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Sent: Wednesday, February 11, 2015 12:03 PM
To: All Extension Faculty and Staff
Subject: [allext] WSU Extension Publications going digital

Dear Colleagues:

CAHNRS Communications has been charged with developing contemporary methods for presenting and distributing extension publications information. The new methods are meant to create efficiencies and improve the effectiveness of disseminating knowledge to stakeholders. The major initiative in 2014 was reduce the physical inventory of publications, placing added emphasis on effective online tools. In 2015, major steps will be taken to revise the Extension Web presence, including the publications store (pubs.wsu.edu), enabling a more robust network of content that is primed for mobile delivery. I am writing to make you aware of some process changes that need to occur to fully realize this preferred digital model.

While there are still a few dozen *printed* publications, most publications are distributed online as Adobe pdf files. During the coming year, CAHNRS Communications will begin phasing out online pdfs in favor of producing publications as discrete web pages. These web pages will be built to enable the reader to easily create a pdf or printed copy if this formatted is needed. The functionality will be similar to that offered for our impact reports [<http://cahnrs.wsu.edu/extension>]. Publications will still be assigned a unique number and will be given a permanent url. Furthermore, a printed copy will be sent to the library for permanent archiving.

This new approach will enable some important benefits:

- More effective indexing and searching of content.
- The ability to link publications information to topics, faculty, etc.
- The inclusion of footnotes and other capabilities that are unique to web pages.
- Embedded and playable multimedia content.
- The ability to extract publications data for distribution through mobile applications.

As you begin working with the publications staff this coming year, please be aware that many new publications will be created in this new online format. Some details about how this will be done are still forthcoming, and we will keep you informed of future developments. The CAHNRS Communication staff are happy to guide you through the new process and answer your questions as you work your publication through fast track, editing, and design.

Thank you.

Rich

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