

## From Efficient to Effective

Key challenges and opportunities for **Sydney University Press**

**Presented by**

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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**



## 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

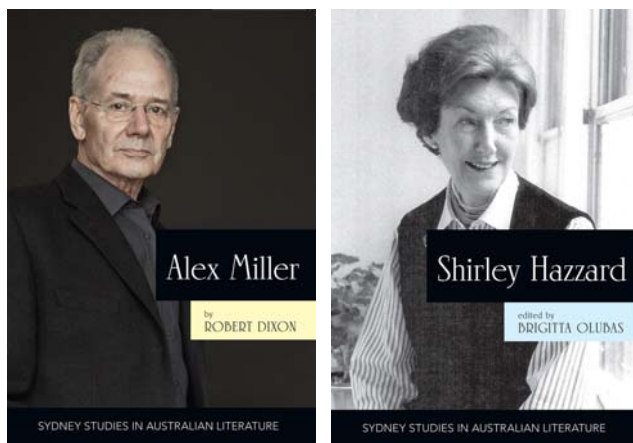
### Products

- 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

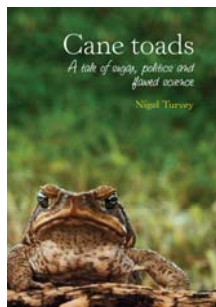
**What data do we have, and how can we use it to be more effective?**

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



The University of Sydney

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

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