

Partnerships in Publishing: An Evolving Ecosystem

Exploring how publishers are adapting and evolving with – authors, reviewers, editors, societies, users, funders, institutions and more . . .

April 22 – 24, 2008
Le Meridien Cambridge
20 Sidney Street
Cambridge, Massachusetts, U.S.

Annual Conference

Tuesday, April 22

12:00 pm – 6:00 pm

6:00 pm – 7:30 pm

Registration

Welcome Reception at Le Meridien

Dinner on own

Wednesday, April 23

7:45am

Registration & Continental Breakfast

Preliminary Program

8:45 am

Welcome & Opening

Jerry Cowhig, Managing Director, IOPP & Chair, STM Board

9:00 am

Keynote Speaker (TBA)

9:45 am

Growing Readers and Authors: Insights from HINARI, AGORA AND OARE

Kimberly Parker, Head, Electronic Collections, Yale University Library

The developing world is a venue that is attracting the attention of a growing number of publishers looking to expand their readership and attract new authors. Expanding into these areas is not a necessarily a straightforward exercise. This talk will share insights from the HINARI, AGORA, and OARE programs' work with developing countries: the network reality for readers and authors; cell phones vs. Internet and other delivery systems; and the cultural contexts that may affect how researchers use and think about scientific publications.

10:15 am

Break

10:45 am

Publishing in the Wild - panel

Moderator: **Paula Gantz**, Director, U. S. Business Development, Society Journals, Springer Science+Business Media LLC

The panelists will explore innovative models for creating and distributing content to end-users – primarily scientists and academics. While these models are generally electronic, they often have a personal and human component. Their goal is to encourage scientific interaction and to expand a discipline's knowledge base.

Panelists:

Expanding Services to Research Communities

James Krosschell, Vice President, Society Publishing, Science and Technology, Elsevier

Research scientists have more demands to meet, more tools to use, more information to read than ever before. Publishers are filling these spaces by providing new services integrated with their established offerings. In this session, we will discuss strategies for traditional and non-traditional outreach, from editorial policies and innovation to public relations and meetings that Cell Press and others are using to enrich the research enterprise.

Serving Clinical Communities

Janet O'Flaherty, Publisher, BMJ Journals, BMJ Publishing Group

Clinical journals serve two distinct needs: a forum for publication of original research; and dissemination of information and knowledge to aid decision making in clinical practice. This session will look at how publishers can balance the tension between the needs of "academic" authors and "clinical" readers taking advantage of online and other technologies as well as traditional publishing programs.

Modern Approaches to Publishing Surveys and Reviews

Zac Rolnik, Publisher, nowpublishers

With the vast growth of research output over the past two decades including the introduction of open access journals, working paper archives, blogs, and other grey literature in the last ten years, researchers are literally drowning in information. This greatly increases the need for survey and review literature. This discussion will look at how the web and new electronic technology allows for a modern approach to publishing the review literature including Web 2.0 elements of updating, wiki-like content, video streaming, etc.

12:30 pm Lunch

2:15 pm Keynote & Afternoon Introduction
Jerry Cowhig

2:20 pm Keynote

The Cambrian Explosion: Vision and Leadership in the New Age of Educational Entrepreneurship

Patricia Thornton, Associate Professor, Fuqua School of Business, Duke University

In the Cambrian Era fish, reptiles, and insects first appeared on earth to compete or cooperate, evolve or become extinct. Higher education publishing also has a rich history of evolution—from disintermediation from printers and bookstores, under capitalization, the computer, used books, course packs, the consumer movement, and the Internet, among others. Past educational entrepreneurs developed strategies to create and effectively lead challenges to traditional publishers. What tools did they leave buried in the sand that may be excavated to understand current marketplace threats and lead strategies to turn those threats into future entrepreneurial opportunities.

3:05 pm Break

3:35 pm E-Sciences Infrastructures - panel

Moderator: Dr. H. Frederick Dylla, Executive Director & CEO, American Institute of Physics

E-science describes transformations in the scientific enterprise. Driven by information and communication needs of scholars, changes in practices and procedures of science are enabled by infrastructures in distributed computer, information and communication technologies. What opportunities are there for STM publishers in this transformation? The panelists will explore these evolutions and opportunities.

Panelists:

Challenge from High Energy Physics

Erick Weinberg, Professor of Theoretical Physics, Columbia University

The high energy physics community has pioneered in the eprint culture the development of web-based tools for indexing and accessing the published and unpublished literature. These have had a major impact on the conduct of research, but raise questions concerning the current and future role of scientific journals. A new challenge is whether the existing e-infrastructure can be expanded to preserve the truly massive data sets soon to be produced by the next generation of experiments.

The Digital Knowledge Paradigm and the Future of Scientific Communication

Robert L. Constable, Dean, Computing and Information Science, Cornell University

Combining interactive high performance computing with massive data sets has led to a *new knowledge paradigm*, which in turn calls for new means of scholarly communication. The essence of the digital knowledge paradigm is that the evidence for what we know cannot be assembled without computers. The evidence includes digital information assembled by computations beyond the power of humans. Computers thus become indispensable partners in establishing chains of evidence as well as agents of discovery.

Ted Shortliffe, M.D., Ph.D., Dean of the Faculty, Professor of Basic Medical Sciences, University of Arizona College of Medicine – Phoenix, Professor of Biomedical Informatics, Arizona State University

5:00 pm Close for the day

6:30 pm **Cocktails & Banquet Reception at MIT Museum**

Thursday, April 24

8:00 am Continental Breakfast

9:00 am Welcome & Opening
Jerry Cowhig

9:15 am **Hopelessly lost, but making good time: Libraries rushing hither and yon**
Mark Sandler, Director, CIC Center for Library Initiatives Committee on Institutional Cooperation, University of Michigan
Rapid technological changes--and the socio-cultural changes that are both cause and effect of these technological advances--are causing libraries to work overtime to keep up, but with little or no consensus about long-term goals and strategies. Different libraries are placing very different bets--making different investments--to ensure their continued relevance in future years. Some of these directions are well known--mass digitization, open access publishing, institutional repositories, data curation, and all the rest. While none of these is a sure-fire winning strategy, in combination they suggest that libraries no longer believe that simply filling their stacks--or servers--with ever more volumes is the key to satisfying the needs of present and future users. If we grant this premise, it raises all sorts of interesting questions about the relationship between publishers and libraries as each try to find their way forward in uncertain times.

10:00 am Break

10:30 am **Adapting to Change - panel**
Moderator: David Hoole, Head of Content Licensing and Brand Marketing, Nature Publishing Group
Markets are evolving more rapidly than ever. New technologies, new expectations, and new sciences are driving change within the STM publishing industry, as we adapt to new challenges and embrace new opportunities. The panelists will review examples of how we can adapt and grow in this dynamic environment.

Panelists:

Adapting to Change: The Old Gray Lady Puts on Her Dancing Shoes

Sarah Greene, Product Director, Health, The New York Times

"Integration" is the buzz at the *New York Times*. The once independent nytimes.com corporation is being folded into the newsroom, and the latter is taking the lead in forging NYT's digital future. What are the unique obstacles and opportunities in online publishing for a print media giant? How does the paper of record maintain its brand of trust while jockeying for top position in the dot-com world of health? The view from an STM publishing entrepreneur.

Barbara Lange, Director, Product Line Management & Publishing Business Development, IEEE

Medical Products are Wrapped in Journal Paper

Henning P. Nielsen, Novo Nordisk & President of the Pharma Documentation Ring (P-D-R) & **Sven-Olaf Vogt**, Roche
From idea to patient publication is key! The Pharma industry is consuming vast amounts of published content. We author vast amounts of research, and we disseminate even more to support and market our products. Driven by technology, usage is constantly evolving. The presentation will look at new ways of usage and how we can partner to accommodate our changing needs.

12:00 pm Close of conference for non-members
Michael Mabe

12:15 pm Members Only Forum: Current Issues for STM
Jerry Cowhig, Michael Mabe, Mark Seeley, Carlo Scollo Lavizzari

1:00 pm Close of conference

For updated information and to register, please go to <http://www.stm-assoc.org/stm-events>

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