Disrupt, Innovate, Repeat

Insights from the breakout sessions at **Publisherspeak US 2024**

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About
Publisherspeak

THE ETHOS OF PUBLISHERSPEAK

Publisherspeak embodies a commitment to amplifying voices, fostering collaboration, and driving collective growth within the publishing community. By creating an environment rooted in camaraderie and shared knowledge, we empower meaningful connections and innovation, shaping the future of scholarly publishing together.

Sponsored by **Kriyadocs**, Publisherspeak is for publishing professionals looking to engage in discussion around topics such as scholarly publishing workflows, research integrity, evolving best practice, agile publishing, digital transformation, and more.

" **Elevating scholarly publishing through collaboration:** Uniting minds for a brighter future.

INSIDE PUBLISHERSPEAK US 2024

Publisherspeak US 2024, held on September 26, 2024, in Washington, D.C., brought together a diverse group of professionals for an engaging and collaborative event. The program featured **breakout sessions**, structured in the style of an "unconference," where attendees worked together to develop solutions to the pressing challenges facing scholarly publishing today. **These discussions provided valuable insights into four unique themes, which are presented in this eBook.**

Themes & Chairs

The breakout sessions at Publisherspeak US 2024 were led by key players in the industry, each bringing their unique expertise to the table. **Meet the innovative thinkers who mentored the participants in these sessions:**

Creating efficient workflow processes and metadata

AUDRA COX
DIRECTOR OF PUBLISHING OPERATIONS
AMERICAN PHYSIOLOGICAL SOCIETY

Identifying and addressing accessibility issues

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AMERICAN SOCIETY OF CIVIL ENGINEERS

Fostering intrapreneurship and innovation

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Supporting early career publishing professionals

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THEME 1

Creating efficient **workflow processes** and **metadata**

Discussion outcomes

Problem statement:
A guiding statement for the group, coined by the Chair

As publishers, we no longer just review, copy edit, and print. We also support so many non-author parties and groups that place requirements on authors: Funders (reporting, licensing requirements, data sharing), Governments (reporting, documentation, data sharing, public access, accessibility), Indexers (file formats, XML tagging), Librarians subscriptions and open access reporting), Others that bridge parties (NIHMS, OA Switchboard). However, it is largely the responsibility of publishers to fulfill the mandates.

Do current workflows adequately meet the needs of authors and other interested parties?

Are any of these pressures in opposition to our own ingrained workflows and how do we get around that? Do we need to rethink how we move content through our systems? Or how we perform QA along the way? Is automation the answer? What about the human element?

The challenge:
"How to enforce consistency regardless of tools or publishing product"

Solution 1
Overarching charter

✓ BENEFITS

- Improved discoverability
- Streamlined process
- Greater efficiency
- Less confusion and reduced complexity
- Fewer errors
- Greater ease in making adjustments

✓ PARTIES WHO BENEFIT

- Authors
- Editors
- Staff

✓ SUCCESS INDICATORS

- Fewer questions from interested parties
- Less resources needed to solve problems
- Journal choice based on scope rather than customer service

The challenge:
"How to enforce consistency regardless of tools or publishing product"

Solution 2
Cross-publisher standards

✓ BENEFITS

- Working groups to set baseline
- Minimum requirement for cross-publisher use
- Getting trade associations and standards bodies like SSP, NISO, STM, and ALPSP involved
- Enhanced training for publisher staff
- Setting standards for workflow

✓ PARTIES WHO BENEFIT

- Authors
- Editors
- Staff

✓ SUCCESS INDICATORS

- Fewer errors
- Clarity
- Efficiency
- Less resources needed to solve problems
- Reduced time to publication

The challenge:
"How to enforce consistency regardless of tools or publishing product"

Solution 3
Cross-industry standards

⊘ BENEFITS

- Submission problems will not require manual fix
- Communication and sharing from vendor to multiple publishers
- Customer system vendor collaboration
- Industry prioritization - MOSCOW - Must/Ought to/Should/Could Have

⊘ PARTIES WHO BENEFIT

- Authors
- Editors
- Staff

⊘ SUCCESS INDICATORS

- Fewer errors
- Clarity
- Efficiency
- Less resources needed to solve problems
- Reduced time to publication
- Journal choice based on scope rather than customer service

The challenge:

"How to enforce consistency regardless of tools or publishing product"

Solution 4
Moving start of the workflow to pre-submission

⊘ BENEFITS

- Engagement of funders and institutions
- Peer pressure to get buy-in
- Different validation methods across fields will get streamlined

⊘ PARTIES WHO BENEFIT

- Authors
- Editors
- Staff

⊘ SUCCESS INDICATORS

- Fewer questions from interested parties
- Fewer errors
- Clarity
- Efficiency
- Less resources needed to solve problems
- Reduced time to publication
- Journal choice based on scope rather than customer service

Identifying and addressing **accessibility** issues

Discussion outcomes

Problem statement:
A guiding statement for the group, coined by the Chair

Ensuring your website is accessible to all users is a critical aspect of modern web development, but identifying accessibility issues can be challenging. How can you determine if your website has accessibility problems? This involves not only understanding the technical aspects of accessibility but also recognizing the diverse needs of your users. Tools like screen readers, keyboard navigation, and color contrast analyzers can help identify issues, but they may not catch everything. How can you assist users who encounter accessibility barriers? Providing clear feedback mechanisms, offering alternative content formats, and ensuring your customer support team is trained in accessibility best practices are essential steps.

Additionally, can your vendors help you stay compliant with evolving regulations? Partnering with vendors who specialize in accessibility can provide ongoing support and expertise, ensuring your website remains compliant as standards change. Finally, how will European regulations impact your US customers? With the global nature of the internet, regulations like the European Accessibility Act can have far-reaching implications. Ensuring your website meets these standards can not only help you avoid legal issues but also improve the user experience for all visitors, regardless of their location.

Addressing these questions is crucial for creating an inclusive online environment that meets the needs of all users.

The challenge:
"Lack of consistency and inadequate technologies"

Solution 1
Continued involvement of a diverse group of interested parties—starting as early as possible

✓ BENEFITS

- Moving in the right direction
- More informed insights
- Identify common goals
- More effective and cost-efficient implementation

✓ PARTIES WHO BENEFIT

- Global representation of: Libraries; Publishers; Authors; Protected Identities/Classes; Differently Abled Persons; Government; Standards Bodies; Technology Vendors; Implementers

✓ SUCCESS INDICATORS

- Expanded knowledge sharing
- Increased income
- Increased engagement
- Fulfilling engagements to libraries
- Qualitative + quantitative data (surveys)
- ROI + KPIs
- Compliance
- Reputation

The challenge:
"Lack of consistency and inadequate technologies"

Solution 2
Promote global consistency through standards and guidelines with accountability and enforcement

✓ BENEFITS

- Standardized process to follow
- A way to hold people accountable
- Better quality control
- Wider adoption
- Constantly evolving
- Longer term cost benefits of investing
- Improved technologies

✓ PARTIES WHO BENEFIT

- Global representation of: Libraries; Publishers; Authors; Protected Identities/Classes; Differently Abled Persons; Government; Standards Bodies; Technology Vendors; Implementers

✓ SUCCESS INDICATORS

- Improved quality
- Improved reader experience
- Wider adoption
- Increased usage
- Lower exposure to legal risk
- User Acceptance Testing (UAT) feedback
- Establishing a working body to maintain guidelines
- + Benefits of Solution 1

The challenge:
"Lack of consistency and inadequate technologies"

Solution 3
Bring awareness to the critical importance of accessibility for all

✓ BENEFITS

- Maximized uptake
- Better partner management
- Increased ownership among groups
- Better understanding
- Heightened risk awareness
- Greater awareness through education

✓ PARTIES WHO BENEFIT

- You!

✓ SUCCESS INDICATORS

- Social acceptance
- + Benefits of Solutions 1 and 2

Fostering **intrapreneurship** and **innovation**

Discussion outcomes

Problem statement:
A guiding statement for the group, coined by the Chair

Scholarly publishers, like the two faces of Janus, invariably have print-centric, traditional workflows even while recognizing that demand for digital-first, agile content is on the rise. Publishers—and staff—are also constrained by the strategic imperatives of "doing more with less" in an increasing complex and challenging environment.

How can scholarly publishers empower intrapreneurial efforts within their organizations (and in collaboration with partners) that deliver innovative approaches toward digital content creation and delivery, transform workflows to generate cost or time savings, and increase global reach and impact, among other outcomes?

What is an example of an intrapreneurial spark that we can bring to our organization?

The challenge:
"Legacy issues prevent vision of the future of the publishing industry"

Solution 1
Create a moonshot team: Multidisciplinary Innovation Team

⊘ BENEFITS

- Incentivize and prioritize internal innovation and willingness to experiment
- Employees would love the opportunity to problem solve
- Create an environment that emphasizes "plussing"—collaborative iterative development

⊘ PARTIES WHO BENEFIT

- Bottom line—Make more money
- Team members—Empowered to fix problems
- Leaders
- Authors
- Audience

⊘ SUCCESS INDICATORS

- Hackathons are conducted where employees participate in creating a minimum viable product or process improvement

The challenge:

"Legacy issues prevent vision of the future of the publishing industry"

Solution 2

Create a Blue Ribbon Commission with all interested parties like researchers, librarians, university professors, funders, etc.

⊘ BENEFITS

- Create a vision for the future of publishing—what would it look like 20 years from now?
- Identify opportunities for radical innovation, collaboration, and standardization
- Ideas that can be taken back to individual organizations to the innovation teams

⊘ PARTIES WHO BENEFIT

- Scholarly Communications Industry

⊘ SUCCESS INDICATORS

- Hackathons are conducted where representatives from every area of the industry come together to find areas for visioning, collaboration, and standardization

Supporting **early career** publishing professionals

Discussion outcomes

Problem statement:
A guiding statement for the group, coined by the Chair

Early Career Professionals in scholarly publishing often face challenges when it comes to both entering and advancing in the field. There is an overall lack of structured support, guidance, and fair opportunities for those looking to enter or learn more about the field. This is especially true for professionals and students from traditionally underrepresented backgrounds.

How can we make the scholarly publishing field more accessible to both enter and advance through? What are some pathways we can create both as a community and within our own organizations to foster strong relationships and empower our early career colleagues?

What does this new generation of publishers need to thrive in their professional careers?

The challenge:
"Overall lack of information about the scholarly publishing industry"

Solution 1
Formal mentorship program

✓ BENEFITS

- Retention of staff
- Reciprocal relationship between mentors and mentees
- Strengthened relationship between mentors and mentees
- Enhanced sense of belonging and feeling of value for the employees

✓ PARTIES WHO BENEFIT

- Mentors
- Mentees
- Organizations
- The industry as a whole

✓ SUCCESS INDICATORS

- Career growth
- Staff retention
- Positive feedback from evaluations and check-in
- Mentee becomes the mentor

The challenge:
"Overall lack of information about the scholarly publishing industry"

Solution 2
Make job ads more welcoming and better defined

✓ BENEFITS

- More quality applicants
- More visibility for the organization
- Enhanced ease in training people for the role

✓ PARTIES WHO BENEFIT

- Applicants
- Hiring managers
- HR
- Teammates who are burned out

✓ SUCCESS INDICATORS

- More successful hires
- More applicants
- Professionalization of the role
- Applicants can see themselves in the role

The challenge:
"Overall lack of information about the scholarly publishing industry"

Solution 3
Publishers go to universities to promote publishing as a career path

✓ BENEFITS

- Wider audience
- Helping academics to understand the industry
- Ultimately growing the field
- Personal connection through face-to-face interaction

✓ PARTIES WHO BENEFIT

- Publishers
- Universities
- Scholarly organizations
- Students and applicants

✓ SUCCESS INDICATORS

- Increased applicants from schools and departments
- Improved reputation of the publishing industry
- New ideas for products

The challenge:
"Overall lack of information about the scholarly publishing industry"

Solution 4
Professionalize role types and responsibilities

⊘ BENEFITS

- Standardization of R&Rs across organizations
- Standardization of the application process
- Different day-to-day activities but common responsibilities
- Competition becomes camaraderie
- Standardization through professional organizations

⊘ PARTIES WHO BENEFIT

- Organizations
- Applicants
- Hiring managers
- Society as a whole (serving the society)

⊘ SUCCESS INDICATORS

- Relevant candidates who fit the job profile
- Security and confidence in understanding your role and a clear understanding of where to go next
- Roles become clearer

Breakout session snapshots:
Publisherspeak US 2024

Join the
conversation

Scan the QR code below or **click <u>here</u>** to become part of the Publisherspeak LinkedIn group—home to a growing community in scholarly publishing!

SCAN ME

Visit **<u>kriyadocs.com/publisherspeak</u>** for information about **Publisherspeak UK** and **US 2025**!
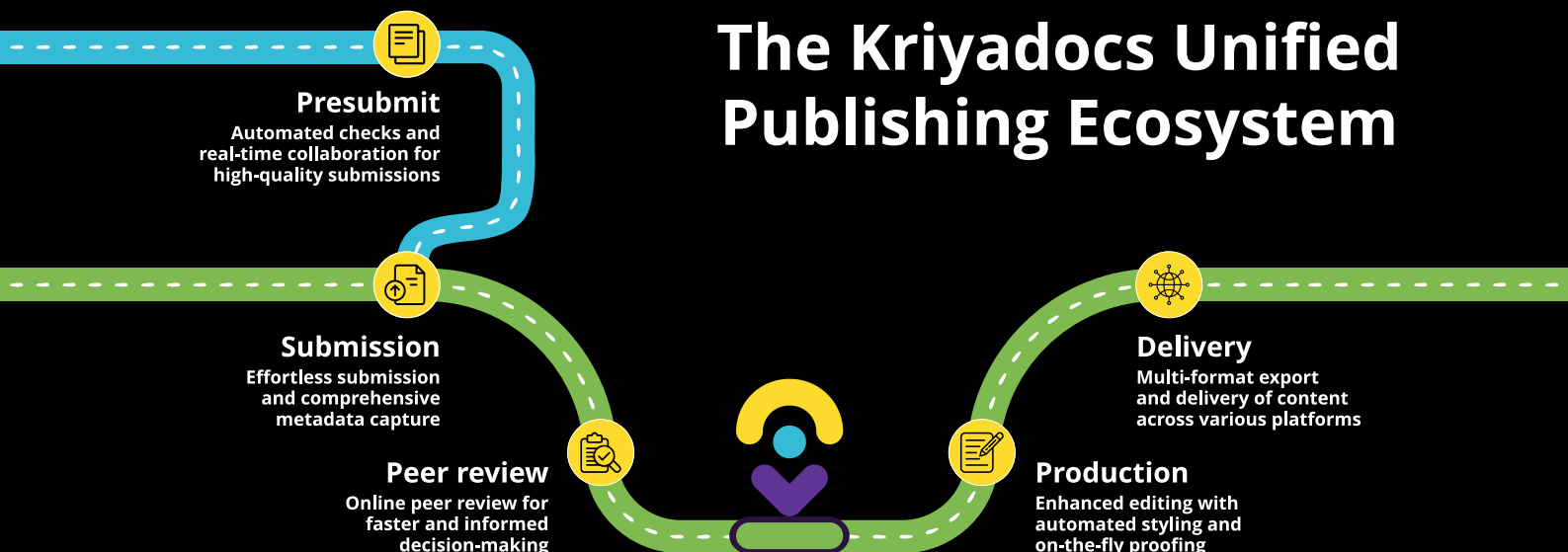
About
Kriyadocs

Kriyadocs is an **ecosystem for scholarly publishers** that streamlines **end-to-end workflows** from submission through peer review and production, delivering **publication-ready content and metadata**.

Created by **Exeter Premedia Services**, Kriyadocs is committed to providing an exceptional experience for researchers and content publishers. The Kriyadocs publishing ecosystem offers a suite of technology solutions and services driven by our ethos of fostering agility in publishing and co-creating with the scholarly publishing community. Leveraging our wide range of solutions, we strive to advance scholarly publishing by **promoting research integrity**, **detecting malpractice**, and **helping publishers deliver a great researcher experience**.

The Kriyadocs Unified Publishing Ecosystem

Presubmit
Automated checks and real-time collaboration for high-quality submissions

Submission
Effortless submission and comprehensive metadata capture

Peer review
Online peer review for faster and informed decision-making

Production
Enhanced editing with automated styling and on-the-fly proofing

Delivery
Multi-format export and delivery of content across various platforms

Get in touch with us to see Kriyadocs in action

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