From Efficient to Effective

Key challenges and opportunities for Sydney University Press

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Effectiveness is doing the right things ... efficiency is doing things right

- Scott Hanselman
Doing things right – 10 years of efficiency

Sydney University Press Mk I (1965-1988)
traditional scholarly press
CLOSED DOWN

Sydney University Press Mk II (Library 2005)
Aim – innovative, new technologies, experiment in the networked scholarly environment
Over 200 books published in 10 years
Over 20 different disciplines
Anderson Papers, Australian Poetry Library, Wangga
Biography of a book and While the billy boils

2012 Review of SUP

Objectives – not clear!
Alignment w Library and University strategy – not clear!
Metrics not aligned to strategy

SO

Develop and refine strategic objectives
Establish formal governance processes – Advisory Board and Editorial Advisory Board
Publishing program aligned with research priorities
To be a **leading scholarly** publisher in Australia of books that **advance knowledge** and **influence policy**.

To support the University of Sydney’s **brand** as a **research-intensive** institution **nationally** and **globally**

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**Key Issues**

- **Quality**
- **Open Access**
- **Data**
Quality needs to be evident in:

Content
Refine publishing program to series
Transparent and rigorous selection and assessment processes

Products
Active editorial role for cohesive and compelling books
Cloud-based layout, single source to multiple formats
Cross format indexing co-developed with XML experts

Reputation
Brand awareness for SUP, authors and titles
Collaboration with Uni-wide marketing initiatives
Active in industry groups, co-publishing and sharing

Sydney Studies in Australian Literature
A focus on Quality supports the SUP strategic objectives

Open Access

Commitment to OA is balanced against quality, reputation and sustainability (of funding)

OA is an output choice that comes after the quality selection and development processes

Integration with Publishing and Data Services allows the Library to offer a continuum of publishing options with SUP expertise on hand to advise

Business models and funding still experimental and subject to change – watch and experiment
A focus on Open Access supports the University strategic objectives

Data underpins the transition from efficient to effective

What data do we have, and how can we use it to be more effective?
Book sales data, customer data, attendance at events
OA downloads, POD schedules

What data do we need, and how can we gather it?
Title management system
New website with better integration of social media and trackers
Book activity worksheet
A focus on Data ensures that we can measure and report on our success

- Animal Publics
- Tom Austen Brown
  Australian Archaeology
- China and the West in the Modern World
- Public and Social Policy
- Sydney Studies in Australian Literature