

CURRICULUM VITAE

JOHN W. MAXWELL

ASSISTANT PROFESSOR
MASTER OF PUBLISHING PROGRAM
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As of May 2011

CURRENT RESEARCH INTERESTS

1. *Publishing Technology*, especially digital and networked media, both in the service of traditional print publishing and in the evolution of new forms and models: XML; layout and composition software; web and Internet standards; free and open-source software.
2. *History of Computing and Contemporary Media*, especially cultural history of computing; technology integration and development; software development culture(s); popular mythologies of technology.
3. *Collaborative writing/editing environments*, as a special subset of knowledge management technologies; content management systems; wikis; journal publishing and scholarly communications infrastructure; cloud-based publishing.

CURRENT BIO

John W. Maxwell is Assistant Professor in the Master of Publishing Program at Simon Fraser University, where his teaching and research focus is on the ongoing impact of digital technologies in the cultural and creative sector. His current research is on the application of web and Internet technologies to traditional publishing production systems and workflows, and also on the cultural history of computing and new media over the past four decades. John has also been involved professionally in new media since the early 1990s, in web publishing, content management, learning technologies, and virtual communities.

EDUCATIONAL BACKGROUND

- 2007 PHD Curriculum & Instruction, University of British Columbia,
Tracing the Dynabook: A Study in Technocultural Transformations
- 1997 MPUB Publishing, Simon Fraser University, Canada
House of Words: Designing Text and Community in MOO Environments
- 1993 Diploma Applied Information Technology, Capilano College, Canada
- 1988 BA (hon.) Cultural Anthropology, University of British Columbia, Canada

SIGNIFICANT CONTRIBUTIONS

Web-first Print-production Methodology

Research and development of strategies and software to effectively bridge web-based and print-oriented publishing systems, allowing content to be written, edited, and developed online and subsequently passed to contemporary industry-standard print production systems. This workflow is the reverse of what the vast majority of book publishers currently do in pursuit of e-book formats, but it offers substantial advantages going forward into the digital era. This research has produced an open-source software tool, *Ickmull* (developed by myself, MPub student Meghan MacDonald, and Keith Falhgren of Threepress Consulting), which is freely available online (<http://code.google.com/p/ickmull>) and has already been incorporated in other products. The overall strategy advanced in this project was explored extensively in 2010 with the development and publication of *The Book of MPub* (<http://www.ccsf.sfu.ca/bookofmpub>), a book developed entirely online by the Master of Publishing cohort of 2010 and produced using this web-first XML methodology. The web-first production project has incorporated teaching and project course work with the Master of Publishing students over several years.

Web-based Editorial Workflows

Research and development, funded by the Magazine Association of British Columbia (MABC), into simple and inexpensive tools for small and medium-sized publishers to develop and maintain digital, web-first editorial workflows. The first part of this project—the OMMM project—sought to adapt the highly successful *Open Journal Systems* software to use by cultural magazines; more recent development has been focused on the adaptation of a more open-ended, web-native content management system, *Wordpress*, for cultural magazines' submission and editorial process management, ultimately leading to online and multi-mode (web, mobile, e-format) production. In 2011, a development partner, Lift Studios, produced a deployable prototype (MagFlow) for the MABC, based on this research and development work. This project incorporates teaching and project course work with the Master of Publishing students over several years.

Coach House Press: A Technological History

Beginning in 2007, I have been conducting interviews and collecting historical data about the technological innovations at Toronto's Coach House Press/Coach House Books, a Canadian literary press which has been near the centre of numerous significant digital innovations in publishing over the past four decades—not least of which was its critical role in the early development of pre-XML markup technologies. The unique story of the Coach House's role in technological innovation is otherwise untold. In 2010 I was awarded a SSHRC small grant (\$6000) to pursue archival materials related to this project. This research will result in a monograph-length work.

Thinkubator: An Online Collaboration Laboratory

Since 2001, the *Thinkubator* website served as online publishing infrastructure for MPub students and faculty, a multi-part *teaching and research* experiment in collaborative authoring environments, an exploration of the potential of wiki and blog software for serious writing and publishing applications; and a platform for the CCSP's own online presence. *Thinkubator* development has at every turn actively involved MPub students, exposing them to the operational details of online publishing and cutting edge R&D, and allowing them to gain confidence in developing and working with real-world technology.

The Dynabook – History of Personal & Educational Computing

My PhD research in education (2007, University of British Columbia), this historical project focused on the computing paradigm developed at Xerox PARC's Learning Research Group in the early 1970s and the fate of this project over the intervening decades. My work in this area has been cultural history, taking the technology itself as a significant actor. A monograph-length work is in preparation, for MIT Press' *Platform Studies* series.

PExOD: The Publishers Extensible Online Database

From 2003, the PExOD bibliographic database software provided an inexpensive means for small and medium-sized Canadian publishers to develop and exchange bibliographic data via the ONIX data standard, and allowing these publishers to apply for Booknet Canada bibliographic data certification. PExOD was funded by the CCSP via project funds from the Department of Canadian Heritage. From 2003–2006 I was the primary contact and industry liaison for the project.

WORKS IN PROGRESS

Books:

Maxwell, John W. (in preparation). *The Crucible: Coach House Press' Role in Digital Innovation*.

Maxwell, John W. (in revision). *Dynabook: The Once and Future Platform*. Platform Studies series, Ian Bogost & Nick Montfort, eds. Cambridge: MIT Press.

Scholarly Articles:

Maxwell, John W. (in review). "Early Unix Culture at Coach House Press." for *Technology & Culture*.

Maxwell, John W. & Jenna Newman (in preparation). "Canadian Publishers as Digital Pioneers." for *Devil's Artisan*. Fall 2011.

Maxwell, John W. (in preparation). "Exploring the Open Web as a Platform for Scholarly Communication" for *AModern*. Fall 2011.

Book Chapters:

Maxwell, John W. (forthcoming from University of Toronto Press). "Resisting Enclosure: Licenses, Authorship, and the Commons." In *Dynamic Fair Dealing: Creating Canadian Culture Online*, ed. Rosemary J. Coombe & Darren Wershler-Henry.

COMPLETED WORKS

Edited Books

Lorimer, Rowland, John W. Maxwell, & Jillian Shoichet, eds. 2005. *Book Publishing 1: Publishing Studies*. Vancouver: CCSP Press.

Scholarly Articles

Maxwell, John W. & Kathleen Fraser. 2010. "Traversing *The Book of MPub*: An Agile, Web-first Publishing Model." *Journal of Electronic Publishing* 13 (3) December 2010.

<http://dx.doi.org/10.3998/3336451.0013.303>

Maxwell, John W. 2010. "XML Production Workflows? Start with the Web." in *Journal of Electronic Publishing* 13 (1). Winter 2010. <http://dx.doi.org/10.3998/3336451.0013.106>

Maxwell, John W. 2010. "The OMMM Project: Toward a Collaborative Editorial Workflow." *Journal of Scholarly and Research Communication* 1 (1).
<http://www.src-online.ca/index.php/src/article/view/5>

Maxwell, John W. 2007. "Extending OJS into Small Magazines: The OMMM Project." *First Monday* 12 (10). October 2007.
<http://www.uic.edu/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/1962/1839>

Lorimer, Rowland & John W. Maxwell. 2007. "Canadian Social Science and Humanities Online Journal Publishing, the Synergies Project, and the Creation and Representation of Knowledge." *Publishing Research Quarterly* 23 (3). September 2007. 175–193.

Lorimer, Rowland & John W. Maxwell. 2003. "The Discreet Charms of Electronic Texts." *Canadian Issues*. December 2003. 20–22.

Invited Articles

Maxwell, John W. 2010. "A Web-first Publishing Workflow." *PubWest Endsheets*. May 2010.

Maxwell, John W. 2009. "Coach House Press: Crucible of Electronic Publishing Technology" *Historical Perspectives on Canadian Publishing*, McMaster University Library.
<http://hpcanpub.mcmaster.ca/node/176546>

Maxwell, John W. 2005. "PExOD: Thoughts on Bibliographic Data Management and the Independent Publisher." *Canadian Notes & Queries* 67. Spring/Summer 2005. 34–39.

Book Chapters

Maxwell, John W. 2010. "Foreword." In *The Book of MPub*. Ed. Chan, Ferguson, Fraser, Geissler, Metten, & Smith. Vancouver: Pressplay/CCSP Press. xi–ix.

Maxwell, John W. & Michael Felczak. 2008. "Success through Simplicity: Placing Wiki in Educational Technology." In *Wiki Writing: Collaborative Learning in the College Classroom*. Ed. Matt Barton & Robert Cummings. Ann Arbor: University of Michigan Press. 90–108.

Lorimer, Rowland & John W. Maxwell. 2007. "Communications, Technology, and Society: Theory and Practice," Chapter 10 in *Mass Communication in Canada*, sixth Edition. Ed. Lorimer, Gascher, & Skinner. Toronto: Oxford University Press.

Maxwell, John W. 2006. "Resituating Constructionism." In *International Handbook on Virtual Learning Environments, Volume I*. Ed. J. Weiss, J. Nolan, J. Hunsinger & P. Trifonas. Netherlands: Springer. 279–298.

Maxwell, John W. 2005. "PExOD: The Publishers Extensible Online Database." In *Book Publishing I*, ed. R. Lorimer, J. W. Maxwell, & J. G. Shoichet. Vancouver: CCSP Press. 326–344.

Goldman-Segall, Ricki & John W. Maxwell. 2003. "Computers, the Internet, and New Media for Learning". In *APA Handbook of Psychology, Vol. 7: Educational Psychology*, ed. W. M. Reynolds & G. E. Miller. New York: John Wiley & Sons. 393–427.

Conference Presentations

- May 2011 “Re-imagining Publishing as if the Web Mattered.” *Editors’ Association of Canada Conference: Editing in the Age of e-Everything*. Vancouver, May 27–29.
- Feb 2011 “Open, Webby Book Publishing Systems.” Panel with Hugh McGuire & Kirk Biglione. *O’Reilly Tools of Change for Publishing*. New York, February 14–16, 2011.
- Nov 2010 “Innovators” Panel with Kim Grant. *Publishers Association of the West 2010: Unleashing Your Potential*. Santa Fe, NM, Nov 4–6, 2010.
- Oct 2010 “The Digital Experience: Are Tablet and E-Reader Devices Making us Dumber?” with Todd Sieling. *BookCamp Vancouver*. October 1, 2010.
- May 2010 “*The Book of MPub: Demonstrating an Agile, Web-first, Multi-platform Publishing Workflow.*” *BookCamp Toronto*. May 15, 2010.
- Nov 2009 “Digital Strategy” Panel with Dominique Raccah & Bryan Pellegrini. *Publishers Association of the West 2009: Moving Forward*. Tucson, AZ, Nov 12, 2009.
- Aug 2009 “Thinkubator: Wiki as CMS/LMS” *Open Education Conference*. University of British Columbia August 12–14, 2009.
- Jul 2009 “Adapting OJS for Magazine Publishers: Exploring Workflow” *International PKP Scholarly Publishing Conference*. Vancouver BC July 8–10, 2009.
- Jun 2009 “XML Production: Start with the Web” *BookCamp Toronto*. June 6, 2009.
- Apr 2009 “Early Unix Culture at Coach House Press.” *Media in Transition 6*. Cambridge/MIT April 24–26, 2009.
- Jun 2008 “The ‘Rhetoric of Science’ in Wikipedia and Other Online Publications: Collective Unease About the Foundations of Knowledge.” *Canadian Communications Association (CCA) Annual Conference*. Vancouver BC June 4–8, 2008.
- May 2008 “What Can’t You Do With a Wiki: Re-evaluating the CMS/LMS Promise.” *Computers & Writing 2008*, Athens GA, May 23–25, 2008.
- Jul 2007 “Extending OJS into Cultural Magazines: The OMMM Project.” *First Annual PKP Scholarly Publishing Conference 2007*, Vancouver, BC, July 11–13, 2007.
- Feb 2007 “Designing a Smarter Wiki.” *Northern Voice/MooseCamp 07*, Vancouver, Feb 23–24, 2007.
- Sept 2005 “Tracing the Dynabook: A Mythological Archaeology of Personal Computing.” *REFRESH Conference on the Histories of Media Art, Science and Technology*. Banff, AB, Sept 28–30, 2005.
- Apr 2004 “PExOD at Two: Beyond the Centralized Mindset.” *BCNet 2004 Advanced Networks Conference*, Vancouver, April 12–14, 2004.

- May 2001 “Lessons from the Open Source Movement: Questioning Technology Integration.” *Congress of the The Canadian Society for the Study of Education*, Université Laval, Québec City, May 26, 2001.
- Nov 1999 “Structured Information and Course Development: An SGML/XML Framework for Open Learning.” with Prescott Klassen & Solvig Norman. *Ed-Media: World Conference on Educational Multimedia, Hypermedia and Telecommunications 1999*. Seattle, WA. November 1999
- Jun 1998 “Instructional Design Principles for a Distributed Learning Environment.” with Solvig Norman. *Ed-Media: World Conference on Educational Multimedia, Hypermedia, and Telecommunications 1998*. Freiburg, Germany, June 20–25, 1998

Conference Proceedings Only

Maxwell, John W. 2007. “Using Wiki as a Multi-mode Publishing Platform.” *Proceedings of the 25th Annual ACM International Conference on Design of Communication (SIGDOC)*, El Paso, TX, October 2007, 196–200.

Invited Seminars and Tutorial Sessions

- Apr 2011 NMIT Publishing Lab. Melbourne, Australia (by remote connection). “Digital Workflows” April 10, 2011. <http://publishinglab.net/life-was-easier/>
- Mar 2011 Association of Canadian Publishers/Canadian Publishers Digital Service’ Digital Workshop West. “Digital Workflow Roundtable” Moderator and presenter. Vancouver BC, March 29, 2011.
- Jan 2011 Conference on the Coast: BC’s Magazine Camp. “Do We Need an App for That?” with Haig Armen. Parksville, BC, January 30, 2011.
- Oct 2010 Publishers Association of the West 2010: Unleashing Your Potential. Santa Fe, NM, Nov 4, 2010. “Web-first Book Production”
- Sept 2010 Association of Book Publishers of British Columbia. “Integrating Print and Online Workflow” with Kathleen Fraser. Vancouver BC September 27, 2010.
- Apr 2010 Symposium on TEI and Scholarly Publishing. “Prospects for Broader Adoption of TEI.” Dublin, Ireland (by remote connection). April 28, 2010. <http://dho.ie/node/673>
- Nov 2009 Publishers Association of the West 2009: Moving Forward. Tucson, AZ, Nov 12, 2009. “XML 101”
- Sept 2009 Book Publishers Association of Alberta. Banff, AB, Sept 25, 2009. “Re-imagining Publishing.” with Rowland Lorimer.
- May 2009 The Writers Union of Canada (BC Group), Gabriola BC, May 23, 2009. “On Copyright and the Google Settlement”
- Nov 2008 Shanghai Publishers seminar, SFU, Nov 27, 2008. “Digital Innovations in Book and Magazine Publishing”

- Jul 2008 *Geist Magazine's Taking It to the Net Workshop*, Vancouver, July 12, 2008. "On Net Neutrality."
- Apr 2008 *BCNet 2008 Advanced Networks Conference*, Vancouver, April 22, 2008. "Wild, Wild Wiki" Panel.
- Dec 2007 Emily Carr Institute of Art and Design: Teaching and Learning Centre. December 11, 2007. "Communities of Inquiry Online."
- Nov 2007 BC Campus Educational Technology User Group Fall Workshop. November 2, 2007. "Wiki: Software for Communities of Inquiry."
- Jun 2006 BC Campus Educational Technology User Group Spring Workshop. June 1, 2006. "Using Wikis."

Professional Development Teaching and Workshops

- Digital Rebuild*. SFU Summer Publishing Workshops. August 2–3, 2011. Workshop director.
- Digital Publishing 101*. SFU Summer Publishing Workshops. July 28, 2011. Presenter.
- Digital Strategy: Editors' Intensive*. SFU Summer Publishing Workshops. August 6–9, 2010. Workshop director, facilitator, and presenter.
- Digital Publishing 101*. SFU Summer Publishing Workshops. July 10, 2010. Presenter.
- Web Content Management for Publishers*. SFU Summer Publishing Workshops, August 4–6, 2009. Workshop director, facilitator, and presenter.
- Digital Publishing*. SFU Summer Publishing Workshops, July 23, 2009. Presenter: "Digital Publishing Foundations" & "XML Production as if the Web Mattered"
- Book Publishing Immersion*. SFU Summer Publishing Workshops, July 22, 2009. Presenter: "Rethinking Production with XML"
- Journal Publishing Online*. SFU Summer Publishing Workshops. July 21, 2003. Facilitator and presenter.

Curriculum Development

- Fall 2010: Oversaw updating of *PROW 338: Publications Editing & Management* course for Professional Writing Program at Grant MacEwan University; with Amanda Lastoria.

Major Reports

- Lorimer, Rowland, John W. Maxwell & Doug Plant. 2004. "Business Plan: Publishers Extensible ONIX Database." Vancouver: Canadian Centre for Studies in Publishing.

Reviews

- Maxwell, John W. 2004. "Review: The Penguin Atlas of Media and Information." *Canadian Journal of Communications* 29 (2). 219–220
- Maxwell, John W. 2002. "Review: Robot World: Education, Popular Culture, and Science." *Science Education* 86 (3). May 2002. 439–441.

Conferences and Meetings Attended

- Feb 2010 *O'Reilly Tools of Change for Publishers*. New York.
- June 2008 *Book Expo Canada*. Toronto, ON.
- June 2007 *MagNet: Canada's Magazine Conference*. Toronto, ON.
- Feb 2007 *O'Reilly Tools of Change for Publishers*. San Jose, CA.
- June 2006 *Book Expo Canada*. Toronto, ON.

Dissertation

Maxwell, John W. 2006. "The Dynabook: A Study in Survivals." Unpublished PhD Thesis, University of British Columbia. Defended October 31, 2006.
<http://thinkubator.ccsp.sfu.ca/Dynabook/>

STUDENT RESEARCH PROJECT LEADERSHIP

As part of my teaching the PUB607 Publishing Technology Project course each year, I lead three or four groups of graduate students in six-week applied research & development projects of my devising. The projects are formally written up by the teams of students, and published online. Several of these projects have been developed in partnership with publishing firms; others are pure research. Many of these projects build directly on the work of previous years' students, so the research and development represented here is often on a larger scale than a single cohort's engagement with it.

2011 *eBook Production Best Practices Guide*. This project sought to make sense of the complex and often confusing process of creating usable ebooks in the industry standard *EPub* format. Beginning with a selection of CCSP Press titles in print-ready file format, the project elaborated three alternatives for managing the process of creating ebooks, each offering different pros and cons for a publisher's staff. The result of the project was a "Best Practices Guide" published online in multiple formats. See <http://tkbr.ccsp.sfu.ca/tkbr/mpub-tech-projects-epublicans/>

MagFlow: Online Submissions Management. Building directly on the *NetCase* prototype from 2010, this project explored integrating a new version of the system—*MagFlow*, developed by Lift Studios—with the editorial process at *Geist Magazine*. The project resulted in a new requirements document for taking the system towards a wider release to magazine publishers. See <http://tkbr.ccsp.sfu.ca/tkbr/mpub-tech-projects-ada/>

Small Magazine Ad Sales/Task Tracking. This project took inspiration from previous year's work on web-based editorial management, but focused on the task management and tracking required for advertising sales—requiring the simultaneous management of many items with multiple stages, tracking of communication, content delivery, and signoffs—rather than submissions and editorial development. The project team identified a web-based issue tracking service and adapted it to the needs of small magazines. See <http://tkbr.ccsp.sfu.ca/tkbr/mpub-tech-projects-cahoots/>

CCSP Press Online Marketing Strategy. This project developed a strategy and comprehensive plan for the online marketing presence of the CCSP Press,

integrating social media, free online content, book promotion, and online purchases.

- 2010 *The Book of MPub*. Building on 2009's XML Print Production, this project comprised the entire conception, editorial development, peer-review, and multi-mode production (online, ebook, and print) of an original book, in this case an anthology of student writing on digital technology (drawn from my PUB802 seminar course). The book was developed entirely using web-based content management software, then packaged in digital formats and produced in print using the XML transformation software prototyped in the previous year's project. See <http://www.ccsp.sfu.ca/bookofmpub>
- NetCase Editorial Workflow System*. Building on previous years' research into web-based editorial support for small magazines, this project developed a prototype submissions-management system and editorial interface using the popular Wordpress web content management system. See <http://tkbr.ccsp.sfu.ca/tkbr/netcase-editorial-workflow-system/>
- CCSP Web Presence*. This project re-realized and re-branded the CCSP & MPub websites and the Thinkubator collaborative publishing environment as an integrated whole, built with the Wordpress web content management system. See <http://tkbr.ccsp.sfu.ca/ccspweb/>
- 2009 *XML Print Production*. Building on the work of previous years' projects, this project designed, developed, and tested a prototype system integrating arbitrary web-based HTML content with Adobe InDesign CS4 using XML transformations. See <http://thinkubator.ccsp.sfu.ca/TechProjects2009StartWithWWWXMLWorkflow>
- Editorial Workflow Modeling*. As part of the OMMM Project, this project work began with research into a wide variety of publications' editorial processes, and distilled these into a generalized model of editorial workflow, specified in sufficient detail to inform the development of editorial support software systems. See <http://thinkubator.ccsp.sfu.ca/TechProjects2009EditorialWorkflow>
- BookProm*. This project began with an environment scan of online book promotion strategies and practices, delved into in-depth interviewing and research, and culminated in a collaboratively edited wiki resource for book publishers to access and share promotion and marketing ideas. See <http://thinkubator.ccsp.sfu.ca/TechProjects2009BookProm>
- 2008 *Editorial Management Systems for Small Magazines*. An environmental scan and comparative evaluation of content management software for facilitating magazine editorial workflow. In partnership with the BC Association of Magazine Publishers, this project launched the second phase of the OMMM project. See <http://thinkubator.ccsp.sfu.ca/HotbedsFinalPresentation>
- DabbleData—Online Project Tracking Database*. Developed with and for CCSP Press, this project designed and implemented a flexible Web-based data management system for use in tracking projects, contractors, and permissions clearances. The system is currently in use by CCSP Press director and contractors. See <http://thinkubator.ccsp.sfu.ca/FrontDoorFinalPresentation>

- Thinkubator Wiki Phase III.* A continuation of previous years' development on the CCSP's experimental server, developing a fine-grained filing system to easily categorize large numbers of content nodes on-the-fly as they are created.
See <http://thinkubator.ccsp.sfu.ca/Thinkubator2008>
- 2007 *XML Print Production from Web-based Content.* This project designed and implemented a system, using wiki-based content management and Adobe InDesign CS2, to automatically generate template-driven print output from web-based content via XML transformation and import. The test case was graduate theses, and one of the team members used the system to write and format her own Masters project report later in the year.
See <http://thinkubator.ccsp.sfu.ca/resources/FunnelWebXML07.pdf>
- Cross-Canada Phrasebook.* In partnership with *Geist Magazine*, this project prototyped an online framework to accept and organize reader submissions for a long-term collaborative collection of Canadianisms and their regional variation.
See <http://thinkubator.ccsp.sfu.ca/jabberWock>
- Thinkubator Wiki Phase II.* A continuation of the previous year's development, this project implemented a folksonomy/collaborative tagging system in a unique way that leveraged the virtual node hierarchy of the wiki software. This project also contributed to the XML Print Production project, which ran in parallel.
See <http://thinkubator.ccsp.sfu.ca/AWikiTaggingSystem>
- 2006 *Bibliowise Online Marketing Study.* A research study of low-cost online marketing opportunities for small publishers, with CCSP Press as a test case. The result of this work was a 74 page guidebook outlining over 20 specific online opportunities, from Abebooks to Wikipedia, and providing actual implementation case studies for 10 of these.
See http://thinkubator.ccsp.sfu.ca/resources/Bibliowise_Online_Marketing2006.pdf
- Beehive XML-Based Catalogue Publishing System.* A prototype of a system to automate the production of publishers' seasonal catalogues directly from industry-standard ONIX bibliographic data via XML transformations and import to Adobe InDesign. The project was taken by one of the team members to Bloomsbury UK and used as part of the firm's catalogue production system.
See http://thinkubator.ccsp.sfu.ca/resources/beehive_XML-Based_Catalogue_Production.pdf
- Thinkubator Wiki Phase I.* Re-implementation of the CCSP's experimental server and website as a wiki, albeit one which presents itself as a blogging platform and also provides a number of other content-management features not normally associated with wiki software.
See <http://thinkubator.ccsp.sfu.ca/resources/YPN-Thinkubator2006.pdf>
- 2005 *PExOD Bibliographic Data Implementation.* In partnership with New Star Books, this project prototyped a strategy and method for assembling disparate data sources within the PExOD bibliographic database so that industry-standard ONIX messages can be exchanged with supply-chain partners.
- XML-Based Catalog Production.* An attempt to employ off-the-shelf software and industry-standard bibliographic metadata to automate the production of publishers' catalogues. Due to the limitations of available software in 2005, this project was only a partial success, but lay the foundations for success in 2006.

Thinkubator Information Architecture. A re-development of the Thinkubator—then implemented using web-forum software—with a strategic focus on key categories of user-contributed content: member profiles, job postings, industry news.
See <http://thinkubator.ccsf.sfu.ca/resources/Asterisk-TKBRpackage05.pdf>

RESEARCH/PROJECT FUNDING – RECEIVED

Contract/Grant:	Development Grant	Awarded: 2011	Period: 2011
Project Title:	<i>MagFlow: Peer Review Facility</i>		
Funding:	CCSP Grant		
Type:	Internal		Total: \$3,000
Involvement:	Principal Investigator		
Collaboration:	Lift Studios, development partner		
Contract/Grant:	Development Grant	Awarded: 2011	Period: 2011
Project Title:	<i>MagFlow: Peer-Review Facility</i>		
Funding:	Advanced Institute for Globalization + Culture, LakeHead University		
Type:	Internal	Annual: \$6,100	Total: \$6,100
Involvement:	Principal Investigator		
Collaboration:	Lift Studios, development partner		
Contract/Grant:	Research Grant	Awarded: 2010	Period: 2010–2011
Project Title:	<i>Coach House Press Technological History</i>		
Funding:	SSHRC Small Grant, SFU administered		
Type:	Internal	Annual: \$6,100	Total: \$6,100
Involvement:	Principal Investigator		
Contract/Grant:	Career Development	Awarded: 2010	Period: 2010–2011
Project Title:	<i>Career Development & Mentoring</i>		
Funding:	FCAT Career Campaign		
Type:	Internal	Annual: \$5,000	Total: \$5,000
Involvement:	Principal Investigator		
Collaboration:	Prof. Richard Smith as mentor		
Contract/Grant:	Development Grant	Awarded: 2009	Period: 2009–2010
Project Title:	<i>Ickmull—Web-first Print Production Software</i>		
Funding:	CCSP Grant		
Type:	Internal		Total: \$3,000
Involvement:	Principal Investigator		
Collaboration:	Threepress Consulting, Somerville, MA.		
Contract/Grant:	Development Grant	Awarded: 2008	Period: 2008–2009
Project Title:	<i>Small Magazine Editorial Management System</i>		
Funding:	Canada Magazine Fund Support for Industry Development		
Type:	External	Annual: \$18,000	Total: \$18,000
Involvement:	Principal Investigator		
Collaboration:	Partnership with the BC Association of Magazine Publishers.		
Contract/Grant:	Research Grant	Awarded: 2006	Period: 2006–2007
Project Title:	<i>Developing an Ethos of Fair Dealing for Research on Canadian Culture Online</i>		
Funding:	SSHRC Image, Text, Sound and Technology (ITST)		

Type: External Annual: \$46,317 Total: \$46,317
Involvement: Joint Investigator
Collaboration: Advise the project of from the perspective of the Canadian Centre for Studies in Publishing; consult on and respond to the project plans and prepare a paper on innovation and issues. Co-Investigators at York, Wilfrid Laurier, Ottawa, Ryerson, McGill.

Contract/Grant: Research Grant Awarded: 2004 Period: 2003–2004
Project Title: *The Publisher's Extensible ONIX Database: Phase 3*
Funding: Department of Cdn Heritage, Supply Chain Initiative
Type: External Annual: \$100,000 Total: \$142,000
Involvement: Co-Investigator
Collaboration: With Rowland Lorimer, Doug Plant, & Craig Riggs (SFU and outside).

Contract/Grant: Contribution Agreement Awarded: 2002 Period: 2002–2003
Project Title: *Publishers' Extensible Online Database Phase 2*
Type: External Annual: \$110,000 Total: \$80,000
Involvement: Co-Investigator
Collaboration: Rowland Lorimer, Doug Plant, & Richard Smith (SFU and outside).

NEW COURSE PREPARATION AND COURSE ENHANCEMENT

SAR891: *Methods for Technology and Publishing History*. A directed study course with PhD student Amanda Lastoria.

PUB401: *Technology and the Evolving Book*. New lecture course, Fall 2010.

CMNS478: *Ebooks, Markets, Readers*. Developed entirely new lecture course, Fall 2008.

PUB802: *Technology and Evolving Forms of Publishing*. Substantially revised seminar course to reflect new industry realities. Spring 2010, Spring 2007; Spring 2004; Spring 2001.

CMNS253: *Information Technology—Introduction to New Media*. Re-developed writing-intensive lecture course based on new textbook. Developed peer-review infrastructure for students using wiki technology. Fall 2005

CMNS371: *Structure of the Book Publishing Industry in Canada*. Re-developed lecture course: new topics, new readings, new assessment structure, with all-online resource and support infrastructure, Spring 2005.

PUB607: *Publishing Technology Project*. In 2004, re-developed group-project course with an applied-R&D orientation rather than a scenario-based approach. Annually re-conceived.

ACTIVE SERVICE

Service to the Publishing Industry

2011 ongoing	Technical and production consulting to <i>Amodern</i> journal
2011	Cultural Human Resources Council workshop: "Impact of Digital Technologies on the Cultural Sector." April 13, 2011.
2011	Organizational assistance to Association of Canadian Publishers "Digital Workshop West" Mar 28–29, 2011.
2010	Organized workshop: "Creating Better EPUBs for Today and Tomorrow with Keith Fahlgren" in conjunction with Association of Book Publishers of BC. Nov 18, 2010.
2010	Organizing committee, <i>BookCamp Vancouver 2010</i> , held at SFU Vancouver, Oct 1, 2010.
2009	Organizing committee, <i>BookCamp Vancouver 2009</i> , held at SFU Vancouver, Oct 16, 2009.
2009 – current	Technical and editorial consultation to CCSP Press.
2007 – current	Technical assistance to SFU Summer Publishing Workshops
2007 – current	Technical consulting to <i>Canadian Journal of Communications</i>
2004 – current	CCSP liaison with Booknet Canada for training and west-coast events.
2002 – 2006	PExOD/bibliographic data project industry liaison

Departmental Committees

Spring 2011	Tenure and Promotion Committee, Publishing
Feb 2009 – current	Undergraduate Committee, Publishing
Jan 2009 – current	CCSP Press Planning Committee
Feb – Sept 2009	Undergraduate Curriculum Revision
Jan 2008 – current	Chair, Graduate Program Committee, MPub
Sept 2007 – current	MPub student internship procurement/liaison
Jan 2006 – current	Departmental Library Liaison
Jan 2004 – current	Website/server administration for CCSP/MPub

Faculty Committees

Nov 2010 – current	FCAT PhD program feasibility research
July 2010 – current	FCAT Communication Design Working Group
Sept 2008 – current	FCAT Graduate Studies Committee
Jan 2008 – Aug 2008	FASS Graduate Studies Committee
Sept 2008 – Jan 2009	FCAT Dean Search Committee

Service to the University Community

Dec 2010	Internal Examiner, PhD thesis defense of Kate Milberry, <i>Geeks and Global Justice: Another (Cyber)World is Possible</i> . School of Communications. Sr Supervisor Dr. Andrew Feenberg.
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Service to the Academic Community

2009 – current:	Editorial Board, Scholarly and Research Communication
April 2005	External Reviewer: Electronic Publishing, Mount Royal College.

Membership in the Academic Community

Canadian Communications Association (2007 – current)

Society for the History of Technology (2011 – current)

Awards & Recognition

Named as one of “Canada’s Digital Innovators” *Quill & Quire* 77 (2). March 2011.

SSHRC Doctoral Fellowship, 2001.