

OPENING COMMENTS WITH WENDY QUEEN

Wendy Queen, Director of Project MUSE, opened the 20th Annual Project MUSE Publishers Meeting. Wendy began by welcoming new and returning publishers as well as recognizing MUSE and Hopkins Press staff. Wendy discussed the results of MUSE's strategic plan, noting that this year was one of the most prolific years at MUSE in terms of launching new tools, features and content.

As last year's meeting was focused on providing an overview of MUSE programs, this year's meeting was a celebration of the many successful launches and accomplishments of 2018.

Notably, this year's launches included a newly designed content site, new tools for libraries and publishers (including a robust analytics tool), and the launch of MUSE Open.

MUSE Open, our first Mellon grant since the inception of MUSE, supports the ingestion and distribution of OA monographs. With the expansion and support of OA, MUSE is supporting its mission and vision that access to valuable research materials in the humanities and social sciences on MUSE should be available globally.

We were able to accomplish all of these things and prepare ourselves for the next chapter. We have rapidly moved forward while remaining fiscally responsible and being the stewards of publishers' content, always evolving to ensure that we are serving the users and publishers in real time while also focusing on the future in terms of things like preservation and analytics. All efforts support MUSE's primary principles of **Discoverability, Usability, and Sustainability**.

Wendy stressed that one of the most important goals of this meeting was to increase engagement with publishers. Speaking for the entire staff, the meeting was a valued opportunity to update, interact and plan for the future together.

Wendy discussed some of the challenges at MUSE:

- How to invigorate our books' program?
- How to expand the journals' portfolio?
- How to evolve the platform from the perspective of content types, disciplines, reach and innovation?

She introduced the 25th Anniversary of MUSE in 2020 as a celebration of history and the humanities, and also as an opportunity to focus on the future. Where do we want MUSE to be in 5 years, 10 years, 50 years? How can we best support the humanities to ensure a robust future for MUSE? We want our stakeholders to feel our gratitude and help shape the future of MUSE. Together we can use our strong foundation of trust and relationships to not only celebrate but to innovate.



Wendy introduced the **Publisher Relations team: Kelley Squazzo, Phil Hearn, and Elizabeth Brown.** She expressed her extreme gratitude to the work they are doing to support publishers and promote content. She also acknowledged Kamaria Joyner for her help in the planning and execution of the meeting.



“SAFEGUARDING DIGITAL CONTENT FOR FUTURE SCHOLARS AND RESEARCHERS.”

Kelley Squazzo, Director of Publisher Relations & Content Development, introduced the keynote discussion “Safeguarding Digital Content for Future Scholars and Researchers.”

Trevor Owens, head of digital content management for library services at the Library of Congress, was interviewed by **Sayed**

Choudhury, Associate Dean for Research Data Management and Hodson Director of the Digital Research and Curation Center at the Sheridan Libraries of Johns Hopkins University. Trevor is the author of *The Theory and Craft of Digital Preservation*, published by Johns Hopkins University Press, which just won the 2019 Association for Library Collections and Technical Services Outstanding Publication Award. Each attendee was gifted a copy of the book.

Digital preservation is a topic that is front of mind for library, archive, museum, and publishing professionals, as well as funders like the Mellon Foundation. Safeguarding our digital records for future scholars and researchers is a complex issue with long-term implications. We selected this topic to help dispel myths, provide a practical foundation of this subject, and get us thinking and talking about making our digital content stronger and safer.



Trevor and Sayeed’s lively and informative discussion explored how digital preservation is not a solution or a technology but rather a holistic, comprehensive framework and process. Trevor spoke about classification of the artifactual, informational and folkloric dimensions of preservation. We ended the session with great questions from the publishers!

You can read Trevor’s book on Project MUSE:

<https://muse.jhu.edu/book/62324>

After a networking break, Kelley kicked off the session “What’s Happening Now at Project MUSE.”

“WHAT’S HAPPENING NOW AT PROJECT MUSE.”

She introduced herself and her background as a former acquisitions editor for JHUP. Kelley talked about the expanded Publisher Relations team, with a newly created position dedicated to content development so they can focus even more on the future and growing the MUSE

portfolio. **Phil Hearn, formerly on the Production team, is now part of Publisher Relations in the role of Senior Content Development Coordinator.**

Kelley also talked about some of the larger goals her team is excited about pursuing in the upcoming fiscal year. The Publisher Relations team is exploring how MUSE can partner with publishers who

wish to publish digital humanities projects. They are excited to host works outside the containers of books and journals that reflect current scholarship and technology. The team is also working with more international publishers to expand our content from other countries. MUSE Open enabled our platform to include books from OA-only publishers who are publishing high-quality scholarship. MUSE has brought on almost a dozen new publishers in the last year and is looking forward to continuing to grow the MUSE corpus for users. Lastly, the team is looking closely at our collections to identify potential gaps and examining subject usage on a more granular level.

We want to share our analysis with you to start conversations on how we can work together to find more content that users need. We also want to better engage librarians and faculty. Our goal is to become a bridge between libraries and publishers, growing our portfolio with current scholarship that researchers need now.

Liz Brown, Publisher Relations Manager, highlighted the latest MUSE journal news. She began by introducing the fifteen journals added to the collections for 2019, all of which are now live on MUSE. [<https://about.muse.jhu.edu/muse/journals/upcoming/>] She

15 NEW JOURNALS, NEW PUBLISHER'S DASHBOARD

then followed up with a reminder that MUSE has launched a new logged-in publisher “experience” (or dashboard) where

MUSE publisher account holders can use a number of tools and find useful information on making the most of their MUSE participation. [<https://about.muse.jhu.edu/login/>]

Project MUSE is very excited to have launched journal article sales in April, along with a user-friendly tool for pricing and opting in articles; publishers can also view article sales in real time through an online tool. Liz concluded by giving a demo of a new promotion tool for both journals and books that will allow publishers to place featured content on their book or journal landing pages. Publishers will be able to enhance their MUSE content with journal calls for papers, society logos, awards, videos, podcasts, and more!

Phil Hearn, Senior Content Development Coordinator, presented an update on all the latest happenings in Project MUSE Books. He detailed the successful launch of MUSE Open and the enhanced MUSE platform, encouraging more publishers to take advantage of the waived per-book OA processing fee through 2019.



Turning to our gated books programs, Phil discussed the growth of our Single Title Sales program, highlighting especially the enthusiastic uptake of our EBA model, which has more than doubled the sales of title-by-title purchasing. Publishers were encouraged to opt all of their books into the Single Title Sales program to make them eligible for the widest possibility of sales on the MUSE platform.

Phil closed his presentation with a brief overview of the new Book Inventory tool, which gives publishers the most comprehensive view yet of all their titles on Project MUSE.

MUSE OPEN, ENHANCED PLATFORM, SINGLE TITLE SALES, BOOK INVENTORY TOOL

Jennifer D’Urso discussed three exciting publisher services offered by Project MUSE:

- Digital-Only Special Issues, which allow publishers to revitalize existing content while exploring a theme or commemorating a special event
- Social Media Promotions, through which Project MUSE helps publishers publicize their content
- Accessibility Tools, which help publishers make videos and still images accessible to all users

DIGITAL ONLY SPECIALS, SOCIAL MEDIA PROMOTIONS

Please contact Jennifer at jrd@press.jhu.edu if you would like to participate in any of these programs.

Melanie Schaffner shared news on the expansion of the MUSE Sales and Marketing team, introducing new Marketing Specialist **Diane Goodman** (who comes with a wealth of digital marketing experience, and designed much of the literature and signage for the publisher meeting), and two additions to the sales staff in new positions as Inside Sales and Library Support Specialists. **Amanda Nolan** was promoted to the sales team from MUSE Customer Support, and **Lance Tieperman** was brought on after ten years in purchasing at Johns Hopkins, where he worked closely with the university libraries.

Melanie discussed some of the strategic objectives for growing the MUSE sales capacity, including the ability to dig deeper into data-driven sales strategies, utilizing institutional usage and turnaway statistics to identify upselling and cross-selling opportunities; supporting the management of complex sales arrangements including consortium deals and evidence-based acquisition of books; and enhanced customer onboarding and post-sale support to assist libraries in maximizing the investments they have made in the MUSE platform, ensuring retention and customer loyalty. The larger Sales and Marketing team, in concert with the expansion of MUSE’s resources in other areas, will allow for a MUSE presence at more library, publishing, and related industry events worldwide; Melanie shared a map showing all the places globally where someone from MUSE has presented or exhibited in the past year or will be before the end of this year.

Finally, Melanie shared a video featuring scholars and librarians speaking about the ways in which MUSE enhances research and teaching for them, their students, and institutional communities, and why MUSE is preferred over other resources for these needs.



The group then broke for lunch and came back to breakout sessions* to discuss five key topics:

1. Thinking Beyond Print: What is your press's digital publication strategy, and how does Project MUSE fit into that strategy?
2. Project MUSE Now: What are the most important services or features that Project MUSE provides to Publishers?
3. The Future of Project MUSE: As Publishers, what new services or innovations do you hope to see from Project MUSE in the next 5 years?
4. Usage Statistics and Data Analytics: How does your press leverage usage statistics and other data to make decisions?
5. All Things Open Access: How do you see the current Open Access landscape, and what role do you expect Open Access to play in scholarly publishing moving forward?

*Please see last page for table conversation highlights.

To celebrate May Day, publishers and MUSE staff enjoyed an ice cream sundae bar for the afternoon break and also had fun taking pictures with the selfie frame.



Beth Windsor finished up the program by talking about the new Project MUSE Usage Statistics tool for publishers. She gave the rationale for upgrading to the new tool, which is designed to better support the requirements for understanding the performance of Open Access and free content on the Project MUSE platform. Beth demonstrated the three major components of the tool, including the monthly summary reports, data visualization feature, and data export tool. To put some context around how this tool

can be applied by publishers, Beth offered a couple of real-world scenarios for using each of those three components to better understand how your products are performing in Project MUSE.

Wendy closed the meeting with some remarks and expressed our excitement about next year's meeting to celebrate Project MUSE's 25th anniversary. The celebration will kick-off at the next Publishers Meeting and continue through ACRL 2021.

THE PROJECT MUSE JOURNAL PUBLISHER GROUP

The Project MUSE Journal Publisher Group, which is an informal advisory body made up of different kinds of MUSE journal publishers, met the day before the Publisher Meeting at the Project MUSE offices. The meeting featured lively discussion about

the future of the Project MUSE Journal Collections and Hosted Journals Programs. In particular, the Group discussed ways to enhance services for Hosted Journals to help these journals extend their reach. The Group also heard an international sales update from Ann Snoeyenbos. The INASP program MUSE has worked with to reach developing countries is being discontinued, and the Group discussed of the importance of outreach to these countries and how MUSE might prioritize efforts going forward without the support of INASP.



2019 PROJECT MUSE PUBLISHERS MEETING BREAKOUT SESSION HIGHLIGHTS

BIG PICTURE/LONGER-TERM IDEAS

- Authors want to expand their digital footprint; how can MUSE work with publishers to help with this goal?
- MUSE should take over some of the functions of Knowledge Unlatched (KU).
- MUSE should build collections around a publisher or subject and build collections that are comprised of books and journals.
- MUSE should develop a sustainable course book and textbook model
- MUSE should offer book chapter granular sales (like the Journals article sales model).
- Can MUSE provide metrics on the promotions tool activity?
- JSTOR offers a turn-a-ways service and fee-based marketing campaign. Opportunity for MUSE to offer similar services?
- Solutions for synthesizing and aggregating data from different sources, especially for OA books.
- How can MUSE enhance usage reports (anonymized, collective stats allowing comparisons against other publishers' content?)? Can MUSE help with additional data important to monograph authors such as reviews and citations?
- The Problem of OA boils down to perception vs. reality. How can MUSE and publishers work together to dispel myths about the value of OA content?
- It's too early to gauge success in OA, but OER is proof that there is a niche to fill. How do university presses fit into the current OER models?
- Challenges of creating digital projects that have an ROI. How can publishers find out what scholars need so they can develop projects that are backed by user research.
- How can MUSE continue reaching users in developing countries?
- How can MUSE improve its financial reporting?
- How can MUSE help publishers navigate publishing trends?

MORE MICRO/SHORTER-TERM IDEAS (MANY ALREADY IN THE WORKS!)

- "Project MUSE should include more multimedia content."
 - ◇ This came up at a few tables. MUSE can indeed host content with multimedia. Please reach out to the Publishers Relations team if you want to discuss hosting dynamic content.
- Financial Annual Reports delivered quarterly instead of annually. How can Project MUSE improve its financial reporting?
- Deeper dives into some of the tools and features.
- Quarterly email to publishers to help keep all up to date on new tools, features, initiatives.
- More of the "how to make the most of your participation."
- MUSE is working to improve and expand our Publishers' Portal.
- MUSE tracking search term data.

Thank you!