# CALJ to Webcast parts of the 2016 Boot Camp

The following sessions will be webcast live from this year's Boot Camp.  Registration is open to all members and will provide country wide access for those unable to attend in person.  We hope webcasting will be an important new way of offering professional development to our members.

Please join us by register your participation: infor@calj-acrs.ca

Time is EST (Eastern Standard Time)

11.00 – 12.00  *Persistent Identifiers*
> *Jennifer Lin*
> Director of Product Management,     Crossref

This session will consider the current state of persistent identifiers in scholarly communications. Learn about developments in and the importance of expanded standardization and interoperability of scholarly information pertaining to authors, researchers, funders, and others involved in the creation and dissemination of content. I will discuss new initiatives that address such challenges as standardizing conflict of interest reporting, easily identifying funding sources, clarifying contributor roles for research papers, and linking all of these into a more connected ecosystem.

**Jennifer Lin** has fifteen years' experience in product development, project management, community outreach, and change management within scholarly communications, education, and the public sector. She is currently Director of Product Management at Crossref, a scholarly infrastructure provider. She previously worked for PLOS where she oversaw product strategy and development for their data program, article-level metrics initiative, and open assessment activities. Jennifer earned her PhD at Johns Hopkins University. She can be reached via twitter @jenniferlin15 or email jlin@crossref.org. ORCiD profile.

*12.00 - 13.00   Lunch*

*13.00 - 13.45*  **Have Content, Will Travel: How to Leverage XML for Scholarly Content Dissemination, Discovery, and Development**
> *Speaker Mary Seligy,*
> Business Analyst (IT), Canadian Science Publishing

In scholarly publishing today, XML is the core data format for disseminating and storing journal article and book content. Not only is it widely used by most publishers around the globe, but it is also used by virtually all major organizations that make up the scholarly publishing infrastructure today, such as archives like PubMed and Portico, search engines like Google Scholar, CrossRef and other identifier-assigning authorities, data repositories, libraries, and many other important systems upon which content discovery depends. In this presentation, we'll talk about what XML is and why it's so widely used. We'll look at ways to incorporate XML into the scholarly publishing workflow, and how to optimise it for discovery and reuse. Finally, we'll look at some potential ways that XML can help publishers create new content forms that go beyond the

traditional book or journal article, and help future-proof organisations in the face of changing ideas about what a book or journal can be in today's electronic world of publishing.

**Mary Seligy** is the business analyst (IT) at Canadian Science Publishing, where (among other things) she sets and maintains the XML modelling for CSP's journal content and plans for future XML development. Mary began her work with XML in 2006, when she first joined CSP (then NRC Research Press) as a Scientific Manuscript Editor for the biological sciences journals, which at that time were copyedited directly in XML. She led the project to migrate CSP's systems, tools, and workflow into JATS XML in 2010, and acted as the XML resource when CSP made the decision to move from in-house XML creation to XML creation by various offshore vendors. She has provided insight and input on XML workflows to various other publishers, including the *New England Journal of Medicine*. Finally, Mary currently serves as an active member of JATS4R, an international working group spearheaded by eLife, *PLOS*, and *Nature* and whose mandate is to develop best-practice recommendations for using JATS XML to optimise the machine reusability of scholarly content.
(Note the sessions will be in English)