



C&E Spearheads E-Publishing in the Philippines

QUEZON CITY – Representatives from eighteen (18) Higher Education Institutions (HEIs) attended the kickoff meeting regarding C&E's forthcoming launching and hosting of an extensive website of Philippine academic journals. The meeting was held on June 16, 2009 at the C&E Information and Resource Center located along Quezon Avenue.

The meeting was convened by C&E Publishing, Inc. and Dr. Isagani Cruz, Executive Publisher of De La Salle University's Academic Publications Office, to unveil the upcoming development and expansion of the Philippine E-Journals platform which will be hosted by C&E.



Dr. Isagani Cruz presenting an overview of the Philippine Journals Online project.

Dr. Cruz stressed the need for a local aggregation of academic journals in the Philippines in order to increase the publications' online visibility and accessibility to the global research community.

Dr. Isagani Cruz strongly urged the HEIs and professional organizations to be part of the aggressive drive to increase the readership of Philippine journals by joining this project. He also added that it is his dream to see all of the HEIs joining this project, especially now that CHED and PAASCU will be requiring HEIs to publish journals in order for them to be granted accreditation.

After Dr. Cruz's presentation of the project details, an open forum followed. Relevant questions and issues were raised by several participants during the forum (see related article *Resolving Issues*).

At the end of the meeting, many, if not all, of the attendees signified their interest and support for the project. The E-Journals project could be another milestone for C&E after the successful launch of its new e-learning product *CE-Learning*—a Learning Management System (LMS) and repository of multimedia lessons for basic education. The Philippine E-Journals and the CE-Learning are among the new digital products being developed and managed by C&E's Educational Technology Division.

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Will St. Paul – Manila be the first HEI to join the E-Journals Project?

Out of 18 HEIs that attended the kickoff meeting, St. Paul University - Manila was the first to signify its interest in joining C&E's E-Journals Project. A meeting with the university's officers is scheduled on June 29, 2009.

Resolving Issues on the Online Publishing of Journals

The following issues and concerns were raised during the open forum:

1. On the control of the quality of journals that will be uploaded in the platform (as raised by Dr. Antonio Refre of LCCM):

According to Dr. Refre, if there will be no restrictions or criteria that will be imposed in the selection of journals, there is a possibility that the platform will become a dumping site of substandard journals.

In response to this concern, Dr. Cruz mentioned that it may be some sort of a "chicken-and-egg" issue. According to him, unless a journal is made available online and reviewed or evaluated by other experts in specific...

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Resolving Issues... (continued from page 1)



Some delegates at the registration area.

“Making academic publications of Filipinos available to scholars all over the world, to their students, and to others who might derive value from such works.”

...disciplines, it is very difficult to identify whether it is substandard or not. Hence, the best thing to do is to mount all journal submissions on the platform and to let the scholars decide on the journals' quality.

He also discussed the roles of the Institute for Scientific Information (ISI) and Scopus in identifying quality journals. ISI publishes a list of highly cited research works. Such listing is an important indicator of journal quality and impact.

Dr. Divina Pasumbal of PUP said that the HEIs have the responsibility to ensure the quality of the journals that they are publishing. Making the journals available online will open the publications to a wide readership base, thus, HEIs can be expected to thoroughly evaluate the journals prior to publication since their reputation is largely at stake.

2. On the possible inclusion of open-access journals in the E-Journals platform that will be hosted by C&E (as raised by Dr. Lourdes David of Ateneo De Manila University):

Mr. Geric Gomez of C&E explained that C&E will definitely welcome both open-access journals and those journals that HEIs want to be distributed through paid subscription or transactional (pay-per-download) models.

3. On the issue of CHED's and PAASCU's accreditation requirement that the HEI's journals should be in print form:

Dr. Cruz explained that currently, such policy is really being implemented by CHED and PAASCU. However, upon the full launching and expansion of Philippine E-Journals, he said it would be easy to justify that the online publishing of journals could be considered as an acceptable publishing mode.

4. On the time required by C&E to process and upload a journal (as raised by Dr. Jasmin E. Acuña of Miriam College):

Mr. Ronnie Pasigui of C&E explained that it will not take more than one day to process and upload a journal, provided that all the required electronic files are available.

5. On the corporate profile of C&E, considering that it will be entrusted with the online publishing of the HEI's journals (as raised by Dr. Acuña):

Mr. Geric Gomez humbly explained the company's background. He mentioned that C&E has established its niche in the reprinting and distribution of foreign textbooks and references in Nursing and Allied Health. He added that it has also expanded its range of products to include textbooks for other disciplines and has now acquired exclusive distribution rights to over 600 foreign titles for the Philippine market. Moreover, he mentioned that C&E has also ventured into the development of locally authored textbooks for both higher education and basic education and that it has started offering a range of e-learning products, including a line up of digitization projects like online journals, theses and dissertations, e-books, among others. Refer to a related article on page 4 (About C&E).

6. On the questions regarding the possible training programs that can be conducted for journal authors and publishers

Dr. Cruz mentioned that one way for HEIs to raise the quality of Philippine journals is by supporting each other through training programs. C&E can host and shoulder the cost of relevant training programs for the HEIs that will be participating in the E-Journals project.

Dr. Refre asked what kind of training can be provided. In response to this, Dr. Cruz explained that the training will depend on the needs of the universities but it will definitely focus on the online publishing of journals.

7. On the questions regarding subscription fees for institutions and individuals, and royalty fees for publishers and authors

Mr. Max Gomez and Mr. Geric Gomez explained that C&E benchmarks with the prevailing subscription fee rates in the market. They added that the subscription price for Filipino clients will be lower compared to the international subscription price that will be set.

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Mr. Max Gomez delivering the opening remarks.

Resolving Issues... (continued from page 2)

As for the royalty fees of publishers and authors, Mr. Jonell Socao of C&E mentioned that C&E will definitely benchmark with the prevailing royalty fees being offered by other international journal publishers and aggregators. The specific terms will be stipulated in the draft memorandum of agreement (MOA) that will be sent to the HEIs within the next couple of weeks.

8. On the charging of membership fees to institutions who wish to have their journals published in E-Journals

A participant suggested that an annual membership fee of PhP 1,000 could be charged by C&E to institutions who wish to have their journals published in E-Journals. C&E will study this suggestion further.

9. Other matters and questions that were raised and which were recommended to be addressed in future meetings and communications regarding the project

- a. *How soon will C&E's E-Journals platform be ready?*

C&E plans to formally launch the Philippine E-Journals platform by September 2009. Initially, the collection will be offered for free to registered subscribers until December 2009. By 2010, subscription and download fees will already be charged.

- b. *When can the participants get a draft MOA so that they can immediately discuss specific details of the project with their administrators?*

C&E will send the draft MOA to the participants within the next couple of weeks.

- c. *Will back issues or archives be accepted for inclusion in the platform?*

Yes. All issues having the required electronic files will be accepted by C&E.

- d. *Will the revenues gained from the distribution of the online journals be taxable?*

This will be for further study.

- e. *Will C&E consider venturing into the development of e-books?*

Yes, this is one of C&E's lined up projects for future development.

- f. *Can the participating HEIs (journal contributors) avail of free subscriptions to the whole collection?*

According to Dr. Cruz, this may not be financially feasible for the website host, especially when majority or all of the 2,000 HEIs are already contributors of E-Journals.



Mr. Geric Gomez answering a question raised by a participant during the open forum.



Dr. Lourdes David of ADMU raising an important matter about the inclusion of open-access journals in the E-Journals platform.



Mr. Ronnie Pasigui responding to one of the questions of the participants.



Mr. Jonell Socao acknowledging the delegates.



Dr. Isagani Cruz addressing some questions during the forum.



Officers of C&E and members of the E-Journals Project Team.

List of Participants

Twenty-four (24) contingents from 18 HEIs and professional organizations attended the kickoff meeting. Below are the names of the attendees.

Deborah Lozada (AIM)
Lourdes David (ADMU)
Thelma Jambalos (CEU)
Carolyn De Jesus (CSJL)
Aira Crisostomo (CSJL)
Joan Castañares (DLSU – Manila)
Antonio Refre (LCCM)
Giovanni Barbajera (LCCM)
Presentacion Katigbak (LCCM)
Renalyn Valdez (Lyceum)
Gemiliano Aligui (MCU)
Jonathan Salvacion (Mapua)
Jasmin Acuña (Miriam)
Ruth Megas (Miriam)

Ma. Victoria Hermosisima (PNU)
Rodolfo Gripaldo (PNPRS)
Divina Pasumbal (PUP)
Leonoldo Dejillas (San Beda)
Brian Bantugan (St. Paul – Manila)
Angelita Bugnalen (Trinity Univ. of Asia)
Emmanuel Araneta (UE – Manila)
Veronica Ramirez (UA&P)
Veronica Isla (UA&P)
Mafel Israel (UST)

Dr. Isagani Cruz, Executive Publisher of DLSU's Academic Publications Office, was the presiding officer of the meeting. Also present are the following C&E officers and members of the E-Journals Team:

Maximo Gomez, *Executive Vice President*
Gerric Gomez, *Vice President – Corporate Planning and Development*

John Emyl Eugenio, *Vice President – Sales and Marketing Division*
Jonell Socao, *Senior Manager – Educational Technology Division*
Ronnie Pasigui, *Project Manager*
Shine Galora, *Digital Librarian and Executive Assistant*
Ryan Albarico, *Digital Tech. Supervisor*
Lian Vivas, *Instructional Designer*

Other HEIs confirmed to send their representatives and expressed their support and willingness to join the project; however due to unfavorable weather conditions, they were not able to attend the meeting. For this reason, the E-Journals Project Team is planning to conduct another meeting for those HEI reps who were not able to come.

About C&E

Established in 1993, **C&E Publishing, Inc.** was initially engaged in the business of reprinting and distributing foreign medical and science books with acquired copyright licenses from international publishers. However, with the advent of the new millennium, the company embarked on a publishing thrust, and started expanding its range of titles.

Assuming a Publisher's Role

Early in 2001, C&E invited local authors in nursing and in other allied health courses to write textbooks. This move yielded a number of published titles which have become bestsellers through the years. As C&E's reputation grew, the clamor and proposals for instructional materials for medicine, nursing, and allied courses increased. Significantly, the expansion plans for 2002 included the development and publication of locally authored textbooks for basic education (pre-school, elementary, and secondary levels). In less than six years, C&E has released over 100 basic education books, with more titles still in various stages of production.

Awards and Recognition

C&E was recognized as the 2005 Most Outstanding Distributor of Foreign Books by the Philippine Marketing Excellence Awards Institute, *Sales and Marketing Magazine*, and Asian Marketing Institute. In the same year, it was named the No. 1 Distributor of Foreign Books in the Philippines during the 8th National Shoppers' Choice Annual Awards—a joint undertaking of Asia-Pacific Shoppers' Choice Institute, *Shoppers' Choice Magazine*, *Essence Magazine*, and the Asian-Philippine Association of Marketing Professionals. In addition, it received the

Lippincott Williams & Wilkins' Outstanding Achievement Award for 2005 and a Plaque of Appreciation for significant and consistent sales for 2006.

Product Line and Marketing

The company's product line continues to grow to this day. Starting modestly with five titles, C&E now holds the Philippines' exclusive distribution rights as well as copyrights to 600 foreign college books. This number does not include locally-authored titles for basic education.

Vigorously and aggressively pursued are the company's marketing and distribution functions. C&E maintains a dedicated sales and marketing force to promote and sell a wide range of products directly to schools, colleges, universities, libraries, organizations and other entities. C&E's 80-strong sales force is arguably one of the largest sales networks in the industry. A chain of bookshops in strategic locations nationwide has been set up for easy market access and efficient client service. In the offing are plans to open more bookshops in urban centers. Every year, the company participates in regular book fairs and sporadic book sales by various groups.

Knowledge-based Industry

C&E has launched CE-Logic, Inc. to gain a foothold in the distribution of integrated information-based solutions which include library automation systems, interactive media systems, and online library resources containing databases, e-books, and e-journals.

Recently, C&E has also established its Educational Technology Division, which is tasked to develop a range of e-learning products and digitization projects, in response to the rapidly changing educational landscape brought about by

the advancements in information and communications technology.

Management

C&E's management team is at the forefront of the company's effort to achieve total market dominance in the book industry at all levels nationwide. Equally, its dynamic 600 personnel are instrumental in improving the company's market share. In the local publishing industry, C&E has the highest employee-retention rate because of its personnel growth and development programs, high compensation packages, and fringe benefits.

Undoubtedly, the company owes its success largely to its authors, foreign partners, students, and the reading public. Hence, the company maintains good relationship with them by adhering to ethical practices and prevailing business standards.

Mission-Vision Statement

C&E Publishing, Inc. is committed to the continuous pursuit and achievement of total customer satisfaction by providing best quality, cost-effective textbooks and library references materials, and value added-service. As a responsible corporate entity, C & E Publishing, Inc. operates in a manner that balances the interests and needs of its stakeholders and the community.

C&E foresees total market dominance in the book industry for all market segments and in all educational levels.

Corporate Values

C&E and its employees live and work guided by these core values: *integrity, innovation, professionalism, excellence, leadership, and social commitment.*