-Journals (PIE-J); Project CRediT (Contributor Roles Taxonomy); and the Transfer Code of Practice. Stakeholders representing different expertise and viewpoints from publishers, libraries, system providers and other intermediaries, and users serve on working groups to study a particular area and

distill possibilities into practical outputs that match the available technologies, practices, and skillsets of the target recipients. All of these projects are intended to increase information sharing among users in the scholarly publishing ecosystem through effective definitions, creation, and transfer of different types of data. Come learn how you can participate!

Speakers: *Nettie Lagace (@abugseye), National Information Standards Organization; Todd Carpenter (@TAC_NISO), National Information Standards Organization; Amy Brand (@amy_brand), Digital Science; Heather Staines (@heatherstaines), ProQuest SIPX; Regina Reynolds, Library of Congress*

Friday, May 29

10:30 – 11:15 a.m.

CONCURRENT SESSION 4

GRAND SALON A

4A: Where Are All the Users Going? The Impact of Sharing Platforms on Stickiness of Publishers' Websites

TECHNOLOGY

Researchers are looking for new ways to collaborate. Some use general purpose platforms like Facebook to engage fellow researchers, while others have adopted purpose-built platforms such as Mendeley, ResearchGate, academia.edu, and ReadCube. Publishers are integrating with these platforms to make it easier for readers to manage their research content and to collaborate with their colleagues. Publishers, however, are also losing information about the activity on these platforms. Recently STM publishers gathered input from the community regarding article sharing. Come to this panel to hear their latest findings.

Moderator: *Jonathan Hevenstone (@hevenstone), Atypion*

Speakers: *Sarah Tegen, American Chemical Society; Alicia Wise (@wisealicy), Elsevier; Kent Anderson (@kanderson), American Association for the Advancement of Science*

GRAND SALON K

4B: Why Can't I find my Content in the Library's Discovery Service?

RESEARCH/USER NEEDS

Ensuring that a publisher's content is effectively discoverable in and deliverable from library discovery services is increasingly important for scholarly publishers. This panel will address questions such as: What are the major discovery systems in use and how are they different from federated searching? Why are they important to publishers? What is the impact on content usage from the perspective of the publisher? What happens when your content is not included as part of these systems and how does the level of metadata that you

Concurrent Sessions continued

contribute affect retrieval and usage? What is the goal of the NISO Open Discovery Initiative in establishing best practices for content in discovery systems? How can libraries, publishers and vendors work together to ensure content neutrality in all of our systems? What is the real impact of index-based discovery services on library and content providers?

***Moderator:** Susan Stearns, Boston Library Consortium*

***Speakers:** Bruce Heterick (@heterick), JSTOR; Amira Aaron, Northeastern University; Laura Morse, Harvard University Library*

ARLINGTON
SALON I

4C: Listen to Your Readers! The Value of Customer Feedback MARKETING/PRODUCT DEVELOPMENT

This session will provide a much-needed refresher course on the solicitation and practical application of customer feedback. Bringing together a leading research consultancy, website builder and publishers who have put end-user market research to good use, this panel will reintroduce proven methods and best practices for understanding your audience. Panelists will share real experiences and case studies dealing with online surveys, in-person interviews, focus groups, usability studies and website analytics to better connect with the very people who depend on, yet are frequently frustrated with, your content. Participants can expect to learn the best ways to discover: What are end users looking for? How can I test new concepts or identify gaps in my target markets? What is holding readers back? How does the user experience of my site impact navigation, search, discovery and task flows? How do I quantify usability problems and how can I turn feedback into actionable recommendations?

***Moderator:** Janet Fisher (@pcgplus), Publishers Communication Group*

***Speakers:** Cason Lynley, Duke University Press; Trina Cody, John Wiley and Sons*

ARLINGTON
SALON II

4D: “How Much Does it Cost?” versus “What Are You Getting for/doing with the Money?” An Overview and Discussion of the Open Access Journal Business Model, (Lack of) Transparency, and What Is Important for the Various Stakeholders

BUSINESS STRATEGY

Much discussion on the Scholarly Kitchen in the last 12 months has centered on a key question: How much does (or should) it cost to publish a journal article? But the cost of journal publishing is more based on historical performance and systems, rather than there being a definitive answer based on a publishing services marketplace. The questions evolve: as a publisher, is/are your journal/s your sole

operation? What kind of margin do you need (or want) to secure? Are you transitioning a legacy margin? What services do you offer? Will authors/funders start to ask what an APC is being used for? What operation am I contributing to? Cui bono? This session will provide a summary of the data and various SK discussions, and speakers will raise thought-provoking questions for an industry that largely remains a closed book regarding the finances underpinning its operations.

Moderator: Dan Morgan (@dijmorgan), Collabra: University of California Press

Speakers: Dan Morgan (@dijmorgan), Collabra: University of California Press; Rebecca Kennison (@rrkennison), K|N Consultants; Peter Binfield (@pbinfield), PeerJ; Robert Kiley (@robertkiley), The Wellcome Trust

ARLINGTON
SALON V

4E: The Challenges of Compliance

OPEN ACCESS

Achieving compliance with public-access mandates presents myriad challenges for academic institutions and libraries, publishers, funding agencies, and researchers. The costs and complexities of monitoring both diverse funder policies and researcher compliance is an increasingly important issue. This session will bring together leaders from the global scholarly community to discuss the compliance burden for libraries, explore challenges and solutions for publishers moving to an author services model, share insights and data about the costs for complying with open access (OA) requirements, and provide an update on CHORUS' efforts to make compliance more streamlined and cost-effective.

Moderator: David Crotty (@scholarlykitchn); OUP, CHORUS, Scholarly Kitchen

Speakers: Rob Johnson (@rschconsulting), Research Consulting UK; Roy Kaufman (@copyrightclear), Copyright Clearance Center, Inc.; Judith C. Russell (@JudyRussell), University of Florida Libraries

ARLINGTON
SALON VI

4F: Mind the Gap: Addressing the Need for More Women Leaders in Scholarly Publishing

FUTURE OF PUBLISHING

As an industry, scholarly publishing attracts more women than men; indeed, 58% of SSP members are women. Despite their strength in numbers, there is a concerning dearth of female leaders in the industry's most senior positions. Of SSP's 68 organizational members, only 24% have female CEOs. Board leadership shows an even greater gap, with 17% of the 54 organizations for which data

Concurrent Sessions continued

is available having a female chairperson. This interactive session will feature a moderated panel of women at various stages in their careers and representing a cross-section of the industries, organizations and publishing roles. Questions to explore will include: How can we move beyond mentorship to sponsorship? What are the limitations of current approaches to hiring and promoting senior managers? How can women who are already in leadership positions help pave the way for their successors? What advice can we give to young women starting out in scholarly publishing?

Moderators: *Alice Meadows (@alicejmeadows), ORCID; Lauren Kane, BioOne*

Speakers: *Mady Tissenbaum (@madytiss), The Journal of Bone and Joint Surgery, Inc.; Angela Cochran (@acochran12733), American Society of Civil Engineers; Sara McNamara, Oxford University Press; Ann Michael (@annmichael), Delta Think*

11:30 a.m. – 12:15 p.m.

CONCURRENT SESSION 5

GRAND SALON A

5A: Zen and the Art of Metadata Maintenance: Strategy and Tactics for Discovery and Sales

TECHNOLOGY

Metadata is the lifeblood of publishing in the digital age and the key to discovery. Metadata is a continuum of standards and a process of information flow; creating and disseminating metadata involves both art and science. This presentation offers insights on publishing-industry best practice for metadata management, process improvement steps, practical applications such as keywords, and challenges concerning eBooks. Metadata permeates and enables all aspects of publishing, from information creation and production to marketing and dissemination. This session underscores how it is essential for publishers and all others involved in the publishing industry to understand the metadata ecosystem in order to optimize a title's presence, popularity, and sale-ability, while it explores the frontiers of the expanding metadata universe. Even as metadata has become a key component in propelling discovery and sales, and an increasingly strategic function of the publishing enterprise, metadata is becoming increasingly interconnected, crowd-sourced, and employed in new ways across the information spectrum, evolving from the enterprise of illuminating meaning and significance in an individual title to enabling linkages between a broad network of objects and resources.

Moderator: John Warren (@john_w_warren), Mason Publishing Group, George Mason University Press

Speakers: Bob Oeste (@BobOeste), Johns Hopkins University Press; John Warren (@john_w_warren), Mason Publishing Group, George Mason University Press

GRAND SALON K

5B: Beyond the Download: The Secret Life of the Scholarly Article RESEARCH/USER NEEDS

We can track when an article is in the electronic realm, but what happens to it after it has been downloaded? The Beyond Downloads project examines the post-download behavior of scholars to reveal what is happening beyond what we know from traditional metrics. Interview, focus groups and an international survey, were used to investigate the ways in which scholars store, share, and use downloaded scholarly articles. We also gauged researchers' attitudes towards the sharing of their own work and the work of other scholars. Traditionally, usage measured as downloads has been the proxy for the value derived by reading. We believe that the relationship between downloads and readership is unlikely to be static: real usage cannot be measured in traditional ways. For example, preliminary findings suggest that informal sharing of material is increasing. This presentation looks at the wider implications for publishers and libraries.

Moderator: Suzie Allard (@ciaosla), Center for Information and Communications Studies (CICS), University of Tennessee, Knoxville

Speakers: Lisa Christian, University of Tennessee Knoxville; Suzie Allard (@ciaosla), Center for Information and Communications Studies (CICS), University of Tennessee, Knoxville

ARLINGTON SALON I

5C: Beyond Market Research: Getting from Insight to Product Solutions

MARKETING/PRODUCT DEVELOPMENT

Discovering new business models begins with a deep understanding of the needs, behaviors, and expectations of our audiences. Those audiences are changing faster than ever before, making ongoing study and analysis of consumer behavior a necessity. No matter how current the data, though, or how comprehensive the analysis, customer insights alone aren't enough to drive business model development. This session will begin with a review of survey responses from over 10,000 researchers, covering their perceptions of the value that they receive from society and association memberships. From there, it will explore the use of tools and approaches that help translate those customer insights into value propositions and ultimately, products on the market. At the conclusion of the session, participants will

Concurrent Sessions continued

have a better understanding of how to apply innovation management methodology in their publishing programs and will be better able to accelerate the process from market research to product launch.

Moderator: Bill Deluise (@wdeluise), Wiley

Speakers: Bill Deluise (@wdeluise), Wiley; Lorna Berrett (@LBerrett), Wiley

ARLINGTON
SALON II

5D: Great Idea—Now How Do We Do It? Collaborating to Implement Innovations

BUSINESS STRATEGY

Scholarly communications is in flux, but it still takes publishers, vendors, libraries and others time—sometimes years—to implement new programs. This flash session will bring together vendors, publishers, librarians, and funders, each of whom will give a talk, providing at least one tip on how to get new programs unstuck by working together.

Moderator: Carol Anne Meyer (@meyercarol)

Speakers: Tony Alves (@OccupySTM), Aries Systems Corporation; Joanna Martin, U.S. Department of Energy; Bruce Rosenblum (@eXtyle), Inera, Inc.; Rebecca Kennison (@rrkennison), K|N Consultants

ARLINGTON
SALON V

5E: Does Data Fit in the Traditional Publication? Shouldn't It?

OPEN ACCESS

As funder mandates regarding open data become more common, publishers are beginning to offer new functionality to their authors. The journal is the first place academics turn to for dissemination of scholarly work, and the paper is still the currency of the research world. PLOS Senior Product Manager Jennifer Lin will talk about the pioneering stance taken by PLOS in early 2014 with their open data policy, which requires authors to make available the data underlying the findings in each paper. She will be joined by Mark Hahnel, CEO of figshare, which provides technology for publishers to help store and visualize data without adding weight to their existing journal infrastructure. The two will discuss best practice with regard to sharing data, new business models that different types of publishers are building around non-traditional research outputs, and potential future developments and innovation built on top of this emerging space.

Speakers: Mark Hahnel (@markhahnel), figshare; Jennifer Lin (@jenniferlin15), PLOS

ARLINGTON
SALON VI

5F: How Today's Startups are Changing Tomorrow's Scholarly Communication

FUTURE OF PUBLISHING

In today's world of scholarly publishing, there are diverse views not only on where the market is headed, but how it should get there. This panel speaks to those entities moving with the industry, not against it. It is on neither end of the spectrum, but rather sits in the middle, looking at how non-disruptive startups are focusing on what stakeholders want, serving those wants and needs in the least disruptive way as part of the existing infrastructure and benefitting from that position. Startups are by nature innovative and agile, and, if successful, create value as they introduce new products and services to the marketplace. This panel will focus on how startups have helped, are helping, and will help larger, established publishers, as well as smaller players such as small societies and the industry itself, move effectively and efficiently in new directions.

***Moderator:** Phill Jones (@philljones), Digital Science*

***Speakers:** Jace Harker, Authorea; Gary Spencer, Wiley; Phill Jones (@philljones), Digital Science; Keith Collier (@keithecollier), Research Square; Melinda Kenneway (@melindakenneway), Kudos Innovations, Ltd. & TBI Communications*

1:15 – 2:30 p.m.

CONCURRENT SESSION 6

The SSP Annual Meeting is a valuable opportunity to network with colleagues across the industry; however many struggle to find the time to make new contacts in between sessions and other engagements. This year we are offering five new concurrent speed networking sessions in which attendees will engage in one-on-one conversations with up to 20 fellow industry professionals. Attendees at all career stages and from all segments of the industry are encouraged to join us for this event.

ARLINGTON
SALON I

6A: Speed Networking—Publishing

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6B: Speed Networking—Editorial

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6C: Speed Networking—Sales/Marketing

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SALON VI

6D: Speed Networking—Management/Strategy

GRAND SALON K

6E: Speed Networking—Anything Goes!

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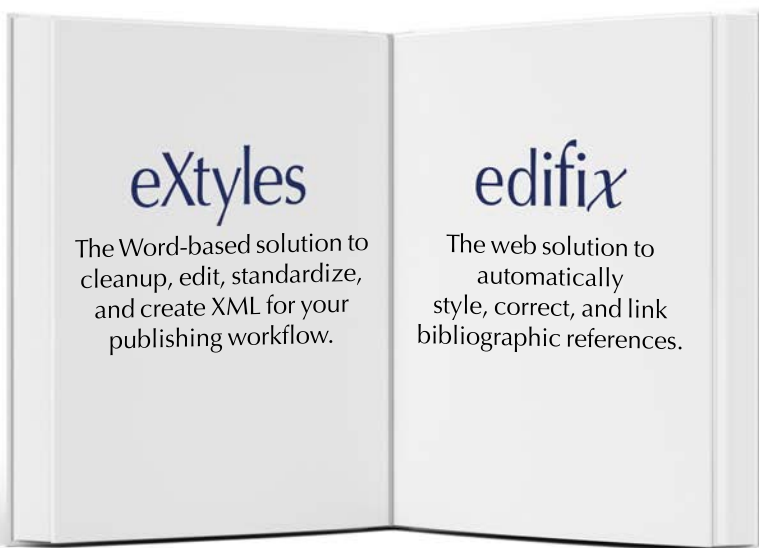


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PRE (PEER REVIEW EVALUATION) | BOOTH #109

20 Pickering St.

Needham, MA 02492 USA

Phone: +1 781 449 9780 | www.pre-val.org

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PUBLISHERS COMMUNICATION GROUP | BOOTH #302

38 Chauncy Street, Suite 1002

Boston, MA 02111 USA

Phone: +1 617 395 4089 | inquire@pcgplus.com | www.pcgplus.com

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PUBLISHING TECHNOLOGY | BOOTH #300

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Phone: +1 617 395 4089 | info@publishingtechnology.com | www.publishingtechnology.com

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Exhibitors **continued**

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International Headquarters
N61 W23044 Harrys Way
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Phone: +1 304 262 7000 | www.qg.com

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25 First St. Suite 104
Cambridge, MA 02141 USA
Phone: +1 631 523 3390 | www.readcube.com

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REDLINK | BOOTH #212

5201 Great America Pkwy | Suite 510
Santa Clara, CA 95054 USA
Phone: +1 650 224 9726 | www.redlink.com

RedLink's main goal is to provide business intelligence to academic publishers. It provides a simple, intuitive and user friendly interface to visualize data in a way that enables marketing and sales people to stay on top of their customers' needs, proactively deal with risks, easily spot opportunities and grow their business. RedLink is designed to build efficiency and customer satisfaction into the sales cycle with a few clicks. It offers you the ability to personalize your experience to have fast and easy access to customized reports and tailor content to meet the demand from specific accounts and customer segments. RedLink technology is easily adapted to any hosting platform. It is constantly evolving to deliver flexibility to publishers to do what is best for their customers and content. If you are interested in learning more, please email us at support@redlink.com. We'd love to hear from you.

RINGGOLD, INC. | BOOTH #210

PO Box 368

Beaverton, OR 97075 USA

Phone: +1 503 645 3502 | info@ringgold.com | www.ringgold.com

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RSUITE CMS | BOOTH #114

2570 Blvd of the Generals, Suite 213

Audubon, PA 19403 USA

Phone: +1 610 631 6770 x 14 | info@rsicms.com | www.rsuitecms.com

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S4 CARLISLE PUBLISHING SERVICES | TABLE TOP #5

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Dubuque, IA 52002 USA

sales@s4carlisle.com | www.s4carlisle.com

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SHERIDAN | BOOTH #213, #215, #312, #314

450 Fame Ave

Hanover, PA 17331 USA

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Exhibitors **continued**

SQUID SOLUTIONS | TABLE TOP #4

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www.squidsolutions.com

Squid Solutions provides usage analytics solutions tailored to the unique needs of the academic publishing sector. The company specializes in solving issues around Big Data. Squid's team of data scientists and developers are dedicated to ensuring data accuracy and making data accessible to all levels within an organization.

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TYPEFI SYSTEMS BOOTH #205

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90 Sippy Downs Drive

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Typefi Systems Pty Ltd is a global software development company and innovator in the development of intelligent, scalable, cross-media publishing solutions. Typefi's flagship product, Typefi Publish, automates composition processes for the rapid production of richly-formatted documents in digital and print media.

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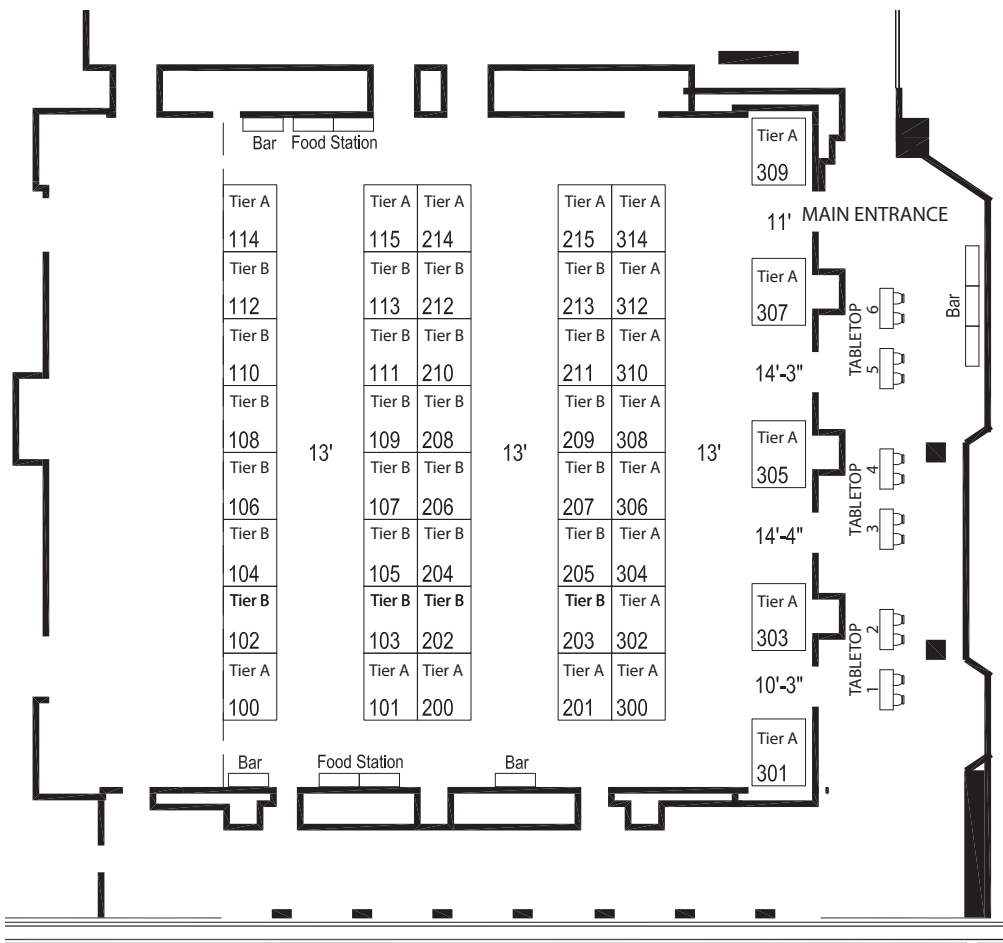
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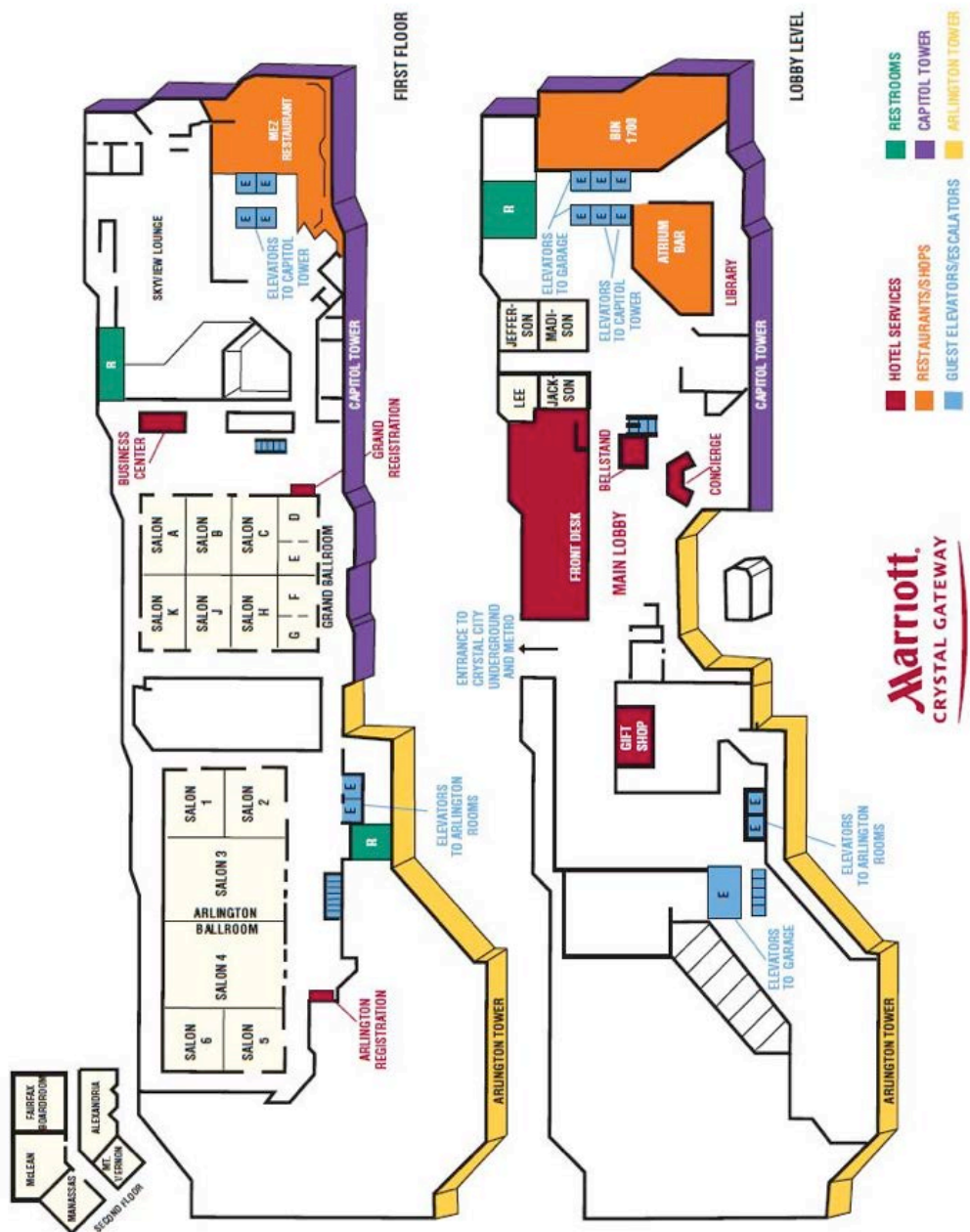
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Exhibit Hall Map



Hotel Floor Plans



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- **Evolving Engagement Strategies – Are we Getting Sticky or Stuck?**
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