PUBLISH OR PERISH: A LIBRARY MANIFESTO

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THE UNIVERSITY OF MICHIGAN
“leaders and best”
TO BUY OR BUILD

What’s great about Michigan is not what we buy, but what we build

- Leverage our collection resources
- Leverage our collection budget
- Leverage our intellectual resources

NEW LIFE FOR OLD BOOKS

Making of America (MoA) is a digital history of resources and a human social history from the pre-colonial period through reconstruction. The collection is particularly strong in the subject areas of education, geography, American history, science, and women's studies. The Project, along with the University of Michigan's Digital Library Program, is being implemented with funding from the Institute of Museum and Library Services. The project represents a unique collaboration among academic librarians, digital inventors, and electronic sources from ten national archives.

Making of America collection is made up of pages of the pages it is unclear what these pages are or how they are used. When you find something you want to look at, you will be shown a detailed view of the page, including images of the page and a table of contents. Optical Character Recognition (OCR) has been performed on the text to enhance searching and access for the texts.

Making of America is growing and changing. Over time, some journal titles have been added, adding Making of America to over two years half a million pages online. For a complete list of all the titles included in the collection, you will need to search the digital library or browse the collection.

www.ala.org/alcts
THE MAKING OF AMERICA

- 10,000 volumes
- American Imprints
- 1850-1877
- Housed in storage
- Predominantly brittle
- 600 dpi TIFFS with dirty OCR searchability
- 750,000 page views per month

EXTENDING MOA

- Selected subject collections
  - Philippines
  - Non-Euclidian Geometry
  - History of New York City
  - Engineering Research Reports
  - South Slavic
  - Dental Cosmos
- The General Digital Collection
- 23,000 books freely accessible online and available for hard copy purchase
THE TEXT CREATION PARTNERSHIP(S)

Early English Books Online
Text Creation Partnership

Basic Search
Boolean Search
Proximity Search
Bibliographic Search
Word Index
Browse

About EEBO TCP
comments to:
dtch-info@lipsi.sas.edu

TEXTS ARE DIFFICULT TO READ (AND KEYBOARD)

www.ala.org/alcts
ADDING AMERICAN TEXTS

Evans Early American Imprint Collection

- Simple Search
- Boolean Search
- Proximity Search
- Citation Search

About evans:TCP
comments to: tcp-evo@umich.edu

AND GALE’S 18TH CENTURY COLLECTION

EIGHTEENTH CENTURY COLLECTIONS ONLINE

- GOALS & STRATEGIES
- PRODUCTION
- BECOME A PARTNER
- NEWS

Text Creation Partnership

The University of Michigan and Thomson-Gale are cooperating in a Text Creation Partnership to create 90,000 accurately keyed and full-searchable SGML/XML text editions from among the 100,000 titles available in the Eighteenth Century Collections Online (ECCO) corpus. ECCO is a significant collection of titles relating to the history of eighteenth-century Britain, and the Text Creation Partnership seeks to create and make digital text editions of the most frequently studied works. Gale is producing digital page images and searchable OCR (Optical Character Recognition) for the overall collection. The standards-based editions created and owned by Text Creation Partnership will link directly to the corresponding Gale page images and will provide a research and instructional tool of enduring scholarly value.
WIN-WIN PARTNERSHIP

LIBRARIES
- Access to images
- Subsidized conversion
- Market penetration to spread cost
- Full rights to text

Vendors
- Gain valuable text file–product enhancement
- Can repurpose for other markets
- Co-promotion
- Good P.R.

SCHOLARLY PUBLISHING OFFICE

Outlet for campus publications
- Michigan Quarterly Review
- Philosopher’s Imprint
- Japanese Studies Monographs
- International Institute
- Original Monographs

Revenue generating projects
- LLMC
- ACLS History E-Book project
OTHER CURRENT PROJECTS

- Preservation
- Gov. Docs
- Great Lakes
- Michigan Daily
- British newspapers
- OAIster
- DLXS

FEAR AND LOATHING

"We were somewhere around Barstow on the edge of the desert when the drugs began to take hold."

- A hard time for libraries
- A hard time for campuses
- A hard time for scholars
- And it’s a hard time for publishers
MARXIAN TIPS FOR BUSINESS SUCCESS

- Publishers no longer own exclusively the means of production
- Nor do they control the means of distribution
- But they still control the hearts and minds of academe
  - Brand recognition
  - Market penetration

WINNING STRATEGIES

- Stand with the community-- not outside it
- Solve problems-- don’t become a problem
- Recognize what your libraries value
- Seek out partnerships
  - Invest in libraries
  - Invest with libraries