

Chicago Collaborative BioMedical Publishing 101 Webinar Executive Summary

Background

On December 7, 2010, a 105-minute Biomedical Publishing 101 (BMP 101) webinar, created by the Chicago Collaborative, was sponsored and hosted by the Four Corners Directors, and the MidContinental, Pacific Southwest and the South Central Regions of the National Network of Libraries of Medicine using Adobe Connect. The MidContinental Region promoted, monitored and helped to assess the webinar. In-context poll questions were given after each section of the webinar, and an overall survey was conducted after the webinar.

Over 150 individuals registered to partake of the webinar; whereas in reality, 100 individuals actually participated, although several sites had multiple attendees.

The webinar provided an opportunity to learn about the publishing cycle of biomedical journals, both in print and online. The complexities of publishing, in a world of rapidly changing delivery formats and devices were explored, including the publishing challenges and opportunities posed by each. Presenters included John Tagler of the Association of American Publishers, Inc. with the session being moderated by Jean Shipman, Director of the Spencer S. Eccles Health Sciences Library and the MidContinental Region Director.

Viewers gained knowledge of the various roles and responsibilities of different players in the scientific publishing chain and of the international aspects of bioscience communication. Key sections covered included:

The Current Biomedical Publishing Landscape, The Publishing Process, Publication Ethics, Production & Delivery, Practical Considerations and The Road Ahead

Learning Objectives included:

- Learn about the publishing cycle of STM journals
- Gain knowledge of the value added by publishers to scholarly communication
- Examine the complexities of publishing in a dual format and multimedia environment
- Appreciate that no two publishers are alike in their approaches to publishing

Evaluation Results

Complete poll and survey results are available from Jean Shipman. Overall, participants rated each section of the webinar as having met their expectations with scores ranging from 72-98% but most in the mid 80s. The lowest rated section was the Practical considerations with the Current Publishing Landscape being rated the highest. For the Practical Consideration section, the desire was to have heard more about pricing and publication costs.

From the final survey results and rate of response (n= 81 attendees for a response rate of 81%), it is evident that the attendees found the webinar of value for their work, their professional development and personal curiosity. 93% said they would recommend it to others. 69% felt the length was just right, with 96% liking the webinar format. The speaker was rated by 99% as being knowledgeable about the topic. 96% felt the session objectives were met. 85% stated they would like to learn more about publishing and gave many comments about what content was desirable for future programs. 80% thought the information should be expanded to cover the subjects in more depth. Many comments were received about why the participants registered for the webinar, the most common being that they wanted to know more about publishing. Many appreciated that the webinar had no registration fee; 61% said they would only take such courses if they were free. The webinar is archived and has received ___ hits to date.

Conclusion

Publisher and librarian organizations can effectively educate one another about the scholarly communication process. The BMP 101 webinar was well received by the participants. A lot of people expressed interest in learning more about publishing, and many attendees felt that the information could be presented in more depth. Other RMLs of the NN/LM are interested in the webinar being offered in their regions. It is clear from the many questions that were received at the end of the webinar and by the suggestions for additional content, that librarians are interested in being educated more about the publishing process. With their suggestions, more in-depth sessions can be developed that will be relevant to expressed needs.

