

Case Study – University Press needed to raise their profile for Journals and Books publications to the scholarly research community

Overview

ScienceOpen was approached to improve the discoverability of a University Press' journals and book publications. We were to create collections for each journal and a separate collection for their books. On top of this we were to create a Super collection to raise the awareness and improve the profile of the University Press itself.

Challenges

This case presented several challenges. The first was the time-zone difference which affected the rate of communication and required all meetings to take place virtually, making them susceptible to technological failures (i.e., poor internet connection). Other challenges presented themselves in the technical aspects of the University Press' publications. For example, we had to work around varying states of metadata and a lack of uniformity to the Journals' presentation. We had to find a way to merge disparate systems in place for metadata retrieval and correct many missing or incorrect DOIs. We also had to deal with different iterations of the Publisher Name from past publications which presented legacy issues.

How we helped

ScienceOpen's Metadata Technical Hub services were able to provide solutions for all of the challenges presented above. We enhanced all publications' metadata and deposited all DOIs to Crossref. This included attaching a machine-readable, open access license to all open access records. For book metadata, we designed and customised new documentation to facilitate book uploads to the platform. We created URLs for each article page and standardised all journal and publisher information across the Press' publications. We unified their content in their Institutional Repository for journals and books—for example, there were multiple copies of the same book in their IR—and combined multiple publisher iterations to assemble all output together. Once all publications records were aggregated, complete with enhanced metadata and correct DOIs, we created a University Press Super Collection on the platform to increase Publisher profile and brand awareness. We created daughter collections of the Super Collection for the Press' journals and books. We indexed all content records onto the platform, placing them within the context of over 66 million, and growing, scholarly records and increasing discoverability and interaction with the Press' publications. Moreover, as featured collections, the journals and books of the Press will receive consistent social media promotion from ScienceOpen, and the platform's share tools make external promotion of collections possible. There is a prominently placed 'Submit a Manuscript' button to drive submissions to the journals and book submission system, increasing the Press' ROI. Finally, the placement of the University Press logo and Journal title for each collection improves visibility and consistency for the Press' brand.

Conclusions

Our Metadata Technical Hub services have provided the University Press with many improvements to their metadata and other technical systems. For example, we added the correct components to their Crossref deposits, provided them with CLOCKSS long-term archiving, DOAJ deposits, and dissemination to Google Scholar. Demonstrating our agility, we managed to develop new systems to improve their book metadata (book and chapter level), which are simpler than their previous processes. By indexing on the platform and featuring publications in prominent collections, we have tripled their publications view counts, greatly improving visibility and discoverability of their content. Researchers are now sharing their content—some of their articles have already been added into Researcher-curated collections, e.g. *Climate Change: Open Access*.

ScienceOpen has not only improved their metadata for our use, but also has made it possible for other services to more easily access their metadata for greater dissemination. We have manifestly improved the searchability, discoverability, and useability of their content to the worldwide research community. Finally, by consistent branding and social media promotion, we have successfully raised the brand awareness of the University Press within scholarly publishing.