Library Publishing Services: A Toolkit

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### Reference and User Services Association Emerging Leaders Project Team

INTRODUCTION

Continuing the work done by the RUSA Emerging Leaders team from 2015, the RUSA Library Publishing Toolkit is collection of resources intended to get libraries started with publishing. The toolkit is intended to be a living resource with contributions from the library community, it will grow to address new and emerging trends in library publishing services. The Toolkit aims to assist all types of libraries who may be developing programming, best practices, services, and environmental scans related to publishing.

OUR APPROACH

The RUSA Library Publishing Toolkit exists as a publicly accessible Wordpress site (rusapubtools.wordpress.com). Additional resource suggestions can be suggested by emailing the RUSA Publications and Communications Committee at rusapubtools@gmail.com.

We divided the Toolkit into several sections: Education and Instruction, Content Development and Editorial, Design and Production, Marketing and Dissemination, and examples of publishing initiatives and services in libraries today.
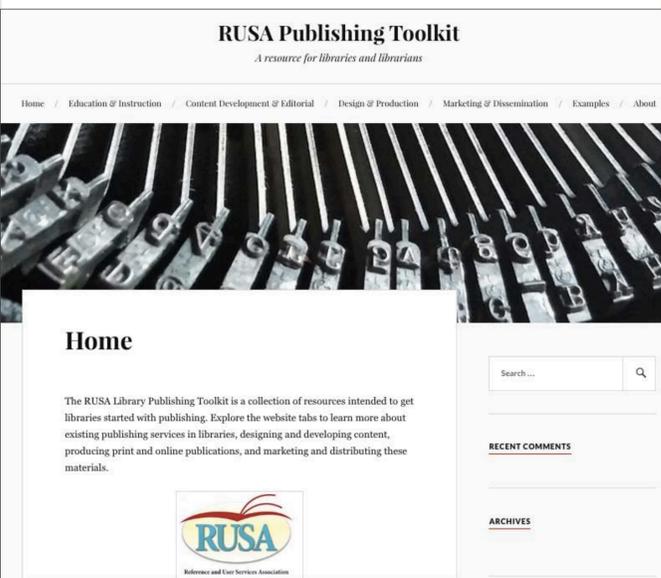
EDUCATION & INSTRUCTION

The Education and Instruction section of the toolkit aims to document examples of educational activities, workshops, resources, and events that libraries now offer as a service for library users to learn about publishing. Publishing resources are also available regarding copyright and training librarians in this ever-growing area. Libraries may find inspiration in the available content for their own library publishing programming and initiatives. We hope to discover and add more resources in the future about publishing education in public, school, and special libraries.

CONTENT DEVELOPMENT & EDITORIAL

Content and Editorial Development is comprised of gathering, organizing, writing, editing, and arranging information on a website for publications, journals, e-zines, etc. The following resources below are free or low-cost services for library publishing needs.

DESIGN & PRODUCTION

Within the design and production section, the toolkit resources focus on software, licensing, publishing services, and publishing resources. Such resources serve to create a final document ready for publishing in various formats. Once a document has been created there are many services that can print or publish a writer's materials. If writers wish to format their own materials they may find the software listed in the toolkit to assist in their publishing journey.

MARKETING & DISSEMINATION

The marketing and dissemination of library published materials encompasses three distinct stages: preparing the document for market, securing a distribution channel, and developing a reader base for the materials. Thus, this stage incorporates administrative, technical, and public relations know-how.

FUTURE STEPS

The RUSA Library Publishing Toolkit is intended to be a living document that provides useful and practice-driven resources to address new and emerging trends. As such, this toolkit will require the RUSA Publications and Communications Committee to facilitate participation from the library community.

To ensure that the toolkit is kept current and relevant, RUSA may consider appointing a Library Publishing Toolkit Working Group who could identify new trends and resources for inclusion in the toolkit, receive and moderate submissions, and maintain resources. A review process would need to be established for contributed resources to ensure quality, relevance, currency, and accessibility.

The working group could also consider partnerships with other interested groups. This could enhance promotion opportunities for the toolkit. With support from library partners, RUSA could organize conference panels and presentations to share the toolkit with interested professionals and organizations. Relevant ALA listservs and e-newsletters could feature the toolkit in a profile article and encourage libraries to add it into their toolkits or to suggest further resources.

To support promotion, RUSA may consider incorporating case studies of libraries that have successfully offered publishing services. While publishing services in large academic and public libraries have been promoted widely, this toolkit may present an opportunity to highlight the work of special, school, small, and rural libraries.