

# ALIA's Publishing Action Plan

In April 2010 the ALIA Research and Publishing Standing Committee adopted a new Publishing Action Plan to guide the development of ALIA's publishing program over the next five years.

Open Access, XML, electronic formats, postal mobile and online delivery options, costs of production, and creating stronger benefits for members, were all topics of detailed consideration as the Action Plan was put together.

'Publishing' is where a profession's practice meets its thinking. The *Australian Academic & Research Libraries* journal, the *Australian Library Journal*, and *inCite*, each represent three broad spheres of thinking that cover the full spectrum of Library and Information professional practice and activity in Australia.

The Editorial Boards for AARL and ALJ are currently engaged in fresh discussions about the similarities and differences between each journal, and the type of content they both want to attract. Academic authors seek to publish in high ranking journals, whereas practitioners in the field seek to share their learning and experiences with their peers. AARL tends to publish the former and ALJ tends to publish the latter, while *inCite* happily plays that vital communication role of all the 'stuff' that we love to hear about, learn about, and be entertained by, to help stay connected within our professional domain.

And this profession is a leader in 'staying connected'. That's part of what we do best, connecting people with people through their relevant knowledge and information interests, needs, and persuasions. Using technology well has been the hallmark, if not the life-blood, of our profession. It is only natural, therefore, that we also have high expectations

regarding our own publications and how they are produced and distributed. Keeping it affordable though, is the challenge.

It is our dream to have all content submitted, refereed, edited, designed, formatted, and packaged in print or online products in one state-of-the-art system. Perhaps not 'unreachable' but, financially, it is a dream for now. Such systems currently cost handsome six-figure sums; perhaps they'll cost a lot less in three to five years time, we'll be keeping an eye on that. For now, we are implementing Open Journal System to support the production of AARL and ALJ, and we are progressively offering more electronic options for subscribers.

If you are a keen Open Access advocate, please encourage all your friends to take up the electronic options for *inCite* and ALJ that are being made available. The print and postage savings these create will help us consider funding the move to Open Access, probably for AARL in the first instance, sooner rather than later.

The ALIA Research and Publishing Standing Committee will continue working closely with practitioners, researchers, editors, editorial boards, and the wider ALIA community to ensure that our publishing program shares the most meaningful and relevant thinking and knowledge for the profession at large, and in formats and channels that our members find most useful.

## Dean Mason

On behalf of the ALIA Publishing Action Plan Working Party, and the ALIA Research and Publishing Standing Committee.

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