ASERL Spring 2015 Membership Meeting

Mason Publishing

John Zenelis
Mason Publishing is...

A set of activities that support the

- creation
- dissemination, and
- curation

of scholarly, creative and/or educational works
Building on library’s increasing expertise and capacity…

- Over past decade, library had initiated copyright office, digital repository, ETDs, open access journals, and data services
- George Mason University Press was transferred to the Library ~ 2 years ago
- Provided the catalyst to launch a multifaceted publishing program for the University
- Provost endorsed plan for broader publishing initiative
Why?

• Broaden library’s involvement in research lifecycle
  Discovery & delivery of information → Services that support scholarly publishing

• Offer an alternative to traditional publishers
  E-Books, Print-on-Demand, OA E-Journals, Digital Humanities Projects, etc.

• Publish work that doesn’t “fit” elsewhere
  Undergraduate research projects, Presentations, Working Papers, Media files, etc.

• A platform to support and brand intellectual output of the University
  Research libraries are increasingly engaging in publishing activities

• Leverage “lightweight” digital workflows to encourage open-access publishing
  Improvement in tools and technologies have reduced barriers to entry
Two scholarly “imprints”

- **GMU Press**: branded; peer-reviewed; actively marketed and distributed; books and journals aligned with Mason’s mission; discipline-focused
- **Mason Publishing**: less formal, theses and dissertations, technical reports, conference reports; institution-focused, discovery-based
Some open-access journals published/hosted by Mason Publishing
Mason Archival Repository Service (MARS) and LUNA are utilized to publish, archive, and share ETDs, research, and library digitized collections.
Recent GMU Press titles
GMU Press goals...

- Align with George Mason University’s mission and strengths
- Publish 5+ titles per year of value to the region and/or Mason’s areas of interest, including: regional histories, public affairs and policy, and conference proceedings
- Pursue conservative business plan whereby funding for individual projects is secured in advance
- Integrate digital opportunities throughout GMU Press and Mason Publishing
Some of the software/technologies

PKP
PKP PUBLIC KNOWLEDGE PROJECT

WordPress

Red Hat

DSpace

PB

Luna

The Dataverse Network Project

Omeka
Mason Publishing is part of the University Libraries’ Digital Programs and Services division

Dean of Libraries & University Librarian
John Zenelis

Associate University Librarian
Wally Grotophorst

Head, Mason Publishing/Press
John Warren

GMU Press Advisory Board

Scholarly Communications & Copyright
Claudia Holland

Dissertations and Theses
Sally Evans

Administrative Support
Caroline Strunk (part time)

Digital Publishing Lead
Jeri Wieringa

Digital Content Designer
Leigh Ann Skeen