

# AIP | Library Matters

News for Librarians

AMERICAN INSTITUTE OF PHYSICS

WINTER 2011

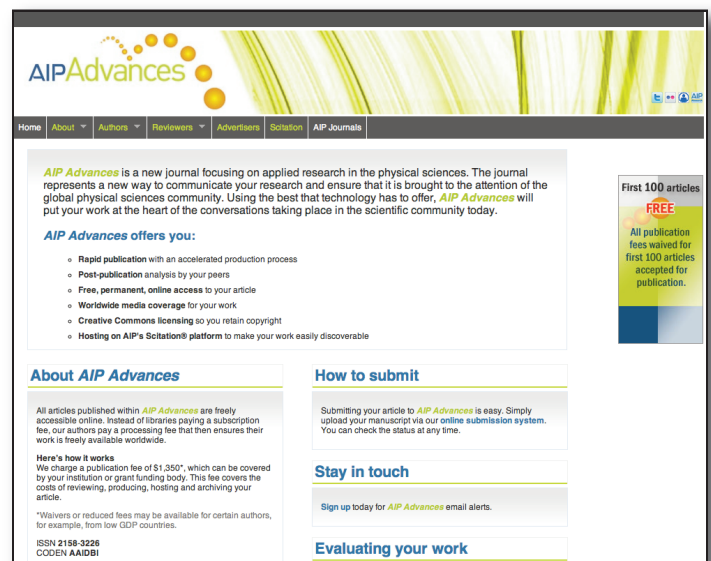
## Launch of AIP Advances Represents a Major New Innovation in Physical Science Publishing

In January 2011, we launched *AIP Advances* ([aipadvances.aip.org](http://aipadvances.aip.org)). The publication is a fast-track, community-based, open access journal, focusing on research in applied physical science. *AIP Advances* will rapidly disseminate results worldwide, helping not only to advance current research, but also to advance the careers of our authors by ensuring their work is promptly available and widely accessible. The journal is now accepting submissions.

*AIP Advances* represents a significant departure from the subscription model our journals have followed for more than 75 years. While we do currently offer an open access option for articles published in many of our established journals, *AIP Advances* is our first journal to publish papers on a purely open access basis.

One motivation for creating *AIP Advances* is feedback from our authors, asking that their articles be published as quickly as possible. Toward this end, a leading panel of international experts is giving priority attention to reviewing papers and to expediting the handling of accepted papers throughout the production process.

In addition to rapid publication, researchers have told us they want the opportunity for their work to be recognized for its own worth, not necessarily within the context of an established journal. With *AIP Advances*, a system of post-publication evaluation by the entire physical science community will allow each article to rise to

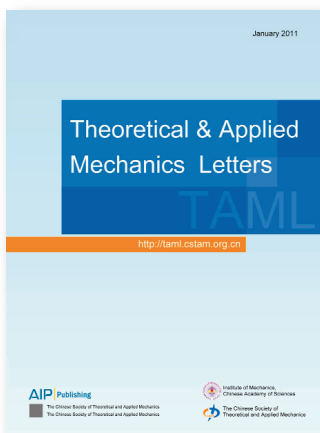


prominence on its own merits. We're confident that the system of pre- and post-publication evaluation we've put in place strikes an excellent balance between traditional peer review and the need for rapid dissemination of information.

*continued on page 4*

## AIP CO-PUBLISHES A NEW LETTERS JOURNAL IN MECHANICS

PLEASE CONTACT US TODAY TO ARRANGE A FREE TRIAL



It's no secret to the library community that the American Institute of Physics has long been a prime source of applied physics research. Now a new journal is set to take its place alongside such highly respected AIP publications as *Applied Physics Letters*, *Journal of Applied Physics*, and *Review of Scientific Instruments*. The journal is called *Theoretical and Applied Mechanics Letters* ([taml.aip.org](http://taml.aip.org)) and it will launch in January 2011. Co-Published with the Chinese Society of Theoretical and Applied Mechanics, the new journal will be an essential source of groundbreaking research from scientists worldwide.

TAML will be published bimonthly and you can obtain access simply by contacting AIP and requesting a free trial. Call 800-344-6902 or email [subs@aip.org](mailto:subs@aip.org). The journal will contain short, original articles in all areas of theoretical and applied mechanics, as well as in engineering-related fields, including:

- Aerospace and aeronautical engineering
- Coastal and ocean engineering
- Environment and energy engineering
- Biomedical engineering
- Mechanical and transportation engineering
- Civil and hydraulic engineering

*continued on page 4*

## AIP NOW PUBLISHES THE JOURNAL OF LASER APPLICATIONS



For more than 20 years, *Journal of Laser Applications* ([jla.aip.org](http://jla.aip.org)) has been a major forum for exchanging ideas and information on the diverse, practical applications of photonic technology. JLA is the flagship publication of the Laser Institute of America and beginning in January 2011, the American Institute of Physics will publish it as an online-only journal. While to date, JLA papers have only been accessible as PDFs, AIP's robust Scitation platform will bring full

online functionality to the journal beginning in February 2011.

JLA's Editor-in-Chief is Dr. Reinhart Poprawe, Managing Director of the Fraunhofer Institute for Laser Technology and University Chair for Laser Technology at the RWTH Aachen University. Dr. Poprawe oversees a streamlined and rigorous review process that ensures rapid dissemination of the latest research. In addition, the journal's comprehensive coverage makes it an important and vibrant resource for specialists in all areas of the laser industry, including:

- **Laser materials processing:** radiation absorption; scattering and reflection; material optical properties and material interaction phenomena, including phase changes
- **Laser sensing & measurement:** lasers, systems, and sensing for laser materials processing; general laser sensing and measurement, including remote sensing and spectroscopy
- **Biomedical applications:** biophysical studies of tissue optics; scatter, absorption, and nonlinear effects in tissue; optical dosimetry; thermo-mechanical, thermo-chemical, photochemical, and nonlinear effects; optimizing; photodiagnosics, photochemotherapy, photoablation, photocoagulation or photodisruption
- **Laser safety:** maximum permissible exposure limits; new safety standards and regulations; laser classification; hazard evaluation and risk analysis; laser accident investigations; safety training; eye and skin protection and laser protective materials

### 2011 SUBSCRIPTION RATES

Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
\$410	\$450	\$495	\$545	\$570

If you'd like to subscribe to JLA, call 800-344-6902, +1 516-576-2270 or e-mail [subs@aip.org](mailto:subs@aip.org).

## ACCESS THE AIP 2011 JOURNAL CATALOG ONLINE

The 2011 Journal Catalog ([www.aip.org/journal\\_catalog/](http://www.aip.org/journal_catalog/)) for AIP, its Member Societies, and Publishing Partners was recently distributed to librarians and institutional customers. The catalog contains journal descriptions, subscription prices, and details on how to subscribe. New this year is a digital edition, which provides an interactive experience similar to paging through a printed copy and includes live links to journal and publisher websites.

The great functionality of the new online catalog has made it so user-friendly that we are now able to direct institutional customers outside the United States to the digital edition; print copies were mailed to US-based institutions and to our international customers upon request. If you require a print copy of the 2011 AIP Journal Catalog, please fill out the form located at [www.aip.org/journal\\_catalog](http://www.aip.org/journal_catalog).

The American Institute of Physics, its Member Societies, and Publishing Partners publish more than one quarter of the world's research literature in all areas of

physics from applied physics to chemical physics to medical and nuclear physics, and more. Journals from these societies also form the core of literature in related fields such as astronomy, engineering, instrument science, materials science, mathematics, optics, vacuum science, and acoustics.

We invite you to visit the AIP journal catalog and check out the publications of these prestigious society publishers:

- American Physical Society
- OSA – The Optical Society
- Acoustical Society of America
- The Society of Rheology
- American Association of Physics Teachers
- American Crystallographic Association
- American Astronomical Society
- American Association of Physicists in Medicine
- AVS – Science and Technology of Materials, Interfaces, and Processing
- American Geophysical Union
- International Centre for Diffraction Data



- Laser Institute of America
- National Academy of Sciences
- Society of Exploration Geophysicists
- The Electrochemical Society
- Physics Essays Publication
- Geological Society of America
- Environmental & Engineering Geophysical Society



## A View from Within: Darrell Gunter

Darrell Gunter

On December 15, 2010, Darrell Gunter joined AIP in the newly created role of chief commercial officer. Before joining AIP, Darrell was executive vice president and chief marketing officer for Collexis Holdings, a developer of semantic search and knowledge discovery software and AIP's technology partner for UniPHY. Earlier in his career, Darrell was the senior vice president for sales and marketing for the Americas marketplace at Elsevier, where over an eleven-year tenure, he led the successful launch and growth of ScienceDirect. We wanted to introduce Darrell to you and give you an idea of how he will lead AIP's sales and marketing activities in the months to come.

### The title of chief commercial officer is not very common. Can you please tell us about your role and responsibilities at AIP?

I think AIP's creation of the chief commercial officer position demonstrates a change in the way society publishers are organizing themselves. In looking at how AIP is positioning itself for the future – not only in its pursuit of short-term goals, but also of long-term value – the chief commercial officer is responsible for revisiting and closely examining all of AIP's current revenue channels, as well as new channels that can enhance AIP's relationships with its members and its authors. While AIP is a not-for-profit organization, it is still incumbent on the chief commercial officer to demonstrate that we are good stewards of AIP's assets. This will be evident in the choices we make, and those

choices will be guided by how we believe we can best serve our markets and our authors.

### The hiring of an individual at your level, and with your experience, invariably leads to dramatic change. Can you tell us about the transformation you envision for AIP and what your short-term and longer term goals are?

Yes. I think in looking ahead, you have to look at not only short term and long term goals, but also midterm goals. There's Track A, Track B and Track C.

Track A is to continue doing what AIP does well—delivering top-quality content to the author community and, at the same time, delivering top-quality products to the marketplace. We must make sure that we look at those enhancements that will improve productivity, not only for authors submitting manuscripts for peer review, but also those that will allow us to get content up on Scitation as rapidly as possible. We must also make sure that our user community has the best experience possible. In other words, we want to continue to do all the things that are of day-to-day importance to our customer base.

Track B, midterm, is a matter of assessing our resources, allocating them most effectively, and making sure our entire staff is on board with our goals and knows the direction we're headed.

Track C, long term, is about how AIP is currently organized and then, looking ahead, at what gaps we need to fill—gaps of performance, gaps of opportunity. For example, we've identified the importance of social media to the STM marketplace. And while we've done a pretty good job at sticking our toe in the water, there is so much more we can do. With this in mind, it probably makes sense to redirect those assets away from traditional tasks that have lost relevance to a greater concentration on perfecting our social media skills.

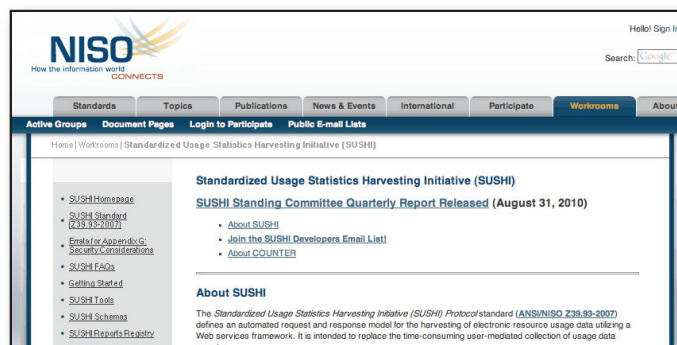
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## AIP SIMPLIFIES SUSHI REGISTRATION PROCESS ON SCITATION

Scitation has provided access to COUNTER 3 reports through the Standardized Usage Statistics Harvesting Initiative (SUSHI) protocol since Fall 2009. Before now, the registration process was highly manual and required extensive contact with our customer service department. So we are pleased to announce that AIP has recently automated the registration process giving librarians greater control.

Setting up or modifying your institution's SUSHI account on Scitation requires completing a simple online form. The form lets you select and change the IP addresses that will be utilizing SUSHI from a listing of your institution's IP ranges, which are linked to your subscription account. To set up your institution's SUSHI account, go to the Scitation Library Service Center at <http://librarians.scitation.org>.

Please note that adding and removing IP ranges from your SUSHI account will not impact your online access to your institutional subscription holdings.



The SUSHI protocol (ANSI/NISO Z39.93) defines an automated request and response model for harvesting electronic resource usage data utilizing a web services framework. Scitation provides access to compliant COUNTER 3 reports through the SUSHI protocol, version 1.6. Supported reports include COUNTER Journal JR1, JR1a, JR3 & JR4, Database Reports DB1 & DB3, Book Report BR1 and Consortia CR1 & CR2.

## AIP ADVANCES

*continued from page 1*

All *AIP Advances* articles are published under a Creative Commons license, ensuring that our authors retain copyright. Authors of accepted manuscripts or their funding institutions pay a processing fee of \$1,350 to make their work freely available worldwide immediately upon publication. To celebrate the launch, we're offering free publication to the first 100 authors whose articles are accepted. Editorial content and peer review for *AIP Advances* is overseen by a prestigious international team of executive and academic editors—experts in their field, including Vincent H. Crespi, A. T. Charlie Johnson, Jr., Robert H. Austin, Masaki Tanaka, and Enge Wang.

A final factor that makes *AIP Advances* different, and truly adds value to the work published in its pages, is the journal's ability to leverage the powerful discoverability features of AIP's Scitation platform. Scitation hosting ensures that articles are easy to find, read, cite, comment on, and gain the recognition they deserve.

We think that *AIP Advances* represents the next wave in online publishing, using the best that technology has to offer to help the work of our authors stand out. To learn more, we encourage you to visit the journal's new website at [aipadvances.aip.org](http://aipadvances.aip.org). You'll find information on our unique peer-review and post-publication evaluation processes, along with information on how your patrons can submit papers, and more.

## AIP CO-PUBLISHES A NEW LETTERS JOURNAL IN MECHANICS

*continued from page 1*

Two of the most influential scientists in the field of mechanics will serve as co-editors—Prof. Jiachun Li, Chinese Academy of Sciences and Prof. Yonggang Huang, Northwestern University. Teaming these well-respected researchers with AIP's extensive STM publishing experience and leading-edge hosting technology guarantees that results will be disseminated rapidly—and with greater online functionality—to more scientists worldwide.

As you may know, AIP opened a new office in Beijing in 2010, and with the rapid rise of China as a major force in science and technology, we considered this move to be the best way to partner and engage with Chinese scientists. Moreover, as science becomes increasingly a global enterprise, we believe that collaborative publishing ventures such as TAML will go a long way toward furthering communication and enhancing dissemination of research in and from the entire Asian scientific community.

Not only is China second to the United States as the largest source of scientific papers submitted to many top physics journals today, the quality of the research coming out of China is of increasingly higher quality as well. In recent years our two countries have grown increasingly close, especially economically, and now, with this co-publishing agreement with CSTAM in place, we're exploring how collaborative efforts in science between our nations' researchers can be better facilitated.

## SEE US AT THESE UPCOMING EVENTS

DATES	CONFERENCE	LOCATION
Jan 7 - 12	ALA Midwinter Meeting	San Diego
Feb 28 - Mar 2	Electronic Resources & Libraries Conference	Austin
Mar 21 - 25	APS March Meeting	Dallas
Mar 27 - 31	ACS National Meeting	Anaheim
Mar 30 - Apr 2	ACRL 2011 National Conference	Philadelphia
Apr 4 - 6	UK Serials Group Annual Conference	Harrogate
Apr 25 - 29	MRS Spring Meeting	San Francisco
Jun 2 - 5	NASIG Annual Conference	St. Louis
Jun 12 - 15	SLA Annual Conference	Philadelphia

## A VIEW FROM WITHIN: DARRELL GUNTER

*continued from page 3*

In looking at these gaps, we're making sure that we either bring in the folks that have the requisite experience to fill a particular gap or take some of our star players, provide training to develop their skills, and build the long-term roles for them that will keep AIP competitive and productive for the next 10–20 years.

For the customer, we want to make this transition as seamless as possible. We don't want them to even notice that change is taking place. We want them to reap the benefits without feeling any of the pain of getting there.

**You have certainly had a great deal of experience in scholarly publishing. Can you please tell us how you intend to interact with librarians in your new role at AIP?**

Staying close to customers and end users is very important. Working with librarians will require not only that we see them at library shows, but also that we see them in their workplace. And we don't only want interaction with librarians, we want to interact with the folks who are conducting research, teaching physics, and the folks who are taking classes as well.

So, we look at this type of interaction as another example of the change in values at AIP, and we'll continue to keep our eyes and ears open to feedback from our marketplace. I have yet to have a customer provide me with bad advice. The advice of the customer is always positive and always helpful. Working with our librarian friends, understanding the student, and listening to faculty will no doubt help us to be a better physics publisher.

## KEEP UP WITH WHAT'S HAPPENING AT AIP SUBSCRIBE TO AIP LIBRARY MATTERS

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