Book Review
Library as Publisher: New Models for Scholarly Communication for a New Era

Terri Gotschall

Library as Publisher: New Models for Scholarly Communication for a New Era

by Sarah Kalikman Lippincott

Librarianship is an ever-changing field, with new roles being defined every year. This makes it alternately exciting and daunting. *Library as Publisher* is written for librarians who are exploring the role of librarian publisher. To guide librarians down this path, Sarah Lippincott draws on her experience as the program director for the Library Publishing Coalition. The book is laid out in five short chapters, including an introduction and final thoughts. Although the book is on the scholarly communication topic of libraries as publishers, it is not published by a library. Instead it is part of the open access Charleston Briefings series. The series provides short books on scholarly communication topics for librarians. Lippincott utilizes the short book format to give us a more in-depth overview of the topic than that typically offered by brief journal articles and blog posts. By adding a recommend reading and resources section at the end of each topic, she allows librarians to choose which topics to learn more about, if time permits.

"Why Library Publishing?" starts the three main chapters of the book by explaining to readers that libraries and librarians are actually already well aligned with publishing services. Librarians are often knowledgeable about scholarly publishing, open access, information organization, and access and discovery tools. If the reader has already come to the same conclusion as Lippincott and is ready to take the next step, the resources she provides will be beneficial. If publishing is just a spark of an idea, this chapter may convince the reader to take the plunge. In the latter case, the next chapters will highlight some of the things to consider when starting a program.

The chapter "Starting or Growing a Publishing Program" provides guidance for determining a mission and objectives, defining internal and external audiences, and analyzing goals. Additionally, Lippincott provides advice on how to build support for establishing a pub-

lishing program by surveying a campus's publishing activities and talking with faculty and students regarding their needs. This chapter also provides a list and description of commonly used platforms for hosting published works. Though it is not exhaustive, this list is helpful for librarians who are not already familiar with hosting platforms and want to start exploring the options. Since there is no one template to follow when creating institutional policies, Lippincott provides options for the reader to consider, such as whether or not to work with students or accept manuscripts from an author outside of one's institution. The chapter ends with an honest discussion about budgets, costs, and staffing. Regardless of the size of an institution, budget and staffing constraints must be taken into consideration. Though this may seem discouraging, starting a publishing program as a pilot and scaling it up may be within reach for small and large institutions alike.

In the four-page chapter "Critiques and Debates," Lippincott briefly touches on two current conversations involving libraries as publishers: whether or not libraries should be publishers at all, and whether or not one can call what libraries do publishing. There are services that publishers have traditionally provided that may be missing from library publishers, such as typesetting for print journals and editing services; however, this varies greatly from library to library, and publisher to publisher. It will be important for any institution thinking about starting their own publications to form their own conclusions on whether or not libraries should publish. All libraries face budget concerns, staffing issues, and time constraints. In addition to those concerns, librarians will need to ensure their content is high-quality, indexed, and discoverable (this takes the reader back to questions about mission and goals), and ultimately sustainable. Whether to add new responsibilities to workloads should be considered carefully alongside other services the library may provide. Librarians will want to weigh all of these issues before starting down the path to becoming a publisher. Lippincott acknowledges that there is not a one-size-fits-all model for scholarly publishing and that the aim and scope for each institution will vary. The topics addressed in this book will help librarians considering starting their own publishing endeavors navigate the early stages of establishing a publishing program. Librarians may want to keep this book for reference as their projects progress from idea to proposal to launch.

BIOGRAPHY

Terri Gotschall is the scholarly communications librarian at the University of Central Florida College of Medicine Harriet F. Ginsburg Health Sciences Library. She is an administrator for FLAGSHIP: Medical Scholarly Proceedings, a channel on the open access journal platform Cureus. She received her MLIS from Florida State University, as well as a certificate in information architecture.