



Levelling the playing field: smaller publishers and modern technologies

Leighton Chipperfield
STM meeting, London
1 December 2015

Outline

- The ‘smaller publisher’
- An example of a smaller publisher
- Smaller publisher strengths and weaknesses
- How one publisher is using technologies

Who is the smaller publisher?

The university press

The learned society

**The
company**

The 'Mom and Pop'

Microbiology Society

- a membership organisation for scientists who work in all areas of microbiology
- Our mission: Advancing the understanding and impact of microbiology by connecting and empowering communities worldwide



Alexander Fleming
President, 1945-47



Microbiology Society: Publishing

To contribute to the science of microbiology through high-quality, sustainable, innovative publications, delivering a high level of value to the Society, its members and the global microbiology community



Microbiology Society publishing program

JOURNAL OF MEDICAL MICROBIOLOGY

The full breadth of clinical microbiology

JMM CASE REPORTS

Dedicated to original case reports and furthering education in medical microbiology

JOURNAL OF GENERAL VIROLOGY

Publishing high-quality research at the forefront of virology

MICROBIOLOGY

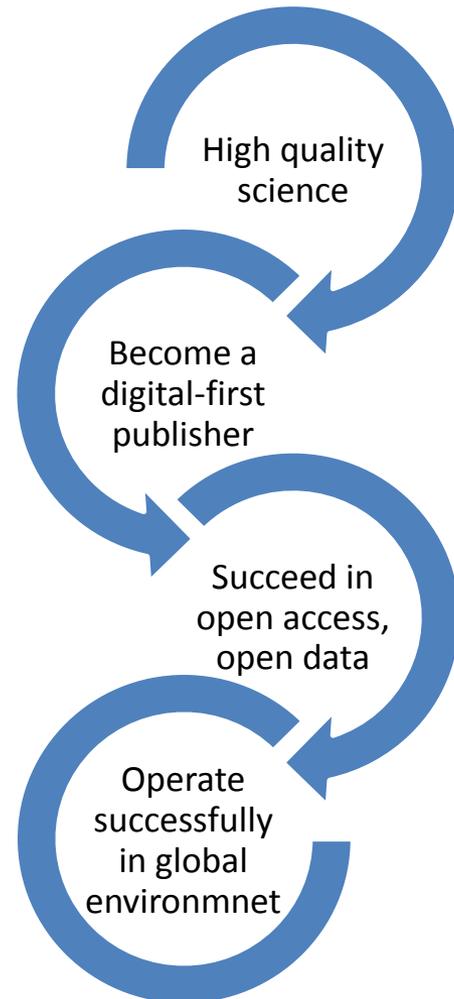
Publishing high-quality research since 1947

INTERNATIONAL JOURNAL OF SYSTEMATIC AND EVOLUTIONARY MICROBIOLOGY

Official publication of the ICSP and the BAM Division of the IUMS

MICROBIAL GENOMICS

Bases to Biology



Some key accomplishments

- Launch of 2 new journals, *JMM Case Reports* and *Microbial Genomics*
- Record submissions
- Record usage of our journals
- Moving to new submission and online hosting platforms
- Revised open access policy and processes
- Developing our open data position: Microbial Genomics
- Rebranded the journals
- An expert advisory board to support Publishing committee

Being small – what can it be like?



<http://www.therichest.com>



<https://en.wikipedia.org>

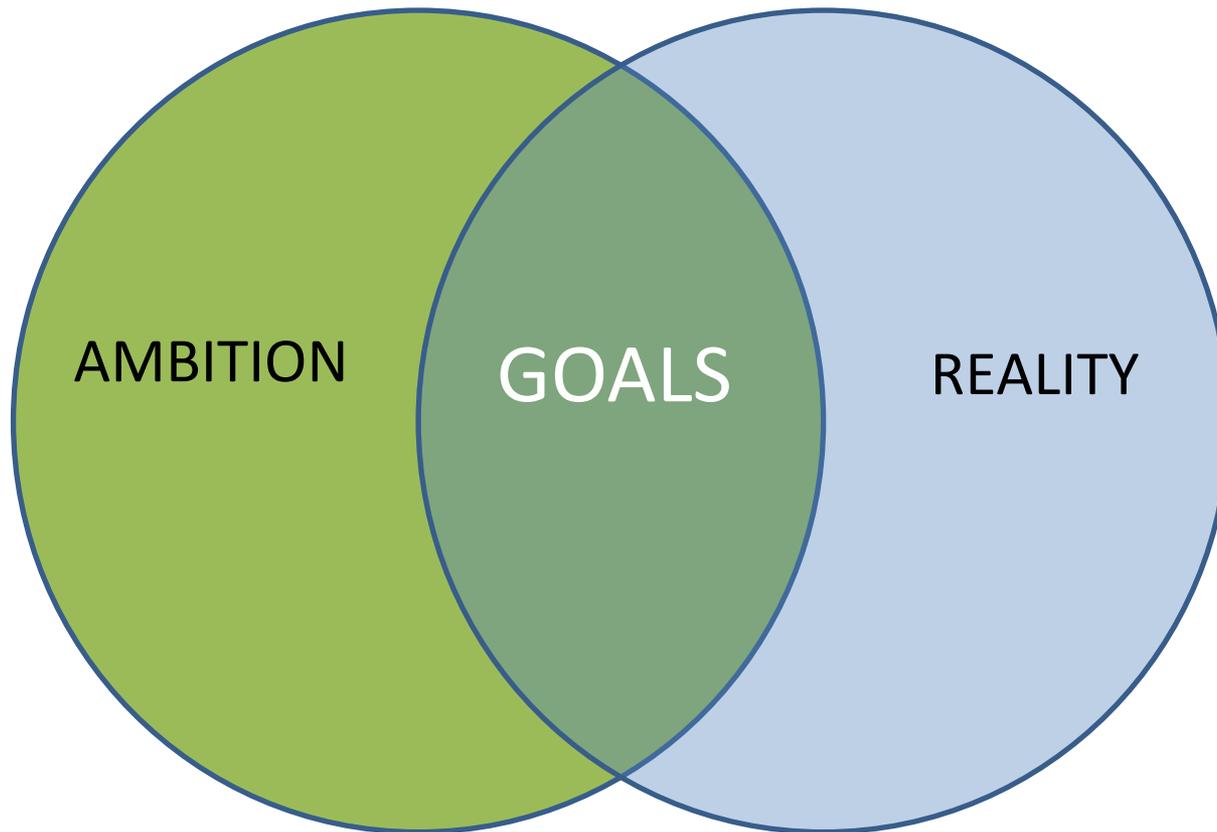


Focussed
In-house knowledge
Nimble
Communication
Committed to growth



Economies of scale
In-house capacity
Resources to innovate
Awareness of trends
Ability to deliver growth

Ambition and realism





**Using technologies to help deliver our
strategic goals**

Some of our partners



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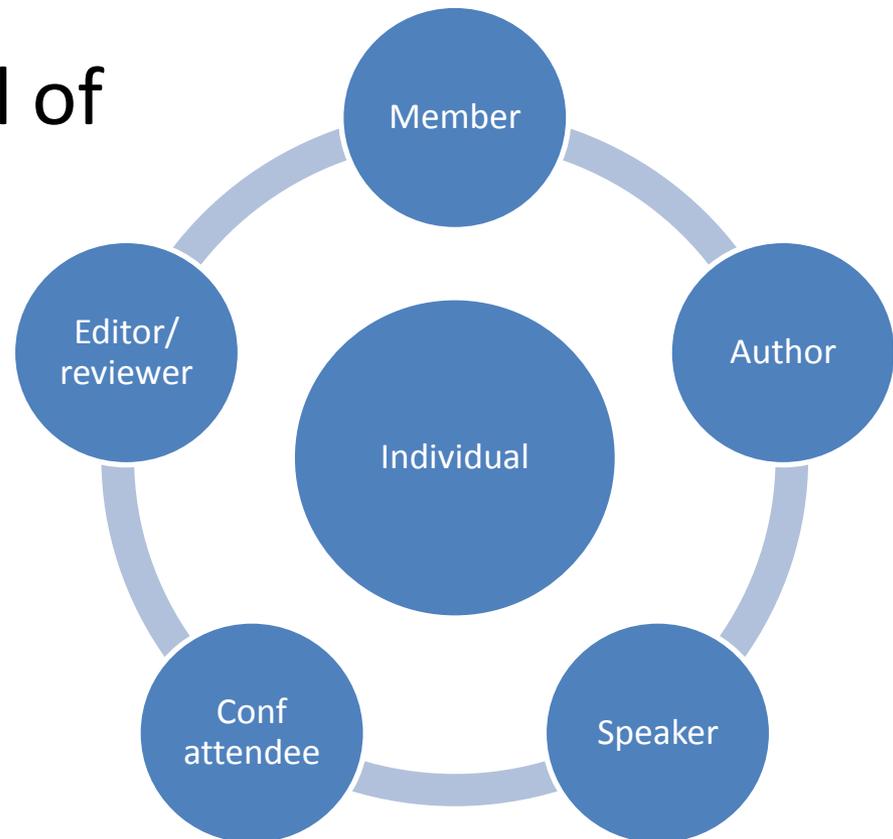


The
Charlesworth
Group



Improving member engagement with our journals

- Problem: lower level of engagement
- CRM
- Identifiers
- Targeted marketing



Developing author resources

- Challenge: building international; driving high quality
- Top-notch instructions to authors
- Online resources on website
- Reviewing author benefits

Supporting open access

- Challenge: Time-drain of processing and chasing APCs
- Partnership with Copyright Clearance Center RightsLink

Provide leading electronic services

Why?

- To take advantage of economies of scale
- To meet our customer (eg. author, subscriber) needs
- To allow us to focus on what we do best
- To showcase our content, and our journals and our Society



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JOURNAL OF GENERAL VIROLOGY

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Publishing Technology

- Information for Authors
- Information for Reviewers
- About the Publication
- Contact Editorial Office

How are these services delivering value for a smaller publisher

- Economies of scale
- Roadmap
- New revenue streams (hosting platform)
- Reporting to feed into our analysis
- On the fly responsiveness

New revenue streams

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F *Staphylococcus haemolyticus* – an emerging threat in the twilight of the antibiotics age

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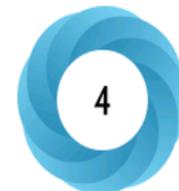
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Staphylococcus haemolyticus is one of the most frequent aetiological factors of staphylococcal infections. This species seems to lack the important virulence attributes described in other staphylococci. However, studies have shown that the presence of various enzymes, cytolysins and surface substances affects the virulence of *S. haemolyticus*. Nevertheless, none of them has been identified as crucial and determinative. Despite this, *S. haemolyticus* is, after *Staphylococcus epidermidis*, the second most frequently isolated coagulase-negative staphylococcus from clinical cases, notably from blood infections, including sepsis. This raises the question of what is the reason for the increasing clinical significance of *S. haemolyticus*? The most important factor might be the ability to acquire multiresistance against available antimicrobial agents, even glycopeptides. The unusual genome plasticity of *S. haemolyticus* strains manifested by a large number of insertion sequences and identified SNPs might contribute to its acquisition of antibiotic resistance. Interspecies transfer of SCC*mec* cassettes suggests that *S. haemolyticus* might also be the reservoir of resistance genes for other staphylococci, including *Staphylococcus aureus*. Taking into consideration the great adaptability and the ability to survive in the hospital environment, especially on medical devices, *S. haemolyticus* becomes a crucial factor in nosocomial infections caused by multiresistant staphylococci.

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Access Key

F Free content

OA Open access content

S Subscribed content

T Free Trial content

Reporting to feed into our analysis

- Better understand usage behaviour
- What's working, what's not
- Feed into journal development plans
- Feed into innovation
- Feed into Society plans: where is the unmet need?



'On the fly' responsiveness

SOCIETY MEMBERS TRAVEL TO SIERRA LEONE TO HELP IN THE FIGHT AGAINST EBOLA

11 November 2014



Last week, the House of Commons Science and Technology Committee held a meeting 'Ebola virus – an update', during which Dame Sally Davies, England's Chief Medical Officer, described how she was proud of the UK's response to the continuing Ebola outbreak and explained how Public Health England have sent more volunteers to West Africa than the combined numbers from all other European countries.

The Society for General Microbiology's Vice President and Editor Professor Gordon Goodfellow is due

to travel to Sierra Leone for a five-week deployment.

Professor Ian Goodfellow will be part of a larger Public Health England (PHE) deployment to Sierra Leone to increase laboratory capacity. Significant areas of Sierra Leone lack access to laboratory facilities, so patients and samples have to be moved to other parts of the country where that infected patients receive treatment and that uninfected

THE FACTS ABOUT EBOLA - DR ED WRIGHT

13 October 2014



The Ebola outbreak that began earlier in the year continues to spread in West Africa, with the official death toll now over 4,000. There has been a huge amount of media coverage surrounding the virus, particularly around the likelihood that it might reach the UK. We spoke to Society Champion Dr Ed Wright, a Senior Lecturer in Medical Microbiology at the University of Westminster, to get the facts about the disease.

What is the Ebola virus?

Ebola is a virus that resides in fruit bat populations. We've known about this virus for nearly 40 years – the first identified outbreak was in 1976, in Zaire (now The Democratic Republic of the Congo).

The Ebola virus can be passed to humans directly from bats, or via secondary hosts such as chimps, gorillas and antelope – primarily through bushmeat consumption. While the Ebola virus has previously been positively identified in Central African bats, the current outbreak suggests that the virus is in West African fruit bats too.

What are the symptoms of the disease?

Ebola Virus Disease (EVD)



Over a year after the first Ebola cases started to surface in West Africa, this severe and often fatal disease has spread across the region, with the World Health Organization reporting over 11,000 deaths to date as a result of the virus. There is as yet no cure for EVD, however a number of therapies are currently being tested. This infographic has been created using published articles on EVD from the Society's journal, the Journal of General Virology.

Low cost, low maintenance solutions

- We like APIs
- We like white label tech (when its good)
- We like solutions that can benefit other parts of our organisation
- We don't like paying for things and everyone else getting the benefit

An example

- Altmetric provides us with reporting
 - > journal development plans
 - > society activities
- Altmetric provides authors with value
- ...and librarians and readers
- Its an API: low effort
- Supports our marketing and communications

The future for smaller publishers

- Bright if focus on customer
- Must differentiate themselves
- Decide what to do yourself, and do it really well
- Must use technologies to level playing field
- Inevitably, must engage with providers to do so