



CONNECTING THE
KNOWLEDGE COMMUNITY

Conference 2019 and Exhibition

8–10 April 2019
Telford International Centre, Telford
www.uksg.org

Get the app and
use the hashtag

www.uksg.org/app
[#UKSG19](https://twitter.com/UKSG19)

Monday 8 April

▶ 08.00	Registration (Hall 1 Entrance)
▶ 08.30	Refreshments and exhibition viewing (Hall 1)
▶ 10.00	<p>Opening of the Conference (Ludlow Suite) Andrew Barker <i>Chair, UKSG</i></p> <p>Greetings from NASIG Angela Dresselhaus, <i>President, NASIG</i></p> <p>Presentation of the 2018 John Merriman Joint NASIG/UKSG awards Presentation by Ian Jones, <i>Taylor & Francis</i> (UKSG award sponsored by Taylor & Francis)</p> <p>Presentation to the sponsored students and early career professionals (Awards sponsored by Cambridge University Press, Gale and SAGE Publishing)</p>
Plenary Session 1 (Ludlow Suite)	<p>Sleepwalking Towards The Future Chair: Helle Lauridsen <i>Lyngsoe Systems</i></p>
▶ 10.30	<p>Overview, Strategic Direction and Future for Publishers and Intermediaries Sam Brooks <i>EBSCO Information Services</i></p>
▶ 11.00	<p>Sleepwalking into the future: a library perspective Jessica Gardner <i>University of Cambridge</i></p>
▶ 11.30	<p>How publishers and librarians can support early career researchers in a changing publishing landscape Charlotte Mathieson <i>University of Surrey</i></p>
▶ 12.00	Lunch and exhibition viewing (Hall 1)
▶ 13.30	Breakout sessions (Group A)
▶ 14.30	Breakout sessions (Group B)
▶ 15.30	Refreshments and exhibition viewing (Hall 1)
▶ 16.00	Breakout sessions (Group C)
Lightning Talks Session 1 (Ludlow Suite)	<p>Chair: Laura J. Wilkinson <i>Crossref</i></p>
▶ 17.00	<p>Perspectives of the Global South Andrew Joseph <i>Wits University Press</i></p>
▶ 17.10	<p>Open access memberships: offsetting offsetting, or failing to scale Emma Wilson <i>Royal Society of Chemistry</i></p>
▶ 17.20	<p>Get me an extension! The Library in your browser – 1-click access to library subscribed e-resources exactly when it is needed Tim O'Neill <i>University of Manchester Library</i></p>
▶ 17.30 to 18.30	Exhibition viewing (Hall 1)
▶ 19.00	<p>Supper and quiz (additional bookable option) (sponsored by The IET)</p> <p>Or Free evening</p>



Tuesday 9 April

▶ 08.30	Registration (Hall 1 Entrance)
Plenary session 2 (Ludlow Suite)	Positioning Ourselves For The Future Chair: Lorraine Estelle <i>COUNTER</i>
▶ 09.00	Unconscious bias Femi Otitoju <i>Challenge Consultancy</i>
▶ 09.30	Skills and Organisational Culture: changes needed Nicola Wright <i>London School of Economics and Political Science</i>
▶ 10.00	Panel discussion led by Femi Otitoju Elizabeth Charles <i>Birkbeck, University of London</i> Saskia Bewley <i>Hachette</i> Masud Khokhar <i>University of York</i>
▶ 10.30	Refreshments and exhibition viewing (Hall 1)
▶ 11.00	Breakout sessions (Group A)
Lightning Talks Session 2 (Ludlow Suite)	Chair: Joanna Ball <i>University of Sussex</i>
▶ 12.00	A collaborative approach to research support Katrine Sundsbø <i>University of Essex</i>
▶ 12.10	Audiobooks and Universal Design for Learning – breaking down barriers Sarah Pittaway <i>University of Worcester</i>
▶ 12.20	Piloting textbooks into the future: experiments with eTextbooks at the University of Salford Sarah Taylor <i>University of Salford</i>
▶ 12.30	UKSG Annual General Meeting (Ludlow Suite)
▶ 13.00	Lunch and exhibition viewing (Hall 1)
▶ 14.30	Breakout sessions (Group B)
▶ 15.30	Refreshments and exhibition viewing (Hall 1)
▶ 16.00	Breakout sessions (Group D)
▶	<i>Tuesday continued overleaf</i>

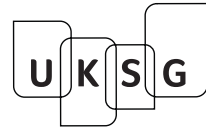
P R O G R A M M E

Tuesday 9 April

Lightning Talks Session 3 (Ludlow Suite)	Chair: Katherine Rose <i>Imperial College London</i>
▶ 17:00	Supporting Fair Open Access at KU Leuven Demmy Verbeke <i>KU Leuven</i>
▶ 17:10	EThOS Sam Tillett <i>British Library</i>
▶ 17:20	Free Slot
▶ 17.30 to 18.00	Exhibition viewing (Hall 1)
▶ 19.00	Evening sponsored by ACS Publications Ironbridge Suite
▶ 20.00	Reception
▶ 22.00 to 01.00	Conference dinner
	Disco and bar

Wednesday 10 April

▶ 09.00	Registration (Hall 1)
▶ 09.30	Breakout sessions (Group C)
▶ 10.30	Refreshments and exhibition viewing (Hall 1)
▶ 11.00	Breakout sessions (Group D)
Plenary Session 3 (Ludlow Suite)	Plan S Panel Discussion Chair: Incoming Chair <i>UKSG</i>
▶ 12.15	
▶ 13.15	Close of conference (packed lunch sponsored by Content Online)



Breakout Sessions

There will be 32 breakout sessions from which to select, split into 4 Groups.

The Group A sessions will run concurrently for 45 minutes on: Monday 8 April at 13.30 and Tuesday 9 April at 11.00

The Group B sessions will run concurrently for 45 minutes on: Monday 8 April at 14.30 and Tuesday 9 April at 14.30

The Group C sessions will run concurrently for 45 minutes on: Monday 8 April at 16.00 and Wednesday 10 April at 09.30

The Group D sessions will run concurrently for 45 minutes on: Tuesday 9 April at 16.00 and Wednesday 10 April at 11.00

Delegates will be able to attend a different session of their choice and are not required to select their preferences in advance.

Breakout Sessions

Group A

1. **Diversity in HE libraries: working towards best practice**

Jennifer Bayjoo, Natalia Gordon
and Amy Campbell
Leeds Beckett University

The shocking fact that 96.7% of library and information workers identify as white has led us to create Diversity in Libraries of the North (DILON). The aim of DILON is to create a network for BAME librarians, to lobby for change in the sector and to raise awareness. We will discuss the current issues in the sector and wider society, and everyone regardless of ethnicity is welcome to contribute ideas and experiences so that we can stimulate positive change. DILON has also come up with some practical steps that delegates can take back to their place of work.

2. **What do funders want from research infrastructure? Let's link the grants with the outputs!**

Kirsty Meddings
Crossref

Research funders are increasingly setting the agenda for scholarly communications, mandating certain editorial practices such as open peer review and data sharing, elevating the importance of preprints, and advocating for better use of existing community-run infrastructures like those maintained by Crossref, DataCite, and ORCID. This session will explain what's new and next for the funding and infrastructure space, introducing a key project around persistent identifiers and metadata for grants, including use of facilities. Whilst the scholarly community has adopted standard persistent identifiers (PIDs)—for people (e.g. ORCID), content (e.g. DOIs, PMCIDs), and soon organizations (ROR.community) including funders (the Funder Registry)—the record of the award is not captured in a consistent way across funders worldwide. And they are not easily linked up with the literature or the researchers or the institutions. Harmonizing grant identifiers with one common universal schema will not just help people better measure reach and return, but will offer researchers a system that works more smoothly and accurately. In this session, hear from funding organizations about what they want, learn about the findings from the grant identifier pilot, and discover the next steps for this initiative.

3. **The post big deal landscape : Future plans and lessons learned**

Bernie Folan
Bernie Folan Research and Consulting

With some organisations shaping a post big deal future, and publisher descriptions of having reached *peak subscription*, in a landscape of new national policies, what are the lessons are being learned, plans being made and views emerging? A small panel consisting of librarian, publisher and researcher will address the issues from their perspectives. The session will be an open forum with audience discussion, questions and debate. The aim to hear practical advice, log divergent opinion, learn from others' experiences and help plot our futures. Delegates from all constituent groups are encouraged to attend to enable cross-industry debate.

4. **Squeezed middle? The positioning of academic libraries in the institution**

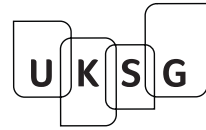
John Cox
NUI Galway

How academic libraries position themselves in their parent institutions is vital to their recognition, resourcing and prospects. This paper will look at the progress, opportunities, barriers and dilemmas for libraries as they seek to position themselves optimally in the organisation. It will take account of both positive developments and negative factors, arguing that strong connectivity with the wider institutional agenda is key to changing perceptions and ensuring that the library is not taken for granted or sold short. Otherwise the library may represent a squeezed middle, feeling the pressure from all sides but not reaping the benefits of its transformation.

Breakout Sessions

Group A

-
5. **Developing careers in scholarly communications support: opportunities and challenges**
 Anna Grigson
London School of Economics and Political Science
- Supporting scholarly communications activities is now a core part of many libraries' mission. But it's a fast-moving area – roles can be variable between different institutions, new skills sets and aptitudes are emerging. Established career paths for library staff are being disrupted, presenting both challenges and new opportunities. If you're a new professional, what skills will you need to build a career and what are the possible career opportunities? If you're a manager, what skills will you need in your staff, and how can these be developed? This session will outline the current state of skills development and training in scholarly communications support within university libraries, and the work being done to coordinate activity across the community by universities a range of professional associations including UKSG, Jisc, SCOUNL, RLUK, UKCoRR, ARMA, Vitae, Cilip and the British Library. It will be an interactive workshop, and attendees will be encouraged to reflect on progress to date and help shape future activities.
-
6. **Using COUNTER Release 5 Usage Reports to support strategic decision making in libraries**
 Irene Barbers
Forschungszentrum Juelich GmbH
- COUNTER's new Code of Practice is effective from January 2019. This break out session will explain how librarians can make effective use of the new metrics to support decision making. It will explain how librarians can use these new reports to: Understand user behaviours; perform cost per use calculations on the articles they have paid for, compare book usage across different e-book platforms, investigate usage of A&I databases and full text databases; and evaluate usage of open access content. The session will also explain how COUNTER is ensuring compliance with the new Code of Practice, and how librarians can confidently tell if a publisher or vendor is compliant.
-
7. **Decolonising Research Methods**
 Sara Ewing
Goldsmiths, University of London
- These workshops situate Western academic research in historical, political and social conditions that are tied to colonial practices of difference and hierarchy. They are centred on participants' ideas, assumptions, experiences and values in relation to different themes, in conjunction with short non-traditional texts, to provoke meaningful and unexpected discussions. These classes align with the Goldsmiths goal to 'Liberate Our Degree' by addressing the inequalities embedded in pedagogy and curricula. Current collaborations include library staff working with procurement, reading lists and library practices, lecturers in various departments seeking to diversify their curriculum design, and students invested in decolonizing their own programmes.
-
8. **E-textbooks - Jisc Collections Top 50 Reading List Title Licensing Pilot - Will it be seen as a success or a failure?**
 Caroline Mackay
Jisc Collections
- Jisc Collections would like to take this opportunity to review with participants our future strategy for e-textbooks which is currently under development. We will discuss and share our strategy for e-textbook affordability with you during the session and welcome your input based on your own experiences. This strategy, based on evidence from previous pilots, covers a multiple of areas that we will concentrate on over the next three years, including inclusive or 1:1 access, courseware, open textbooks and OER, while sharing experiences with our international consortia colleagues who are also working in this e-textbook area. This workshop will be of interest to anyone involved in licensing e-textbooks.
-
9. **Increasing engagement with digital collections**
 Reetu Child
University of Manchester
- The University of Manchester Library invests a significant amount of financial resources on digital collections, and we wish to maximise their use and increase awareness to potential audiences. In the face of rising costs and limited budgets, it is important that we demonstrate value for money of our digital collections, as well as their impact in teaching and research across the University. A key factor to achieving this is how we promote our collections to our users to increase engagement, the effectiveness of our current activities and who this responsibility lies with across library teams. This session will describe the results and recommendations of an audit that was performed of our current acquisition and collections promotion activities. It will highlight some of our successful and varied engagement activities, as well as future approaches and improvements that we are hoping to bring in to maximise use and impact of our digital collections.



Breakout Sessions

Group B

10. **Get yourself heard: writing for publication**

Helen Fallon
Maynooth University/IReL

Anyone can write for publication. Whether you're aiming at a peer-reviewed article, a practice based piece, or writing a regular professional blog, getting your ideas and experience out into the wider world is a great way to engage with your professional community and beyond. Publishing can also enhance your career opportunities. This workshop will give you the confidence to start writing for publication. It will cover some key techniques to get you started and to keep going right through to publication. Helen Fallon is Deputy University Librarian at Maynooth University. She is on the editorial board of "New Review of Academic Librarianship" and has published extensively.

11. **Destroying the silo: how breaking down barriers can lead to proactive and cooperative researcher support**

Cath Dishman
Liverpool John Moores University

The Research Excellence Framework open access agenda brought about opportunities for the library research support team to work more closely with the Research Office at Liverpool John Moores University (LJMU). The benefit of working collaboratively – for example, delivering joint sessions – raised the profile of research support across the university as a whole. As a team, we wanted to build on that by working with other support teams and academic departments across the university who share our aim of supporting researchers. Alongside that, we wanted to develop potential collaborations to make the library more visible to those that we are trying to support and develop. What we are often confronted with are individual silos where staff and academics work independently, towards the common goal of supporting researchers but with much duplication of work and practice. We would like to demonstrate how libraries are well placed to collaborate with colleagues across the university. Using examples of our own success as well as struggles, we will demonstrate how the library can be at the heart of the academic community in numerous facets: training, events, and advocacy to name a few. The session will encourage attendees to think about how they can coordinate and work with others to develop fruitful and collaborative partnerships to the benefit of their research agenda, their own department and their institution.

12. **Metadata En Croûte: How to make metadata more appetizing to decision makers**

Fiona Counsell
Taylor & Francis

How do we make what some might think to be boring metadata more appealing? Metadata has a PR problem and it's time to wrap it in pastry and bake it for 40-45 minutes until golden brown. How can we motivate organizations and businesses in scholarly communications to improve their metadata? How do we support individuals to make the case for metadata solutions to decision-makers in their organisations? How might we elevate the importance of metadata to motivate publishers, service providers, and libraries to make the sometimes costly infrastructure changes to enhance the completeness, connectedness, openness and reusability of metadata? 'Incentives for Improving Metadata' is one of Metadata 2020's six projects, and has been described as the 'vision' project of the collaboration. Project participants are working to create resources to help organizations across scholarly communications understand the importance of metadata, including helping them identify tangible and appealing operational benefits for infrastructure changes. In this session we will present the resources created to date and engage attendees to consider what additional resources may be helpful in their respective communities

13. **Usage, Engagement and Impact: Evaluating the usage of and measuring impact and engagement with library resources at Leeds Beckett University Library.**

Julie Cleverley
Leeds Beckett University

In 2017-18 we undertook a pilot project to evaluate OpenAthens, EZ Proxy and Student Record data to enable in-depth analysis of e-resources usage, student engagement and library impact. The project objective was to provide evidence and insight to inform e-resource acquisition so that our users had appropriate, impactful and value for money resources, and thus a successful learning and teaching experience. We are now starting to look at School data, comparing it with NSS results to measure the correlation between usage of and engagement with e-resources and student feedback.

Breakout Sessions

Group B

-
14. **How good is your metadata? Presenting participation reports**
 Laura Wilkinson
Crossref
- An interactive session to view and discuss how different Crossref members are doing with metadata completeness. Who fares best in terms of including abstracts, or text-mining links, or ORCID iDs? Crossref membership has extended to libraries and funders and scholars themselves, so we won't just be looking at the "usual suspects". We'll also be asking for feedback and ideas for what checks to put in place for the next phase of Crossref participation reports. Drawing on findings from the Metadata 2020 initiative, we will also offer some insights into the barriers publishers and vendors face when collating and registering richer metadata, and advice for how to overcome them.
-
15. **The Jury is Still Out: Presenting the case for and against Demand Driven Acquisition and Evidence-based Acquisition models for Ebook access and purchase**
 Annette Moore
University of Sussex
- How do libraries navigate the maze of different Ebook access and acquisitions models to select the model that meets both the needs of our users as well as the size of our budgets? From individual title purchase to Demand Driven Acquisitions (DDA) and Evidence-based Acquisition (EBA): how do we assess the value of the different models? What have been the benefits and challenges to staff and users? This interactive presentation session reflects on 5 years of Ebook provision using DDA and EBA models and invites the audience to vote (using Poll Everywhere) on the big issues raised. Can the jury help us to reach a verdict?
-
16. **NOT ON THE LIST: Developing collections beyond resource lists**
 Andrew Knight
University of Roehampton
- Like many university libraries, Roehampton uses reading list software. Although a resource list culture has been successfully established amongst academic staff and students, such an approach has also resulted in reduced opportunities for collection development outside of resource lists. In this session, we look at how cross-departmental collaboration has been able to identify content for postgraduate students and researchers, as well as supporting the University community's wider needs by developing non-academic collections in health & wellbeing, citizenship and student support.
-
17. **The data wars are coming. Moving from management information to data driven intelligence**
 Ken Chad
Ken Chad Consulting
- In 2017 the Economist magazine, in a much quoted article said, 'the world's most valuable resource is no longer oil, but data. Smartphones and the internet have made data abundant, ubiquitous and far more valuable'. While data may be abundant, in the world of libraries, publishers and intermediaries it is typically siloed and the value and potential to improve services has barely begun to be realised. On their own, data from libraries, publishers or conventional intermediaries will not be enough to deliver the kinds of predictive analytics and Artificial Intelligence (AI) solutions that are emerging. Commercial companies and sector bodies like Jisc have begun to develop platforms that make use of data from a variety of sources. This will be an intensely competitive environment and it is not yet clear who the winners will be for, as Indian Prime Minister Narendra Modi said at the world economic forum in January 2018 'whoever controls data will have control over the world in the future'. The data wars have begun.

Breakout Sessions

Group C

-
18. **Data, data, everywhere? Not nearly enough!**
 Rachael Lammey
Crossref
- The underlying data created and/or reused and remixed for research is becoming as crucial as the resulting text-based output. This is your opportunity to dig into the what, the why, and the how of data publication, data citation, and data sharing. Workshop hosts will cover this topic from a range of perspectives. Let's review the best practices and case studies in data citation and data publishing, add to our collective understanding of why this is so important, and contribute to the next steps in building solutions to improving infrastructure for research data.

19. Research workflows in the real world

Alison McNab
University of Huddersfield
 Andy Tattersall
University of Sheffield

Research workflows are big business (in terms of both activity and income for publishers) and the last two years have seen the launch of new products as well as merger/acquisition activity for existing products. This activity is being mapped and analysed by Bianca Kramer & Jeroen Bosman and Roger Schonfeld amongst others. The presenters propose to build on this analysis by running an online survey of researchers and librarians from October 2018 / January 2019. This will seek to elicit data on which research workflow support tools are used, characteristics of these tools (for example whether these are from the same publisher, from a number of different publishers, or are open source), and the role of library staff in advising and signposting researchers to appropriate tools. This will open with an overview of researcher workflows, present a summary of the results of the survey, offer the opportunity for delegates to discuss the benefits and pitfalls of a publisher-agnostic approach to researcher workflow tools, and conclude with follow-up actions.

20. Green Open Access in Practice

Anette Schneider and Ane Ahrenkiel Sand
Technical University of Denmark
APCs – Mirroring the impact factor or legacy of the subscription-based model?
 Nina Schoenfelder
Bielefeld University

Green Open Access in Practice

Libraries spend a lot of time on golden and hybrid Open Access both in the interaction with publishers and in the daily subscription and license management. What about green Open Access? How far have we come in terms of implementing green Open Access? How much content is actually available as green Open Access? What practical challenges do the libraries encounter in their efforts to implement the Danish national green Open Access strategy? What can libraries do to overcome these challenges and what can publishers do to support green Open Access?

APCs – Mirroring the impact factor or legacy of the subscription-based model?

With the ongoing open-access transformation, article processing charges (APCs) are gaining importance as the dominant business model for scientific open-access journals. This paper analyzes which factors determine the level of an APC by means of multivariate linear regression. The results show that the journal's impact and the hybrid status are the most important factors. However, the relationship between APC and SNIP is different for open-access journals and hybrid journals. The journal's impact is crucial for the level of APCs in open-access journals, whereas it little alters APCs for publications in hybrid-journals.

21. Institutional repositories, item and research data metrics

Jo Lambert
Jisc

The success of COUNTER in supporting adoption of a standard to measure e-resource usage over the past 15 years is apparent. The prevalence of global OA policies and mandates, and the role of institutional repositories within this context prompts demand for more granular metrics. It also raises the profile of data sharing of item level usage and research data metrics. The need for reliable and authoritative measures is key. This burgeoning interest is complemented by a number of initiatives to explore the measurement and tracking of usage of a broad range of objects outside traditional publisher platforms. Drawing on examples such as OpenAIRE, IRUSdata-UK, Crossref's distributed usage logging and DOI event tracker projects, COAR Next Generation Repositories and IRUS-UK, this session will provide an update on progress in this area, discuss some challenges and current approaches to tackling them.

22. When is a journal not a journal? An introduction to the variety of scholarly publication formats

Rebecca Evans
SAGE Publishing

These days, research can be published in many different forms, from a growing number of options in journal publishing - including mega-journals, preprints and hybrid OA journals - to less traditional forms of publishing such as case studies and videos. This session is intended for anyone wanting an introductory level overview of the growing range of ways in which researchers can disseminate their work, so come along and find out a little more about the options available to your researchers, and learn from your colleagues at the same time.

Breakout Sessions

Group C

23. **From Librarian to Corporate Governance and Back Again - experiences of moving from the library world to working alongside the Vice Chancellor and Deputy Vice Chancellor before returning to the library world.**

Alastair Flett
University of Liverpool

The session will be based on personal reflections on a career that began in NHS and university libraries, and has incorporated a variety of senior institution-wide roles in university management before returning to libraries as Deputy Director: Libraries, Museums and Galleries at the University of Liverpool. Common misconceptions university managers might have about libraries - and vice versa - will be explored, along with a comparative look at cultural norms and ways of working in a university's 'centre' and its library.

24. **Spells and Counter-spells: the Irresistible Lure and Resistible Rise of Fake News**

Adam Blackwell
ProQuest

When it comes to what most people think of as *fake news* (demonstrably false information presented as truth), we are usually willing participants in our own fooling. But there's another kind of fake news: demonstrably true information that's presented as false. In this session, we'll see how political leaders, actors, and other public figures have used this second kind of fake news to immunize themselves from legitimate criticisms. We'll also see why educators, not engineers, represent our best hope for reclaiming facts and enforcing accountability.

Breakout Sessions

Group D

25. **Shared experiences: challenges faced by those in the global south**

Anne Powell
INASP

What are the common themes for research libraries around the world? What are the differences? What can we learn from each other? And how can publishers and libraries work together to ensure that researchers everywhere have access to the materials they need, and the skills to evaluate and use those materials? This session will be led by a librarian who has worked for many years in both African and international university contexts. She will share experiences of new developments and challenges through her career and current work helping African students develop their critical thinking skills.

26. **What publishers want librarians to know**

Bernie Folan
Bernie Folan Research and Consulting

In 2017 a research project was undertaken uncovering librarians' messages to publishers. The anonymous survey resulted in over 600 free text messages which were coded, analysed and shared via a UKSG lightning talk, an Insights article as well as other written pieces. Responding to demand, the reverse of this research project has now been undertaken - collecting publisher messages to librarians. The aim is to uncover prevalent attitudes, challenges and questions - from differing publisher roles - to build communication and understanding. This session will present analysed findings and invite discussion of recurrent or unexpected themes.

27. **Improving content discovery using AI and machine learning**

David Leeming
67 Bricks

AI and machine learning has been generating a lot of attention over the past couple of years, but they still raise a lot of questions for our industry. How should publishers, librarians and researchers engage with these technologies? Are these technologies a threat to the current scholarly ecosystem or an opportunity? Can these technologies really help us drive the discovery and dissemination of research? How have these technologies already become an essential part of the scholarly ecosystem? After a short introduction to the concepts of AI and machine learning we will address these questions by engaging the audience in a live interactive demonstration in which we work together to train a machine learning algorithm to work with scholarly content. We will share areas of opportunity we have uncovered from our experiences of working with these technologies within the industry and discuss how publishers, librarians and researchers might work with these technologies to further advance the future of scholarly communication.

28. What publishers can learn from caterers

Anne Kempen
Peter Lang AG

Imagine a buffet with hundreds of tasty dishes, and a big plate in your hand. Wouldn't it be nice if publishing was as tempting and optional as that? We think that the transformation to Open Access requires more from a publisher than just making content freely available. It requires publishers to be just as service oriented and flexible in their offers as a catering service is to their customers. We all know that the requirements to realize a book project are diverse. Does the author want an intensified copyediting? Do they need support for researching images? What kind of promotional campaign would they like to see for their project? The idea is to offer a basic publishing menu that covers the essentials, such as light copyediting, typesetting, production of eBook and print formats. In addition, the author can then add services that they think are useful for their project. Additional services might include content related services such as research for additional images or the design of a graph, publishing related services such as special binding for the print book or promotional material, or even services related to their general career as a researcher, such as a video about their research field and interests. The costs for each service item are clearly defined beforehand and are completely transparent. The author only pays for what they choose. Of course, these publishing services are only offered after the project has been accepted for publishing by a positive peer-review as well as a thorough plagiarism check. Several questions remain: which are the most interesting services to authors? How much are these services valued? In a study conducted together with the German University HTWK Leipzig, 1300 authors have provided us with answers, ranging from "why don't I publish my work in a repository?" to "how important is a book review to me?". This session offers a summary of the year-long transformation from publisher to catering service.

29. Technological innovation as an engagement tool in academic libraries

Maria Cotera Zubeldia
IE Library

Technological innovation is driving a profound cultural change and is an essential part of the current digital transformation in higher education. New technologies, new business models and new customers are challenging us to rethink, refocus and reinvent ourselves and the services we provide. Libraries are starting to anticipate the latest technological trends - including artificial intelligence, robotics, wearables, apps, virtual reality, etc.- and integrate them into the user experience to provide innovative, diverse and disruptive learning environments as a powerful engagement tool.

30. An artful deposit - When 3D becomes 2D: Supporting creative arts researchers through the REF and beyond

Sarah Beighton
Staffordshire University

Much of the onus currently focussed around outputs for REF 2021 is placed on 'traditionally' published research, but this raises the question, how will physical outputs, such as the work produced by creative arts researchers, be measured? The anticipation is that a range of outputs will be accepted, so it is important to facilitate the inclusion of creative arts research imaginatively and in a timely fashion. The presentation will be conducted in two parts: The first part will discuss the varied solutions we have come up with at Staffordshire University as well as some of the barriers encountered along the way. During the second part attendees will work in small groups to discuss existing practice, the challenges faced and potential solutions with respect to creative arts deposits. Ideas will be gathered from the workshop and collated into 'best practice guidelines' including a 'top 5 tips' to supporting researchers from this background. An informal network will be set up for those who want to stay in touch to share further ideas or to have any future questions answered. Attendees will leave the session with a better idea of how to support researchers from a creative arts background.

31. Using library data effectively

Elaine Sykes
Liverpool John Moores University

32. Opportunities and challenges: University presses in a changing climate

Alison Shaw
Bristol University Press
Megan Taylor
Huddersfield University Press

Alison Shaw, Chief Executive of Bristol University Press, and Megan Taylor, Press Manager at the University of Huddersfield Press, explore some of the key challenges and opportunities facing university presses in the rapidly changing world of scholarly publishing. Touching on mission and purpose, responding to policy changes, funding, key relationships and publishing technologies, this session shows how two different publishing models are playing their part in supporting the research community.

UKSG exists to connect the information community and encourage the exchange of ideas on scholarly communication. It is the only organisation spanning the wide range of interests and activities across the scholarly information community of librarians, publishers, intermediaries and technology vendors.

In a dynamic environment, **UKSG** works to:

Facilitate community integration, networking, discussion and exchange of ideas

Improve members' knowledge of the scholarly information sector and support skills development

Stimulate research and collaborative initiatives, encourage innovation and promote standards for good practice

Disseminate news, information and publications, and raise awareness of services that support the scholarly information sector



For booking forms and further information, please refer to www.uksg.org

For delegate bookings, please contact Vicky Drew, Events Assistant
Tel: **+44 (0) 1993 848234** Email: events@uksg.org

For exhibition information and all other enquiries please contact Bev Acreman
Tel: **+44 (0) 1993 848235** Email: bev@uksg.org

UKSG, Witney Business & Innovation Centre, Windrush House,
Windrush Industrial Park, Burford Road, Witney, Oxon OX29 7DX, UK

UKSG reserves the right to alter or vary the programme due to events or circumstances beyond its reasonable control without being obliged to refund monies.

UKSG

Company No. 4145775 | A company registered in England and Wales | Charity No. 1093946