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Huddersfield Open Access Publishing [Extended Abstract]

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Abstract. This paper presents the findings of the Huddersfield Open Access Publishing Project, a JISC funded project to develop a low cost sustainable Open Access (OA) journal publishing platform using EPrints Institutional Repository software.

Keywords. open access, publishing, University Press, e-journals, culture, technology

Introduction

The JISC funded Huddersfield Open Access Publishing (HOAP) Project [1] aimed to develop a low cost sustainable Open Access (OA) journal publishing platform using EPrints Institutional Repository software in order to disseminate University of Huddersfield Press journals. This paper will report on the development of the HOAP platform and discuss the outcomes of the project including the changes to the culture of publishing and attitudes to OA and the Repository in the University.

The University of Huddersfield is a medium sized university in the north of England of around 23,000 students. The University has a rapidly expanding research portfolio and is on target to achieve its goal of becoming an internationally recognised research-led institution. Currently the University has over 750 postgraduate research students and over 800 academic staff spread across 7 Schools and 3 campuses.

1. The HOAP platform

The principle aim of the project was to develop a platform to convert the peer reviewed University journal, *Teaching in Lifelong Learning*, from its existing print subscription model to an OA e-journal. After discussions with EPrints, a specific front end interface was created for the journal, with content being archived in the University Repository [2]. The journal landing pages [3] and related contents pages follow a specific template. This will enable title specific branding for future journals launched by the University Press to be created easily and with no additional development costs.

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The creation of the journal landing pages and the volume/issue pages is fully automated. The articles are uploaded into the Repository in the normal way. The first article of a new issue will automatically create a new entry on the landing pages and a new issue page by referencing the ISSN, year, volume, issue and page numbers in the articles. Each subsequent article deposited in the issue will therefore be listed on the journal pages. The efficient workflow means that an entire issue can be uploaded in around 30 minutes. The articles themselves maintain the standard Repository branding, but each one also links back to the journal's landing pages on the platform. This simplifies the process and aids discovery, e.g. the article only has one instance in the Repository and can be discovered through the Repository, via Google (Scholar), journal pages and in due course, the Directory of Open Access Journals.

A major impact of only having one instance of the article in the Repository is that the IRstats package can be used to monitor usage for all articles in the journal. This also allows authors to see their own statistics immediately. In addition the 'impact' of a particular volume can be measured over time using the reporting feature on the IRStats administration pages. For example, volume 3, issue 1 has had papers downloaded via the Repository from 14 countries around the world within 6 months of publication.

As part of the project, the University Press has joined CrossRef [4] as a member; this entailed creating DOIs for 42 articles in the journals back run and the annotation of around 200 references. It was also agreed that the University Press become a member of the Committee on Publishing Ethics (COPE) [5].

The move from a subscription model to an Open Access model required a complete review of the notes for contributors. The current print version requires authors to assign copyright to the University Press, to comply with OA principles, the 'notes for contributors' for the electronic version were revised with clear and comprehensive guidelines. In addition there is also new 'Licence to Publish', which replaces the previous copyright transfer agreement, allowing the author to retain the copyright under a Creative Commons Attribution 3.0 Unported License (cc-by) [6].

2. Huddersfield Research Review

The paper will report on the launch a new title, *Huddersfield Research Review*. This title aims to showcase the most significant research at the University of Huddersfield by including interviews with the authors of the most cited and/or downloaded articles in the Repository together with an editorial overview by a senior researcher who will locate Huddersfield research within the broader national and international literature in the relevant fields and disciplines.

3. New titles

An audit of the University's journals resulted in the addition of another title during the project and also the potential for five others to be hosted, including two new peer-reviewed OA titles in 2012.

4. Toolkit

In order to disseminate its output, the project developed a toolkit [7] for other institutions, and features sections on:

- Moving to Open Access
- Setting up the landing pages using EPrints
- Adding the content
- Dissemination
- Workflows
- Setting up a new journal
- Setting up a best of research title
- Appendices
 1. Notes for contributors
 2. Licence to publish
 3. Notes for reviewers/Return Sheet – response to author(s)/response to editor
 4. Adding content to Teaching in Lifelong Learning
 5. Journal workflows
 6. Guidelines for the preparation of journal proposals
 7. Huddersfield Research Review (Draft proposal)

The project hopes the toolkit will inspire other institutions to investigate OA journal publishing.

5. Cultural change

A major output of HOAP for the University of Huddersfield has been a fundamental change in the understanding of the utility of Institutional Repositories in which ‘innovation’ and ‘impact’ displace ‘management’ and ‘preservation’ as the primary functions. The HOAP platform provides not only an interface through which both original and archived peer-reviewed content can be delivered in a sustainable OA format but also a means of delivering specialist content to specific academic audiences through a traditional journal front-end.

Computing and Library Services at Huddersfield has been experimenting with social media and web 2.0 tools and technologies since 2005 [8] and the project is very keen to encourage reader comments and ratings and social tagging as part of the publication process. Although this has been partly achieved through the bookmarks and sharing features of the existing Repository, RSS feeds and automated tweets for new articles, and through the project blogs and Tweets, we really wanted to go one step further than this by encouraging authors and readers to use social media based on the recommendations of the RIN report, ‘If you build it, will they come? How researchers perceive and use web 2.0’ [9] and discussions from the 4th ALPSP International conference [10]. The paper will outline the recommendations for further developments at Huddersfield including plans to develop social media applications such as the SNEEP (Social Networking Extensions for EPrints) [11] suite of extensions.

6. Recommendations

In addition, recommendations and implications for the wider community will be highlighted including the creation of best practice guidelines, further development of the PIRUS2 [12] project and a role for the JISC Journals Usage Statistics Portal (JUSP) [13] to run custom reports for OA journals published in this way.

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