ANU Press Operational Plan – 2019

Priorities for 2019:

- Cement ANU Press' position as a leading world-class open-access publisher through producing high-quality publications
- Increase impact and engagement of ANU Press titles
- Investigate and implement technologies to improve ANU Press services for authors

Objective	Action	Measure of Achievement	Timeframe	Responsibility
Further enhance ANU Press' reputation as a world-class publisher	Ensure all works meet a consistent, high standard of quality in terms of both research and editorial content	ANU Press manager and deputy manager work closely with editorial boards to evaluate and assess all submissions against review benchmarks	Ongoing	EH, LK
	Implement new quality assurance standards as agreed upon at 2018 Advisory Committee meeting	All authors, editors and editorial boards follow new standards and deputy manager ensure these are being followed by close collaboration with stakeholders	Ongoing	EH, LK
Increase impact and engagement of ANU Press titles	Identify what impact and engagement needs to be measured (citations, public policy engagement, reviews) and develop paper on metrics and change environment	Discussion with stakeholders to identify what is impact and engagement and how this can be measured (what metrics do academics require). Develop marketing strategies to target these.	Q2	JG, LK, Admin
	Increase awareness and use of ANU Press books by policymakers, educational institutions, research bodies	ANU Press books being assigned reading in universities around the world, citations of ANU Press books in policy documents and research monographs and journals	Q4	JG, LK

	Investigate and activate cited-by service in Crossref using DOI	Receive cited-by information from Crossref for ANU Press books (the implementation of this project will depend on resources require to implement, it might only be able to be applied to a small number of ANU Press books)	Q2	EH, TP
Printing and distribution of ANU Press books	Review distributors/printers for ANU Press titles; negotiate and implement two-year agreement with successful distributor/printer	Develop recommendation for future direction of distribution of ANU Press titles via local distribution channel	Q2	LK, RM
	Review pricing of print-on-demand titles in light of arrangements	Formal pricing structure adopted and implemented	Q2	LK, EH
Complete website redevelopment project	Implement stage four improvements and revisions from feedback following soft launch	Successful implementation of final stage improvements and hard launch of website	Q2	Web developer, TP, EH
	Improve metadata on ANU Press website to increase discoverability of ANU Press titles	Improved user experience (measurable by feedback), improved ranking for ANU Press titles on search engines such as Google	Q1, 2020	Web developer, TP, EH
Continue general operation of the Press	Maintain output of high-quality titles	Publish around 45-50 titles in 2019	Q4	EH, TP, EB, HG, CM, JB
	Organise and hold stakeholder meetings to ensure the continued operation and	Successful hosting of two Advisory Committee meetings and one Editorial Board meeting in 2018	Q4	EH, LK

	development of the Press			
	Fulfil orders that come through for journals and any special titles not printed through distributor	Deliver purchased journals in a timely manner to customers	Q4	HG, CM
	Continue to assign DOIs to back catalogue	Finish assigning DOIs to backlist; assign DOIs to all new titles	Q4 and ongoing	TP, CM, HG
Build on current marketing plan to increase brand awareness and sales of ANU Press books	Investigate new marketing opportunities, including partnerships with relevant institutions, and explore other paid advertising avenues to increase awareness of ANU Press brand and titles	Establish partnerships with stakeholders, policymakers and institutions to improve impact and reach of ANU Press books	Q4	JB
	Enter into agreement with Harry Hartog bookseller to sell books on campus and feature Press titles through the store	Signing of agreement and prominent presence of ANU Press books in campus store	Q1	LK, JB
	Supply books for review in respected scholarly journals	Reviews of ANU Press titles published in respected scholarly journals	Ongoing	JB, CM, HG
	Continue to grow ANU Press social media outlets and use platforms to increase readership of books	Increased followers on platforms and impact of postings	Ongoing	JB, EB
	Develop a plan to market ANU Press titles and catalogue records to libraries across the world	Investigate possible marketing opportunities and relationships with libraries, deliver report outlining possible actions to be taken by Marketing Coordinator	Q4	JB
Research new and emerging technologies to improve	Using the Architecture Assessment report investigate solutions to solve pain points in	Develop report of possible solutions/technologies to address pain points	Q4	LK, EH

impact and engagement of Press titles and improve Press processes	workflows to read workload and manual processes			
	Evaluate third-party distributor requirements, develop a system to reduce staff time in manually uploading titles and book information	Reduction in staff time spent on uploading books and metadata to third-party distributors	Q4	TP, EH, Web developer
	Ensure Google Scholar is trawling ANU Press website for inclusion of Press titles rather than using OAPEN, as has been occurring in the past	Increase number of ANU Press titles in Google Scholar and links to ANU Press website through this resource	Q2	TP, Web developer
Student publishing	Develop program to address issues identified in student publishing report	Delivery of program to help reduce knowledge gaps in student cohort surrounding publishing	Q4	LK, EH, RM, Advisory Committee
Staff development	Ensure development opportunities and programs are identified and actioned for Press staff	Staff members engage in professional development opportunities	Q3	All Press staff