



Members of the Professional and Scholarly Publishing Division of AAP publish books, journals, looseleaf, and electronic products in technology, science, medicine, business, law, humanities, the behavioral sciences and scholarly reference.

Professional/  
Scholarly  
Publishing  
Bulletin

Volume 13, No. 3, Fall 2014

From the Executive Director's Desk  
Surveys...Surveys. Enough Already!

by John Tagler, PSP Executive Director

I'm afraid PSP has been imposing rather a lot on its members in the past couple of months as we have dispatched three surveys to help us in decision-making for various activities.

Two of the surveys – involving the Annual Conference and the Pre-Conference – landed on people's desks in late August and early September. The third was sent to heads of houses and human resources departments in an effort to obtain better statistics about the scholarly publishing workforce in the United States.

First of all, I want to thank the many people who diligently replied, and I'd like to share with you some of the findings. Since the results will drive some of our future activities I think it only fair to provide an indication about what we learned and how it will influence our planning.

Pre-Conference Survey

First out of the gate was a survey dispatched in August to help our Committee on Digital Information (CDI) plan its program and better understand the motivations of those who attend the pre-conference and those who do not. The CDI (formerly the Electronic Information Committee before it was re-named earlier this year) has organized a pre-conference for 18 years. The nature of programs has evolved as has the name of the committee itself.

The survey was sent to over 1,800 staff in PSP publishing and the response rate was nearly 10%.

Here are some interesting findings:

- 55% of those who have not attended in the past three years indicated that the principal reason was lack of time.
- Among those who have attended in recent years, 92% indicated that they attend because of program content. In the comments section, however, there was some inconsistency in respondents' assessment of the content.

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**LOOK INSIDE – page 2**  
*For information about the  
 PSP Annual Conference  
 and Pre-Conference*

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# THE ASSOCIATION OF AMERICAN PUBLISHERS

Professional/Scholarly Publishing (PSP) Division

## ***Beyond Disruption: Publishing in the Real World***

2015 PSP Annual Conference

February 4-6, 2015

Ritz Carlton Hotel, Washington, DC

### PROGRAM

#### WEDNESDAY, FEBRUARY 4, 2015

3:00pm–4:00pm

(Salon II & III)

#### **Keynote Speaker:**

**Don Tapscott**, CEO, The Tapscott Group

Mr. Tapscott is a business executive, author, consultant and speaker, specializing in business strategy, organizational transformation and the role of technology in business and society. Tapscott has authored or co-authored fifteen books on the application of technology in business and society. His most recent book is *The Digital Economy ANNIVERSARY EDITION: Rethinking Promise and Peril in the Age of Networked Intelligence*. Two decades ago, *The Digital Economy* changed the way the world thought about the Web. While everyone else was in awe of “websites” and “dot coms,” Don Tapscott was among the first people to argue that the Internet would fully transform the nature of business and government. It goes without saying that his predictions were spot on.

Plenary #1 sponsored by



4:00pm–5:00pm

(Salon II & III)

#### **Plenary #1:**

#### **Open Access in Two Acts**

The open access environment changes on a daily basis – just keeping up with last week’s news can leave a publisher losing out. From licenses, collaborations, models, new services, or information sources beyond the journal, today’s publisher is juggling a variety of innovative open access pilots. Let’s move beyond the basics and hear from some key innovative publishers as David Crotty moderates Open Access in Two Acts.

#### **OA 1: Speed-Dating**

Licenses – why CC BY?

OA and the Challenges Presented to Humanities Journals

Collaborating with Funders for Bulk Purchases

Pilots in play – double-dipping issue

*(Continued on page 6)*

# College Textbooks: Focus on One Current Issue

by **Barbara Meyers Ford**

Numerous issues face educational publishers in this second decade of the 21st century. Many publishers contend with push-back from their communities regarding accelerated revisions, especially to introductory college texts. Pricing has prompted ethical debate. The used textbook market has come into its own and is flourishing. With the bookstore no longer being the only distribution channel, a new challenge is how best to market new textbooks: to faculty or to students...or to both? And then there is the move from print to digital as has been seen in nearly every niche of publishing. Over the last few years college textbooks have been the subject of much research resulting in numerous articles comparing print textbooks with e-books. The findings of those studies will be the focus of this article.



Given that e-books in general have become nearly ubiquitous one would expect that phenomenon along with lower cost would cause students to be as eager to use e-textbooks as they are to get the latest version of one of the popular tablets. Not so. It seems that when it comes to textbooks these digital natives have not as a group embraced this new format, thus presenting a conundrum to educational publishing that is not clear-cut. Major advantages touted for student use of e-textbooks are that they save space, travel well and offer a number of functionalities just not possible in print. Among the advantages for publishers are that they gain back control over the lucrative “first user” textbook market and can add materials to a digital version that provide greater interactivity along with updates (taking the place of frequent scarcely-altered new editions).

Terpend, Gattiker and Lowe (professors at Boise State University) reported in April 2014 that “[d]espite the advantages of e-texts and recent advances in technology, evidence suggests that students are still reluctant to adopt and use e-texts.” In their article “Electronic Textbooks: Antecedents of Students’ Adoption and Learning Outcomes,” they pointed out several potential

advantages for “e-texts” (electronic textbooks) over print versions such as:

- Lowering prices relative to hardcopy textbooks.
- Accommodating more frequent updates (versus the conventional three-year cycle).
- Affording authors and publishers the ability to embed directly into the text reference materials such as maps, dictionaries, videos and simulations.
- Providing ease of use re: students searching for key terms.
- Allowing instructors to customize text in a more readily available fashion.

What many studies point out is that students’ behavior and preferences are the major factors that will determine the future of e-textbooks. Terpend, Gattiker and Lowe tried to ferret out what factors mattered in student (versus faculty) adoption of electronic versions of textbooks. One key motivator is a student’s adoption of technology. TAM, technology acceptance model, bases adoption on an individual’s “perceived usefulness and perceived ease-of-use.” Students with high TAMs favor capabilities in the areas of searching, indexing and note-taking along with the ability to link to external resources. Students holding an opposite perception—that of technology as being difficult, prone to technical problems, and having frequent software malfunctions—won’t see any of the efficiencies their fellow students may use on a daily basis.

Reports about faculty perceptions include: 1) a concern with the lack of standards and 2) major problems with e-book technology resulting in multiple formats with some accessible on just a single device. Digital rights management and use of portals and passwords also inhibit access on campus as well as remotely. When faculty favors electronic versions and offers only an e-textbook for students to purchase researchers find that students buy the e-book but print it out to read and use.

Even after several years of exposure to e-books, students show little inclination to shift from print to electronic textbooks. For full immersion into the content, print is the format of choice. E-books are used like reference sources when a student needs specific information quickly or will be accessing the resource remotely. A Book Industry Study Group (BISG) 2011 report, “Student Attitudes Toward Content in Higher Education and Consumer Attitudes Toward E-Book Reading,” found that 75% of the student respondents like the unique characteristics of print starting with its physicality and the sense of permanent ownership while at the same time the potential for resale.

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## College Textbooks: Focus on One Current Issue

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Multiple studies suggest that the idea of how e-textbooks would be used differs significantly between publisher and student. In brief, one consistent finding was that students prefer print for studying and e-books for reference. Students dislike reading large amounts of text on e-readers. They readily access e-books only when reading small portions. Assuming the lower cost would win the day publishers miscalculated students' taking into account the inability to resell the e-book, thus recouping some of their initial investment, so that in the minds of students the initial difference in cost practically disappears.

One of the more interesting takes on the subject comes from the Follett Higher Education Group which predicts that the future will transition into a scenario of native digital and enhanced print. In her article "Are Textbooks Dead? Making Sense of the Digital Transition" Christine McFadden of the Follett Group reports on this two path future: "Native digital course materials are similar to traditional software or web-based content, allowing for adaptive learning opportunities... Native digital requires a high degree of interaction with the material, so students need a fast connection and speedy input. Currently laptops, desktops, and netbooks work best...Moving more deliberately and with greater complexity, enhanced print course materials are digital replicas of printed textbooks or course materials."

Judith Tintinalli at the Department of Emergency Medicine, University of North Carolina, has an amusing tagline to her early 2014 article "Real textbooks or e-books: What is happening right now?" It reads: "E-books cause remarkable decrease in ED visits for paper cuts...but are responsible for more trigger finger injuries from 'pinching' e-pages." Tintinalli balances the pros and cons of both formats and concludes in a paragraph labeled "Tomorrow is now" that "[a]s readers, students, teachers and learners, we are fortunate to have a dazzling (and overwhelming) array of educational tools at our fingertips. The best guessers say that all of these tools have value and they should be used in combination. Me, at work, I use e-information exclusively. When I am studying, I am back to good old paper. Ouch! That paper cut hurts!"

The range of technical problems regarding hardware, software, navigation and other functionalities coupled with those of technology acceptance and perceived value and ease-of-use serves to make e-textbooks currently less appealing to students than anticipated. Thus, this is an issue of significant current concern to educational publishers.

### *About the Author*

Barbara Meyers Ford (DBA Meyers Consulting Services) is a publishing professional with over 40 years of experience dedicated to working with all types of academic publishers and their vendor communities to improve operational efficiencies and develop effective plans to support organizational objectives.

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## From the Executive Director's Desk

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- Everyone is interested in cutting-edge content, and while some found the pre-conference program scored well on this measure, others felt that the program has slipped in this regard. One third of respondents found that the pre-conference offers good value for money, but this depends on whether expectations were met on the cutting-edge content issue.
- Many respondents commented that having the pre-conference adjacent to the annual conference is beneficial – presumably better than offering it as an independent seminar.
- Many suggested potential topics provided guidance in planning for 2015. Conversely, quite a few suggestions

were for topics that have been covered in recent seminars or committee guest speaker webinars that are offered free of charge to staff at member organizations (e.g., some recent topics include publishing ethics, peer review, better understanding of academics and social media).

We offered a complimentary registration to the PSP Pre-Conference to one respondent who completed the survey. The winner was Mike Shannon of PackBack.

In planning for the 2015 pre-conference, we feel the CDI program planning committee has succeeded in responding to the feedback. Working with the theme Brave

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## From the Executive Director's Desk

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*New World: Building the Digital Publisher of the Future*, the CDI has successfully secured some top experts to cover such topics as:

- *The Future Publishing Organization*: **Kent R. Anderson**, Publisher AAAS/Science
- *The Role of the True Digital Publisher*: **Brian Crawford**, President, Publications Division, American Chemical Society
- *The Millennial Employee and Customer*: **Patrick H. Alexander**, Director, The Pennsylvania State University Press
- *Communicating Future Research: AI & Visualization*: **Anselm Spoerri**, Lecturer/Assistant Professor, School of Communication and Information, Rutgers University
- *True Social Media in the Digital World*: **Mardy Sitzer**, President Bumblebee Design & Marketing, LLC
- *Closing Keynote*: **Jayne Marks**, Vice President Global Publishing, Wolters Kluwer Health

### Annual Conference Survey

The purpose of the second survey, dispatched in September, was to review the basic structure of the annual conference with an outlook to 2016 and beyond. We sought to determine what people are looking for at the annual conference, whether we should change or rotate locations, and whether to reduce the meeting to two days.

It was unfortunate that this survey followed so closely on the pre-conference survey because we may have created survey fatigue for our members. Out of 1,800 surveys sent out (to the same group who received the pre-conference survey), we received 96 replies (a 5% response rate). Despite this reduced response, we found some valuable information:

- Remaining in Washington seems to be most desired with 49% preferring that location. It also makes it easier to recruit a breadth of speakers from government agencies and prestigious colleges and universities in the Northeast Corridor.
- When asked about moving the conference to a resort location at the same time of year, 49% indicated they would be less likely to attend.
- Networking, content and idea gathering are the motivation for 96% of the attendees. Among

comments received, attendees seem to value opportunities to mingle with colleagues and other industry players.

- Among those who have not attended in the past three years, 32% cited time limitations as a cause and an equal 32% cited the high cost of the hotel and conference itself. Among those who submitted comments, quite a few people referred to cutbacks in travel and conference budgets.
- Over two-thirds of respondents prefer the three-day spread rather than condensing the meeting to two days. And the Wednesday – Friday spread of days seems to satisfy most people.
- 63% like having the pre-conference adjacent to the annual conference rather than as a free-standing seminar.
- From those who provided narrative feedback, there were 38 constructive suggestions of topics and speakers.

As with the Pre-Conference survey we offered a complimentary registration to the PSP Annual Conference to one survey respondent. The winner was Stephen Sterns, Columbia University Press.

The general conclusion is that the current formula works better than any suggested alternatives. Program planning and content are critical considerations, but that's always something that is carefully weighed. While prices and busy schedules are challenges, there is little evidence of a consensus among respondents on ways the format should be changed.

### Scholarly Publishing Workforce Survey

A project that began earlier this year than the ones described above is a survey to determine the size of the U.S. workforce employed in scholarly publishing. A good response was deemed critical for determining a reasonable estimate of the scholarly publishing industry's value to the U.S. economy. Data demonstrate to legislators the impact, diversity and breadth of skills encompassed by the scholarly and professional workforce.

The study was conducted by the Statistical Research Center (SRC) of the American Institute of Physics during the spring and summer. A combination of online survey and telephone follow-up (and a good deal of nudging) was used to ensure as wide a response as possible.

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## From the Executive Director's Desk

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Results indicate that there are 365 organizations that publish scholarly and scientific materials in the U.S., including commercial publishers, professional and scholarly societies and university presses.

Results also indicate:

- The size of the scholarly and professional publishing workforce in the U.S. in 2014 is estimated at 37,500 employees. The questionnaire defined employees as full-time or part-time workers at publishing companies as well as independent contractors, freelancers and external editors.
- Approximately 84% of the scholarly and professional publishing workforce is employed by publishers whose locations are in the District of Columbia and eleven states, including New York, Pennsylvania, Illinois, Ohio, Massachusetts, Missouri, Maryland, California, New Jersey, North Carolina and Iowa.
- The economic impact of these publishers was calculated as the total payroll of their workforce, estimated at around \$2.4 billion.
- In addition, the above statistics do not include thousands of U.S.-resident employees who work for vendors that supply essential services to publishers, including subscription fulfillment, paper production, printing, distribution and IT services.

- The scholarly and professional workforce is highly educated, with the vast majority (83%) holding at least a bachelor's degree and nearly 40% a graduate degree.
- Of the 365 publishers in this study, about 70% produce between 8,000 and 9,000 peer-reviewed journals. Many of these publishers are small and produce five or fewer journals each, while others publish upwards of one hundred journals each and in some rare instances over 1,000 journals each.

This information provides the first valid snapshot of employment in professional and scholarly publishing, an important sector of the publishing industry overall, which itself is part of the even larger community of copyright industries. It is important to those of us who work in scholarly publishing to appreciate the contribution we make to society by publishing quality research findings, but it is also important to recognize our importance to the U.S. economy. It is critical, as well, that we have the facts to share with legislators and the media who may not appreciate the breadth and depth of scholarly and professional publishing.

An infographic of this data is available on the PSP website at [www.publishers.org](http://www.publishers.org). Please feel free to download it and share it with colleagues.

The report is available to PSP member organizations. A copy may be obtained by contacting John Tagler ([jtagler@publishers.org](mailto:jtagler@publishers.org)).

## 2015 PSP Annual Conference

(Continued from page 2)

### **OA 2: Beyond Journals: Books**

Experiments in OA book publishing: what have we learned?

Moderator:

**David Crotty**, Senior Editor, Oxford University Press

Speakers:

**Seth Denbo**, Director of Scholarly Communication and Digital Initiatives, The American Historical Association

**Gita Manaktala**, Editorial Director, The MIT Press

**Frauke Gisela Ralf**, Vice President Open Access Business Development, Georg Thieme Verlag/Thieme Publishers

**John Wilbanks**, Chief Commons Officer, Sage Bionetworks

5:00pm--6:30pm

(The Plaza Ballroom & Corridor)

**Cocktail Reception**

Sponsored by



(Dinner on Your Own)

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**2015 PSP Annual Conference***(Continued from page 6)***THURSDAY, FEBRUARY 5, 2015**

7:30am-8:30am

(Foyer: Salon I &amp; II)

**Continental Breakfast**

Sponsored by



8:30am-9:45am

(Salon II &amp; III)

**Plenary #2:****Event Horizons: Investment Community Perspectives on the Professional & Scholarly Information Industry**

A key function of the financial community is to allocate capital to businesses with the best prospects for revenue and profit growth. M&A activity is alive and well in the professional and scholarly information industry, evidenced by recent high-profile transactions like the acquisition of McGraw-Hill by Apollo Management, the divestiture of Highwire Press by Stanford University, and the acquisition of Mendeley by Elsevier. In this session key players from the world of investment banking and private equity will offer their views on the trajectory of the industry and how the greatest value is being created.

Moderator:

**Scott Grillo**, VP, Publisher, McGraw-Hill Professional, McGraw-Hill**Thane Kerner**, CEO, Silverchair Holdings LLC

Speakers: TBA

9:45am -10:15am

(Salon II &amp; III)

**PSP Business Meeting** (PSP Member Companies Only)

PSP Budget, Goals, and Plans for FY 2015–2016

Presentation of New Executive Council Officers for 2015-2016

9:45am-10:45am

(Foyer: Salon II)

**Networking Break**

Sponsored by

*(Continued on page 8)*

**2015 PSP Annual Conference***(Continued from page 7)*

10:45am-12:00pm

(Salon II)

**Symposium topic #1:****Prospering in a Multimedia World:  
Publishers as Non Traditional Content Providers**

For both eBooks and Journals, publishers now have to consider the pros and cons of incorporating other content formats, e.g., video and other multimedia content, such as data sets and perhaps interactive content, to their traditionally static, text-based products.

How to develop/produce multimedia content, whether it is needed or relevant to a publisher's particular audience, and also, whether to acquire the tools to develop this new content "in-house" (the do-it-yourself, or DIY approach), versus using an outside technology partner, or service provider to do so.

Moderator:

**Phill Jones**, Head of Publisher Outreach, Digital Science

Speakers:

**Edward W. Champion**, Senior Deputy Editor and Online Editor, New England Journal of Medicine**Mark Hahnel**, Founder, figshare**Anselm Spoerri**, Rutgers University

10:45am-12:00pm

(Salon III)

**Symposium topic #1:****Adapting Education: How Adaptive Learning  
Can Benefit Professionals**

By leveraging innovative technologies and advanced analytics, adaptive learning is bringing a new level of customized study to the classroom, but can it go further? This session will explore how adaptive learning vendors are combining forces with scholarly publishers to not only address professional's initial class-based training and preparation, but to also to become a prominent force in their lifelong training and education needs.

How can technology, data, and a deeper understanding of the learning process come together to provide a personalized experience beyond the classroom in environments where training, board review, certification, and maintenance of certification are critical to the user community? By dynamically assessing each users' level of expertise and their unique needs, adaptive learning technology can be used to determine user proficiencies, identify knowledge gaps, and predict performance, enabling the learner to more accurately assess their abilities and direct their preparation time and efforts effectively.

Moderator:

**Ann Michael**, President, Delta Think Incorporated

Speakers:

**John Danaher**, President, Elsevier Education, Elsevier**Matthew O'Rourke**, General Manager, NEJM

Knowledge+, NEJM Group

Additional Speaker TBA

12:00pm-1:30pm

(Salon I)

**PROSE Awards Luncheon**

(Tweet live at the luncheon #PROSE Awards)

Sponsored by



**Cenveo.**  
publisher services

1:30pm-2:00pm

(Foyer: Salon II &amp; III)

**Networking Break***(Continued on page 9)*

**2015 PSP Annual Conference***(Continued from page 8)*

2:00pm-3:15pm

(Salon II)

**Symposium topic #2:****Chunking Book Content for Extra Profit!**

The scholarly publishing industry has transitioned a lot of their book content to digital. But once the backlist and archives have been digitized and uploaded, then what? Can these incredible troves of content be repurposed? How can the long tail be monetized? Metadata, semantic analytics, and other tools provide publishers with the opportunity to create new derivative content, products, and services that will lead to new profits! Our panel will explore the current landscape of chunking content and what is in store for the future!

Moderator: TBA

Speakers:

**Laura Dawson**, Product Manager, Identifier Services, Bowker

**Bob Kasher**, VP Business Development, First Source

**John Prabhu**, VP, Solutions Architect, SPi Content Solutions / Laserwords

**Mike Shannon**, CEO, Packback Books

2:00pm-3:15pm

(Salon III)

**Symposium topic #2:**

**An Interview with...Tom Allen**, AAP's President & CEO will interview **Elaine C. Kamarck** and **A. Thomas McLellan**.

Interviewer:

**Tom Allen**, President and Chief Executive Officer, Association of American Publishers, Inc.

Interviewees:

**Elaine Kamarck**, Founding Director, Center for Effective Public Management and Senior Fellow, Governance Studies, Brookings Institution

**Ms. Kamarck** is the author of *"How Change Happens—or Doesn't: The Politics of US Public Policy"*. Elaine served in the White House from 1993 to 1997, where she created and managed the Clinton Administration's National Performance Review, also known as reinventing government.

**Thomas McLellan**

Chairman of the Board

Treatment Research Institute

**A. Thomas McLellan**, Ph.D. co-founded the Treatment Research Institute (TRI) where he served as CEO for 20 years. He is an experienced substance abuse researcher and currently serves as Chair of the TRI Board of Directors. From 2009 to 2010, he was Science Advisor and Deputy Director of the White House Office of National Drug Control Policy (ONDCP), a Congressionally confirmed Presidential appointment to help shape the nation's public policy approach to illicit drug use. At ONDCP, McLellan worked on a broad range of drug issues, including formulation and implementation of the President's National Drug Control Strategy and promotion of drug treatment through the broader revamping of the national health care system. He has also served as Editor-in-Chief of the *Journal of Substance Abuse Treatment*.

3:15pm-3:45pm

(Foyer: Salon II &amp; III)

**Networking Break***(Continued on page 10)*

**2015 PSP Annual Conference***(Continued from page 9)*

3:45pm-5:00pm

(Salon II &amp; III)

**Plenary #3:****Librarians as Publishers**

The relatively new phenomenon of research library as publisher is an important facet of the changing landscape of scholarly communications—and inevitably raises questions among “conventional” publishers. For example: What have been the primary motivators spurring the development of library publication programs? (An attempt to redress a lack of publishing opportunities in particular fields and/or for a particular group of scholars? Other factors?) What can library publishers offer that conventional scholarly publishers cannot? Are there avenues for partnership between library and conventional publishers? During this session, three expert panelists will address these questions as they explore the varying roles of library publishers and discuss how those roles fit into the mission of the research library of tomorrow.

Moderators:

**Jennifer Crewe**, President & Director, Columbia University Press**Lynne Rienner**, President & CEO, Lynne Rienner Publishers

Speakers:

**Alex Holzman**, Alex Publishing Solutions**Tyler Walters**, Dean, Virginia Tech University Libraries**Charles Watkinson**, Associate University Librarian, Publishing / Director, University of Michigan Press,  
University of Michigan Library

5:00pm-6:30pm

(The Plaza Ballroom)

**Cocktail Reception***(Dinner on Your Own)***FRIDAY, FEBRUARY 6, 2015**

8:00am-8:45am

(Foyer: Salon II &amp; III)

**Continental Breakfast**

8:45am-9:00am

(Salon II &amp; III)

**CHORUS Update****Howard Ratner**, Executive Director, CHORUS*(Continued on page 11)*

**2015 PSP Annual Conference***(Continued from page 10)*

9:00am-10:15am

(Salon II &amp; III)

**Plenary #4:****Researchers Our Ultimate Customer! How Do We Provide Them More Value?**

Researchers are faced with a plethora of challenges that interface with the publishing world, whether it is from the peer review process, promoting articles and obtaining Grant funding. Publishers are actively working to provide researchers with services that better enable them to meet these challenges successfully. Join us as our panel explores this topic from a 360° viewpoint, sharing their perspective on what emerging needs researchers have or anticipate having in the future and debating what are the best practices in improving the value chain of the researcher.

Moderator:

**Sarah Tegen**, Vice President, Global Editorial & Author Services, Journals Publishing Group,  
American Chemical Society

Speakers:

**Glen P. Campbell**, Managing Director, North America, The BMJ Publishing Group

Additional Speakers TBA

**William Jackson**, Assistant Professor, Medical College of Wisconsin

Additional Speakers TBA

10:15am-10:45am

(Foyer: Salon II &amp; III)

**Networking Break**

10:45am-12:00pm

(Salon II &amp; III)

**Plenary #5:****Disruptors/Innovators**

True innovation at its core should disrupt the status quo but more importantly improve the value chain. How do you transcend your company's culture to be innovative and create a more competitive environment? What is true innovation and how do you achieve it? Our panel of innovators will explore this topic and share with you their insights, thoughts and experiences on innovation.

Moderator:

**Darrell W. Gunter**, Founder and CEO, Gunter Media Group, Inc.

Speakers:

**Chirantan Bhatt**, CEO, tapCLIQ

**Eric Hellman**, Founder, Unglue.it

**Stephen A. Leicht**, Managing Director, ÜberResearch

**Daniel Stinfil**, CEO, PrepCube.com

**ADJOURNMENT***(Continued on page 12)*

**2015 PSP Annual Conference***(Continued from page 11)***PSP would like to thank the following sponsors of the 2015 Annual Conference****PLATINUM SPONSOR****ADDITIONAL SPONSORS**

PSP would like to thank Jack Farrell (Jack Farrell & Associates) for spearheading a successful sponsorship campaign for the 2015 Annual Conference.

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 Darla Henderson (*American Chemical Society*)  
 Thane Kerner (*Silverchair*)  
 Michael Magoulias (*University of Chicago Press*)  
 Audrey D. Melkin (*Atypon Systems, Inc*)  
 Herb Niemirow (*Elsevier*)  
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**For more information and to register visit: <http://psp2015conf.com/>**

## THE ASSOCIATION OF AMERICAN PUBLISHERS, INC.

### Professional & Scholarly Publishing (PSP) Division

#### 2015 PSP Pre-Conference

### Brave New World: Building the Digital Publisher of the Future

Sponsored by the PSP Committee for Digital Innovation (CDI)

February 4th, 2015 • 9:00am-2:30pm

Ritz Carlton Hotel, Washington, DC (Salon III)

Over many years now, many publishers have been reacting – some quickly, some slowly, some barely – to major changes in technology, markets, and business practices while largely maintaining the same traditional publishing mindset and organizational structure.

For professional and scholarly publishing to thrive for the long-haul, not just reactively survive, innovation needs to become part of the fabric of the publishing of the future. Innovation can come from any level of a publishing organization, from new hires to senior management, but it also requires visionary leadership to recognize innovative ideas wherever they arise.

The seminar will examine what the publishing organization of the future will need in order to meet the challenge of innovation no matter what the business sector--larger journals publishers, small and mid-size scholarly presses, or scholarly societies. We will look at not just the leadership skill-set, but also the mind-set needed to recognize and manage innovation in the face of technological change, altered markets, and new competition, and how organizational structures might need alteration to rise to the challenge. Discussion will range from millennial recruitment for fueling the organization's future, to changing methods of scholarly research and their impacts on scholarly communication, to new forms of market communication to reach customers where they are, not where they were.

9:00-9:10am

*Welcome & Introduction*

**Darrell Gunter**, Founder and CEO, Gunter Media Group, Inc.

**John Purcell**, Vice President, PatentBooks

9:10-9:45am

*Keynote*

**Mark Ranalli**, Executive Director & Associate Dean, Tufts Gordon Institute, Tufts University

9:45-10:10am

*The Future Publishing Organization*

**Kent R. Anderson**, Publisher, AAAS/Science

How have the structure and function of the publishing organization changed and what will the future organization look like? The speaker will highlight these changes and how they will improve industry productivity. What does the future of publishing look like? What will be the in-house positions and what will be outsourced?

10:10-10:35am

*The Role of the True Digital Publisher*

**Brian Crawford**, President, Publications Division, American Chemical Society

The head of house's role has taken over new digital responsibilities and realities. What are the new characteristics that true digital publishers must have to be successful? What will be the key new skills they will need to successfully manage their houses?

10:35-11:00am

*The Millennial Employee and Customer*

**Patrick H. Alexander**, Director, The Pennsylvania State University Press

The Millennial employee and customer were born in this digital age and it is imperative to know how we can take advantage of their digital skills and manage their expectations. The speaker will highlight best practices in hiring and motivating Millennials.

11:00-11:15am

Coffee Break (Foyer: Salon II & III)

11:15-11:50am

*Communicating Future Research: AI & Visualization*

**Anselm Spoerri**, Lecturer / Assistant Professor School of Communication and Information, Rutgers University

This session will show how artificial intelligence is helping to move scholarly research forward and how visualization tools are making an impact today and tomorrow.

11:50am-12:05pm

General Q&A

12:05pm-12:50pm

Lunch (Plaza I)

12:50-1:15pm

*True Social Media in the Digital World*

**Mardy Sitzer**, President, Bumblebee Design & Marketing LLC  
Social media is still in its infancy. What are the predictions for when it truly takes off? The session will include case studies of publishers who are using social media successfully now as well as some principles for future success.

(Continued on back page)



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**2015 PSP Pre-Conference**

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1:15-1:40pm

*Digital Advertising*

**Luis Portero**, Elsevier

The speaker for this session will highlight challenges, success stories, and revenue opportunities for the scholarly publishing industry. What has been the trend for the last two years and what are predictions for the future?

1:40-2:15pm

*Digital Expert Panel*

The moderator will engage the audience and panel to draw out highlights and important topics of the day. Our speakers take your questions about the digital future.

2:15-2:30pm

*Closing Keynote*

**Jayne Marks**, Vice President Global Publishing, Wolters Kluwer Health

The keynote speaker will wrap up the day's discussions.

2:30pm

*Closing Remarks*

**ADJOURNMENT**

**For more information and to register visit:**  
<http://psp2015conf.com/conference-seminar-agenda/psp-2015-pre-conference/>

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