Conference 2017
and Exhibition

10 – 12 April 2017
HIC, Harrogate
www.uksg.org

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# Monday 10 April

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>08.00</td>
<td>Registration, Main Foyer</td>
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<tr>
<td>08.30</td>
<td>Refreshments and exhibition viewing, Hall H (sponsored by JoVE)</td>
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<tr>
<td>10.00</td>
<td>Opening of the Conference, Main Auditorium</td>
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<td></td>
<td>Kate Price, Chair, UKSG</td>
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<td>Greetings from NASIG</td>
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<td>Anna Creech, President, NASIG</td>
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<td>Presentation of the 2017 John Merriman Joint NASIG/UKSG awards</td>
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<td>(UK award sponsored by Taylor &amp; Francis Group)</td>
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<td></td>
<td>Presentation to the sponsored students and early career professionals</td>
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<td>(Awards sponsored by Jisc, LM Information Delivery and SAGE Publishing)</td>
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<tr>
<td>11.00</td>
<td>Plenary Session 1</td>
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<td>Main Auditorium</td>
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<td></td>
<td>Threats and opportunities</td>
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<td>Chair: Kate Price</td>
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<td>King’s College London</td>
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<td>10.30</td>
<td>Access, ethics and piracy</td>
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<td>Stuart Lawson</td>
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<td>Birkbeck, University of London</td>
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<td>11.00</td>
<td>Irresponsible publication practices – more than just a wolf in sheep’s clothing</td>
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<td>Donald Samulack</td>
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<td>Editage/Cactus Communications</td>
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<td>11.30</td>
<td>Consolidating into a new Industry 2017</td>
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<td>David Worlock</td>
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<td>Consultant</td>
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<tr>
<td>12.00</td>
<td>Lunch and exhibition viewing, Hall H (sponsored by JoVE)</td>
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<tr>
<td>13.30</td>
<td>Breakout sessions (Group A), HIC breakout rooms</td>
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<td>14.30</td>
<td>Breakout sessions (Group B), HIC breakout rooms</td>
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<td>15.30</td>
<td>Refreshments and exhibition viewing, Hall H (sponsored by JoVE)</td>
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<td>Breakout sessions (Group C), HIC breakout rooms</td>
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<td>17.00</td>
<td>Lightning Talks</td>
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<td>Session 1</td>
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<td>Chair: Yann Amouroux</td>
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<td>Bioscientifica</td>
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<td>17.00</td>
<td>UoM Checkout App</td>
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<td></td>
<td>Ian Gifford</td>
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<td>University of Manchester Library</td>
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<td>17.10</td>
<td>Off-campus access should just work</td>
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<td>Tasha Mellins-Cohen</td>
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<td>HighWire Press</td>
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<td>17.20</td>
<td>Measuring openness over managing mandates</td>
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<td>Christopher Daley and David Walters</td>
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<td>Brunel University London</td>
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<td>17.30 to 18.30</td>
<td>Reception and exhibition viewing, Hall H</td>
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<td>19.00</td>
<td>'70s Party Night, Royal Hall (additional bookable option)</td>
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<td>or: Free evening</td>
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Tuesday 11 April

- 08.30 **Registration**, Main Foyer

Plenary Session 2
Main Auditorium

- **Research funding, support and reward**
  
  Chair: Charlie Rappe
  
  Kudos

- 09.00 **Focusing upstream: supporting scholarly communication by academics**
  
  Chris Banks
  
  Imperial College London

- 09.30 **GO FAIR – beyond open access**
  
  Barend Mons
  
  Dutch Techcentre for Life Sciences

- 10.00 **The present and future of university-based publishing**
  
  Amy Brand
  
  The MIT Press

- 10.30 **Refreshments and exhibition viewing**, Hall H
  (sponsored by AdvantageCS)

- 11.00 **Breakout sessions (Group A)**, HIC breakout rooms

Lightning Talks Session 2
Main Auditorium

- 12.00 **Making social media work for you: engaging students, building connections and finding a library voice**
  
  Zelda Chatten
  
  University of Liverpool

- 12.10 **Shouting in the Library**
  
  Caroline Kimbell
  
  Senate House Library, University of London

- 12.20 **Facts of the matter: what librarians want publishers to know**
  
  Bernie Folan
  
  Bernie Folan Research and Consulting
  
  Claire Grace
  
  The Open University

- 12.30 **UKSG Annual General Meeting**, Main Auditorium

- 13.00 **Lunch and exhibition viewing**, Hall H
  (sponsored by AdvantageCS)

- 14.30 **Breakout sessions (Group B)**, HIC breakout rooms

- 15.30 **Refreshments and exhibition viewing**, Hall H
  (sponsored by AdvantageCS)

- 16.00 **Breakout sessions (Group D)**, HIC breakout rooms

* Tuesday continued overleaf
### Tuesday 11 April

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<tr>
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<tr>
<td>17.00</td>
<td>Lightning Talks</td>
<td>Chair: David Summers</td>
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<td></td>
<td><strong>Session 3</strong></td>
<td><em>Lancaster University</em></td>
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<td></td>
<td>17.00</td>
<td><strong>Publishing for purpose</strong></td>
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<td></td>
<td><strong>Andrea Powell</strong></td>
<td><em>CABI</em></td>
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<td>17.10</td>
<td><strong>Putting the repository at the heart of REF readiness</strong></td>
<td><em>at the University of Glasgow</em></td>
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<td><strong>William J Nixon and Michael Eadie</strong></td>
<td><em>University of Glasgow</em></td>
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<td>17.20</td>
<td><strong>Tools and trials at Cambridge University Press</strong></td>
<td><em>Monica Moniz</em></td>
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<td><strong>Cambridge University Press</strong></td>
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<td>17.30</td>
<td><strong>Exhibition viewing</strong></td>
<td><em>Hall H</em></td>
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<td><strong>Evening theme:</strong></td>
<td><strong>Ruby Tuesday</strong></td>
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<td><strong>Venue:</strong></td>
<td><strong>Rudding Park</strong></td>
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<td>19.00</td>
<td><strong>Reception</strong></td>
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<td><strong>Conference dinner</strong></td>
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<td>22.45</td>
<td><strong>to 01.00</strong></td>
<td><strong>Band and bar</strong></td>
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### Wednesday 12 April

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<th>Time</th>
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<tr>
<td>09.00</td>
<td><strong>Registration</strong></td>
<td><em>Main Foyer</em></td>
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<td>09.30</td>
<td><strong>Breakout sessions (Group C)</strong></td>
<td><em>HIC breakout rooms</em></td>
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<td>10.30</td>
<td><strong>Refreshments and exhibition viewing</strong></td>
<td><em>Hall H</em> (sponsored by <strong>Clarivate Analytics</strong>)</td>
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<tr>
<td>11.00</td>
<td><strong>Breakout sessions (Group D)</strong></td>
<td><em>HIC breakout rooms</em></td>
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<td></td>
<td><strong>Plenary Session 3</strong></td>
<td><strong>Scholarly communications in the wider world</strong></td>
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<td><strong>Main Auditorium</strong></td>
<td>Chair: Incoming Chair</td>
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<td><strong>UKSG</strong></td>
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<tr>
<td>12.00</td>
<td><strong>Introduction</strong></td>
<td><em>Incoming Chair</em></td>
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<td><strong>UKSG</strong></td>
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<td>12.15</td>
<td><strong>Post-Truth: the role of publishers and librarians</strong></td>
<td><em>Charlotte Roueché</em></td>
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<td><strong>King’s College London, Department of Classics</strong></td>
<td><em>and guests</em></td>
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<td><strong>Clarivate Analytics</strong></td>
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<tr>
<td>13.15</td>
<td><strong>Close of conference</strong></td>
<td>(Packed lunch sponsored by <strong>Clarivate Analytics</strong>)</td>
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Breakout Sessions

There will be 32 breakout sessions from which to select, split into four groups of eight.

The Group A sessions will run concurrently for 45 minutes on: Monday 10 April at 13.30 and Tuesday 11 April at 11.00
The Group B sessions will run concurrently for 45 minutes on: Monday 10 April at 14.30 and Tuesday 11 April at 14.30
The Group C sessions will run concurrently for 45 minutes on: Monday 10 April at 16.00 and Wednesday 12 April at 09.30
The Group D sessions will run concurrently for 45 minutes on: Tuesday 11 April at 16.00 and Wednesday 12 April at 11.00

Delegates will be able to attend a different session of their choice for each of the eight time slots. There is no requirement to select attendance preferences in advance but an indication of interest on the booking form would be very helpful for the purpose of allocating rooms to sessions.

### Breakout Sessions

1. **New University Presses and Academic-Led Presses: the current UK landscape**
   - Chris Keene and Graham Stone
   - Jisc

   Today’s publishing environment is evolving. New University Presses (NUPs) and Academic-Led Presses (ALPs) play an increasing role in the shift in scholarly communication. In 2016 Jisc conducted a landscape study to provide a unique view of the motivations, models, policies and future direction of these new presses. This session will report on the findings of the research. It will also discuss the next steps Jisc are taking to provide support in this rapidly developing area, such as new methods of publishing and scholarly outputs and advice and best practice for existing and new presses.

2. **What does it mean to be a competent bibliometrician? Creating a set of bibliometric competency statements**
   - Elizabeth Gadd
   - Loughborough University
   - Andrew Cox
   - Information School, University of Sheffield

   Librarians are increasingly being asked to engage with bibliometrics to help with institutional decision making. However, few have professional qualifications in this area and there is an onus on universities to do metrics responsibly. A small project supported by the Lis-Bibliometrics forum and Elsevier Research Intelligence Division is developing a set of bibliometric competency statements to ensure practitioners are equipped to do their work responsibly and well. This workshop will report on progress to date and invite input into the project.

3. **What are your value propositions? ... and why it matters**
   - Ken Chad
   - Ken Chad Consulting Ltd

   What value do your products or services deliver? The ability to understand and clearly articulate Value Propositions (VPs) is important to libraries, publishers and intermediaries. Don’t mistake VPs for some catchy strap line or slogan. Value is not just about the monetary value either. Think instead of a compelling answer to: “Why should I use your services or buy your product?”. Using examples from his work with a variety of organisations, Ken will show how you can create meaningful VPs.

4. **In the hands of many: how can you improve discoverability through richer metadata?**
   - Ed Pentz
   - Crossref

   Comprehensive, richer metadata for scholarly content will make it discoverable and stimulate new lines of enquiry, encourage collaboration and fuel innovation. Providing richer metadata has complex challenges for libraries, publishers, funders and researchers but the opportunities are significant. Metadata 2020 is a community-led advocacy campaign designed to provide a framework that will raise awareness, educate key stakeholders, and support publishers with the tools they need to promote richer metadata. Come along to this breakout to discuss scholarly metadata and how to improve it.
5. Managing without a subscription agent: the experience of doing it yourself
Elin Palm and Lisa Lovén
Stockholm University Library

Since October 2015 Stockholm University Library has managed their journal subscriptions without using a subscription agent. Instead they renew directly with each publisher. During this breakout session they will share their experience of doing it themselves. What are the pros and cons of not using an agent? Are there cost savings to be had? What about the working hours spent? And what’s the difference between the first and the second time renewing without an agent?

6. How publishers can thrive in an open access marketplace
Marcus A Banks
Independent Journalist and Consultant

It appears highly probable that immediate open access publishing will become the default mode for scholarly publishing – for the biosciences first, other sectors later. ‘Immediate’ open access means unfettered publication as soon as a scholarly work is ready, with no embargo period. The costs of making a scholarly artefact available can be reduced without sacrificing quality. This interactive session will sketch the argument for these claims and will present several value-added services that publishers could develop to thrive in an open access world.

7. A tale of two systems: discovery at the University of Derby
James Kay
University of Derby

In autumn 2013 the University of Derby Library launched its discovery service – Library Plus – exclusively for HE students. Two years later the Library launched a second discovery service – Discover – for FE and Access students. This presentation will describe the creation of Discover, the problems encountered during implementation, and the successes and lessons learnt from introducing a discovery tool in an FE institution. Discover presented the Library with new opportunities to look at the functionality of Library Plus, and how to promote it more effectively to HE students. It also highlights the challenges of maintaining two similar but altogether different systems for the needs of an increasingly diverse student body.

8. Take control of your PhD journey: a librarian’s perspective
Helene N Andreassen
UIT The Arctic University of Norway

PhD students as a library user group are receiving increased focus in the development of library services. In addition to writing their doctoral thesis, they need to balance the roles as ‘good academics’ and ‘good scientists’, and a key element in this respect is raised awareness around academic integrity and publication channels. In this breakout session, based on experiences from our own teaching sessions, we discuss how PhD students respond to these challenges, and which actions should be taken by university libraries to help them meet the expectations of present day academia.
9. Licensing for additional users and partner organisations: finding your way through the maze
Ben Taplin
Jisc Collections
Carolyn Alderson
Jisc Collections
Anna Franca
King’s College London
Ruth Dale
University of Nottingham

Libraries are increasingly being called upon to extend access to their online resources to users beyond their core constituencies. Every institution has its own unique arrangements, but they all raise similar questions for the library: are these users included under our existing licences or are separate ones needed? Will we have to pay more, and if so, how much? Where can I go for advice? Learn about the guidelines Jisc Collections has developed, and hear from two librarians who have successfully implemented their own solutions: Anna Franca on KCL’s work with an NHS Trust and Ruth Dale on Nottingham’s overseas campuses.

10. Uncovering the meanings behind altmetrics: an exploratory study
Stacy Konkiel
Altmetric
Charlie Rapple
Kudos

Altmetric and Kudos have been working together on some exploratory research to better understand the motivations underlying certain online behaviours that result in altmetrics. Using two nascent models for conceptualising scholarly communication on the social web as their basis (Kudos’ own Awareness-Interest-Desire-Action framework and Haustein, Bowman & Costas’ Access-Appraise-Apply model), semi-structured interviews were conducted with researchers in the US and UK to understand what motivates them to share, discuss, recommend, save, and download scholarly content on the web (actions that result in altmetrics like tweets, blog posts and comments, Faculty of 1000 Prime recommendations, Mendeley bookmarks, and usage statistics, respectively). These insights can help guide strategic planning (i.e. what should you do with the intelligence you derive from particular metrics?) for publishers, librarians, researchers and university administrators alike.

11. How to become top of the class in open science
Mariann Løkse
UiT The Arctic University of Norway

In light of the recent EU decision to make all European scientific articles freely accessible by 2020, academic institutions must prepare to convince a considerable number of researchers to publish their work open access. This talk presents an example of how a university library can become a prime mover in its institution’s work on open science. Keywords to success are a dedicated team, collaboration with the institution’s research administration and IT department, and focusing on widespread information towards the research community.

12. Postgraduate research students’ academic journal User eXperience (UX): findings from a joint Loughborough University and Taylor & Francis project
Gareth Cole
Loughborough University
Laura Montgomery
Taylor & Francis

The session will present the key findings of a joint Loughborough University and Taylor & Francis project looking at postgraduate user experience in the digital library. Using the findings from ten research students’ diaries collected over an eight-month period, we will focus on the findings as they relate to the academic journal and article including: evaluating different publishers’ platforms and their UX; identifying the approaches and skills needed in identifying papers relevant for their research; and approaches to storing papers.
13. **Offsetting and its discontents: reflections on negotiations for OA and subscriptions**  
Liam Earney  
*Jisc*

The growth of open access via the payment of APCs in hybrid journals has been a feature of the UK approach to open access at least since the Finch Report. Jisc has piloted ‘offsetting’ agreements that link subscription and APC payments, seeking to reduce one as the other grows and thus helping UK institutions to manage the cost increases resulting from the combined cost of journal subscriptions and APCs. Whilst Jisc has made some headway, offsetting has become a hugely contentious issue, with OA advocates criticising its implicit acceptance of the existing costly and opaque market for journal subscriptions, and many publishers decrying the failure of research-intensive countries to adequately fund the implications of their policy decisions. This session reflects on the challenges, issues, status and implications of offsetting in the specific context of the UK but with reference to other countries’ endeavours.

14. **Shifting sands – changing academic library skill sets**  
Danny Kingsley  
*University of Cambridge, Office of Scholarly Communication*

This workshop will explore the skill sets for scholarly communication including questions about future requirements, the language we are using in this space and, beyond skills, what type of people are suited to different aspects of librarianship. Scholarly communication requires people who are able to be flexible in their approach, rather than ‘rule followers’, which may mean a fundamental shift in the library workforce into the future. Working collectively, the session will consider the implications for upskilling our ‘legacy’ workforce.

15. **The spark inside: the power and potential of values-based leadership**  
Jo Alcock  
*Jo Alcock Consulting*  
Sarah Durrant  
*Lead From Within*

Values-based leadership is a call to each of us to ‘lead from within’. It invites and empowers us to take on leadership responsibilities and it supports us as we inspire others to do the same. Values-based leadership makes the most of our unique potential as individuals, enabling us to be more engaged, more trusting and collaborative, more empowered and accountable, and more open to risk taking and innovation. In this lively and interactive session we will invite you to explore, through activities, discussion and personal reflection, what values-based leadership could mean for you and your potential. Come and join us – and (re)ignite your spark inside.

16. **Evaluation of PDA and EBS models for e-books at Stockholm University Library**  
Frida Jacobson  
*Stockholm University Library*

As a means of making available and acquiring e-books, Stockholm University Library uses PDA and EBS models. In order to improve the knowledge of the benefits and drawbacks of these purchasing models, the library has undertaken a major evaluation of ten agreements with various publishers and aggregators. This session will, among other things, address the following questions: What is the average price per book at the time of purchase? What is the cost per use? Do purchased titles continue to be used? What is the usage by subject area and by year of publication?
17. **Research Data Management: developing a system with researchers’ needs in mind**
   Vimal Shah
   King’s College London

   This breakout session will introduce a case study covering the development of Research Data Management services and systems at King’s College London. The focus will be on researcher engagement and analysis of user requirements – these are activities which are indispensable components in developing systems and services. A question that will be considered is: how can the requirements of other stakeholders such as the university and research funders be met in this process?

18. **From Google Scholar to discovery platforms via Koha: reflections on open source and commercial discovery tools**
   David Peacock
   University of Hertfordshire

   The University of Hertfordshire (UH) implemented a new commercial Resource Discovery Service at the same time as it changed to the Koha Open Source Library Management System. In doing so it moved away from using Google Scholar, as its main platform, at a time when many universities are deciding to only use Google Scholar. Hear about the debate between commercial and non-commercial services and why UH made the decisions it did. After 18 months was it the right decision? What has been the impact on library services and library users?

19. **Providing accessible content – initiatives in UK university libraries**
   Nadia Casagranda
   King’s College London
   Beverley Delaney
   The Open University

   Providing accessible content can be a costly and time-consuming activity for individual libraries who have a legal and ethical duty to support their students who have disabilities. As access to online content has grown and funding for support diminished, libraries are increasingly looking to the benefits of using their collective effort to assess accessibility of third-party content and then work with publishers and other suppliers to find solutions. The session will set the scene and provide some case studies from UK universities that show how we are supporting students with disabilities in their use of library content. Libraries have been working individually and collectively to raise the topic of accessibility with publishers and vendors, many of whom have engaged with their customers. In some cases quite simple changes to publisher platforms can produce effective changes. In others a much greater investment is needed. The speakers will use their own experience to outline this topic which we hope will be relevant to librarians, publishers, system vendors and others.

20. **Mind the gap: taking action to diversify our workforce**
   Lauren Kane
   BioOne
   Liz Ferguson
   Wiley
   Charlie Rapple
   Kudos

   Lauren Kane has been working with Alice Meadows recently to analyse gender equality in the scholarly information community, for example, by analysing conference programmes for female:male representation, and by hosting conference sessions exploring practical approaches for promoting parity in the boardroom, our institutions, and our community organisations. At this session panellists will not only describe the issues experienced but also try to focus on ideas for addressing the challenges faced. We will review a nascent framework (developed by Liz Marchant) for achieving diversity from the bottom to the top of an organisation, including areas for potential training (such as unconscious bias), practical opportunities for supporting diversity (e.g. facilitating equal parenting), and approaches to rewarding/incentivising diversity initiatives, and invite suggestions from the audience of how/when else this issue could usefully be tackled.

21. **Release 5 of the COUNTER Code of Practice**
   Tasha Mellins-Cohen
   HighWire Press, Inc
   Lorraine Estelle
   COUNTER

   COUNTER’s team of volunteer experts have developed Release 5 of the COUNTER Code of Practice. They have designed fewer but more flexible usage reports and a reduced number of metric types with the aim of greater consistency and clarity. Release 5 seeks to address changing needs and to ensure that all publishers and content providers can achieve compliance. This session will explain the new release and answer questions from stakeholders.
### Breakout Sessions Group C

#### 22. Advancing the Research Paper of the Future: challenges for authors, publishers and libraries

Gail P Clement  
CaltechLibrary  
John Hammersley  
Overleaf  
Martijn Roelandse  
Springer Nature

The vision for ‘the Research Paper of the Future’ promises to make scholarship more discoverable, transparent, inspectable, reusable and sustainable. Yet new forms of scientific output also challenge authors, librarians, publishers and service providers to register, validate, disseminate and preserve them as elements of the scholarly record. What constitutes authorship in a collaborative process of GitHub pull requests and commits? When to capture, reference and preserve dynamic data sets that change over time? How to package and render complex executable collections for review and delivery? This session considers key challenges in operationalising the Research Paper of the Future from the perspectives of a publisher, a library administrator and a scientist/developer of a collaborative authoring platform.

#### 23. Open Access 2020 – an international initiative for the large-scale transformation of scholarly journals to open access

Kai Geschuhn  
Max Planck Digital Library

Open Access 2020 is an international initiative hosted by the Max Planck Digital Library. Since its launch in early 2016 many institutions from around the world have committed to support OA2020 which aims at a large-scale transformation of today’s scholarly subscription journals to an open access business model. During this breakout session the OA2020 roadmap will be introduced and the current developments and outcomes of the 13th Berlin Conference in March 2017 will be discussed.

#### 24. Jisc’s Digital Content Services for FE

Karla Youngs  
Jisc

The presenter will give an overview of how Jisc is supporting the FE sector with digital resources and licensed content to support the ongoing changes within this sector.

### Breakout Sessions Group D

#### 25. KBART recommendations: challenges and achievements

Magaly Bascones and Christina Ley  
Jisc  
Julie Zhu  
IEEE

This session will comprise a talk with a panel of speakers looking at KBART: seven years later (since the publication of the first set of recommendations up to today). The panel will discuss the changes on the e-resources metadata landscape, the benefits of KBART and the challenges of its implementation. Today poor metadata in the electronic resources supply chain is still a problem. The panel will use practical examples to explain how metadata creation, consumption and usage are marked by the constant requirement of finding the balance between available resources (technical and human) and end user discoverability needs. The KBART Standing Committee sees the implementation of KBART recommendations as a community effort from a range of stakeholders (content providers, knowledge bases, link resolvers and librarians).

#### 26. Jisc Research Data Shared Service

John Kaye  
Jisc

The Jisc Research Data Shared Service (RDSS) is a project that will integrate the offerings of a number of repository, preservation, storage, reporting and information management providers in order to allow UK universities to easily deposit data for publication, discovery, safe storage, and long-term archiving and preservation. This is a pilot project until April 2018 working with 17 UK universities with the overarching aim to ensure the long-term accessibility of valuable research data, allowing it to be reused and shared.
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<th>Session</th>
<th>Title</th>
<th>Abstract</th>
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<td>27</td>
<td>Librarians as digital leaders: developing digital competencies in collection management at Staffordshire University</td>
<td>This session will focus on the development of digital leadership skills for librarians in the area of collection management. Within this context digital leadership refers to leadership as a responsibility as opposed to a role. It will demonstrate a digital leadership model that can be reused in different work contexts and the use of online training to develop core competencies.</td>
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<td>28</td>
<td>Open Access professionals of the future</td>
<td>The presenters would like to offer two perspectives of the future of Open Access librarianship. Jennifer Bayjoo will speak on the lack of OA education she received as a student and how she had to catch up during her current role as an Information Services Librarian in Research Support. Beth Tapster will offer an alternative look at what passionate and inspiring OA education can offer and how employers and colleagues can attract library students to their teams.</td>
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<td>29</td>
<td>Office for Scholarly Communication: developing a partnership between library and research services</td>
<td>With the growing importance of evidencing the ‘worth’ of scholarship, the inexorable increase in metrics associated with scholarly output, funder requirements for open access, and the rise of digital scholarship, there has been a recent growth in the provision of the one-stop support service: the Office for Scholarly Communication. This session will draw on the experiences of two UK universities in developing such Offices and the importance of working with the research support function of the university, particularly in relation to REF-related activities. The University of Kent case study explores how the Library and Research Services worked together to build a business case for an OSC and how the proto-office is being developed through joint management. (The second presenter and case study are to be confirmed.)</td>
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<td>30</td>
<td>Crossref Event Data: tools for DIY analyses of non-traditional scholarly mentions (and more)</td>
<td>This session will cover the developing Crossref Event Data service, with a focus on use cases. Created in collaboration with DataCite, Event Data provides the raw data of ‘events’ of scholarly publications outside traditional channels, e.g. Twitter and blogs, as well as links between data and publications. The session will incorporate technical and outreach perspectives on the ‘DIY’ possibilities and responsibilities of having an abundance of transparent event data. Audience feedback and participation is very much encouraged!</td>
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<td>31</td>
<td>Keeping up with customer needs: decision making on a limited budget</td>
<td>At a time of rapid change in scholarly communications, it can be challenging for publishers and libraries in the not-for-profit sector to keep up with our customers’ needs and with our competitors’ offerings. This session will explore what two university presses and a library are doing to support their researchers and authors and how they make those decisions when money is tight. Is it best to build, buy or partner? How can innovation be balanced with fulfilling more traditional customer expectations and managing legacy products or services? To what extent can and should libraries and not-for-profit publishers accommodate the plethora of new scholarly and educational tools and services?</td>
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<td>32</td>
<td>User Engagement Analytics: measuring and driving meaningful use of e-resources</td>
<td>Nottingham Trent University and Alexander Street have partnered to pilot an in-depth view on analytics, demonstrating user engagement and impact of use. They will share findings on how e-resources were used and how these analytics can go beyond simple cost-per-use evaluation to support effective decision making on the marketing and promotion of resources and improve our understanding of how library users are engaging with the resources we provide.</td>
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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

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