

PUBLICATIONS



PRINCETON UNIVERSITY
OFFICE OF TECHNOLOGY LICENSING AND INTELLECTUAL PROPERTY
CONFIDENTIAL INVENTION DISCLOSURE FORM

1. Title of Invention:

Inventor(s) Name(s)	Princeton University DEPARTMENT	Email Address AND Telephone Number	Home Address

* The Office of Technology Licensing and Intellectual Property will contact the first named inventor to discuss patenting and licensing.
Please indicate if any Inventors are not Princeton University employees. If not, indicate their corporate/inventorship affiliation or Princeton University status. If any (i.e., Visiting Researcher, etc.).

2. Sponsorship: Was the work that led to the invention sponsored? YES ___ NO ___ If yes, list all of sponsors below and include grant number(s) for government agencies (for NIH, NSF, DARPA, etc.) (NIH 04-001234)

a) Sponsor: _____ Award / Grant Number: _____

b) _____

3. Publications, Oral Presentations, Poster Sessions, Web Postings:
a) Have you described the invention in a publication, oral presentation, poster session, or spoken to the press or media? Has it been posted on a website? What was the date of publication, presentation, or posting? Was it described in specific or general language? Include abstract or title, name, speaker, etc. Be sure to include copies of any publications, listed here collectively as Attachment A.

b) Any planned future publications or public disclosures? YES ___ NO ___ If yes please include a date when the publication will go into the U.S. mail for distribution and the date any public disclosure such as a talk will take.


4. Contingency and General Disclosures: Is the invention a new process, composition of matter, a device, or one or more products? Attach the file, data, information to an existing product or process?



INVENTION DISCLOSURES & PATENTS



AGENDA

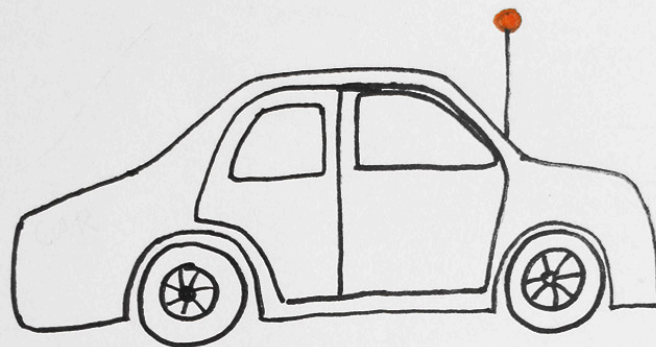
- Publication and editorial review processes
- DOE Requirement 
- What is a “**Peer-reviewed, accepted manuscript**” (PRAM)?
- Collaborating with others (outside of PPPL)
- Publication Fees and Invoices
- Overview of ORCiD:
How it works and why it’s important for YOU and PPPL
- Invention Disclosure and Patent Process

Publications & Editorial Review

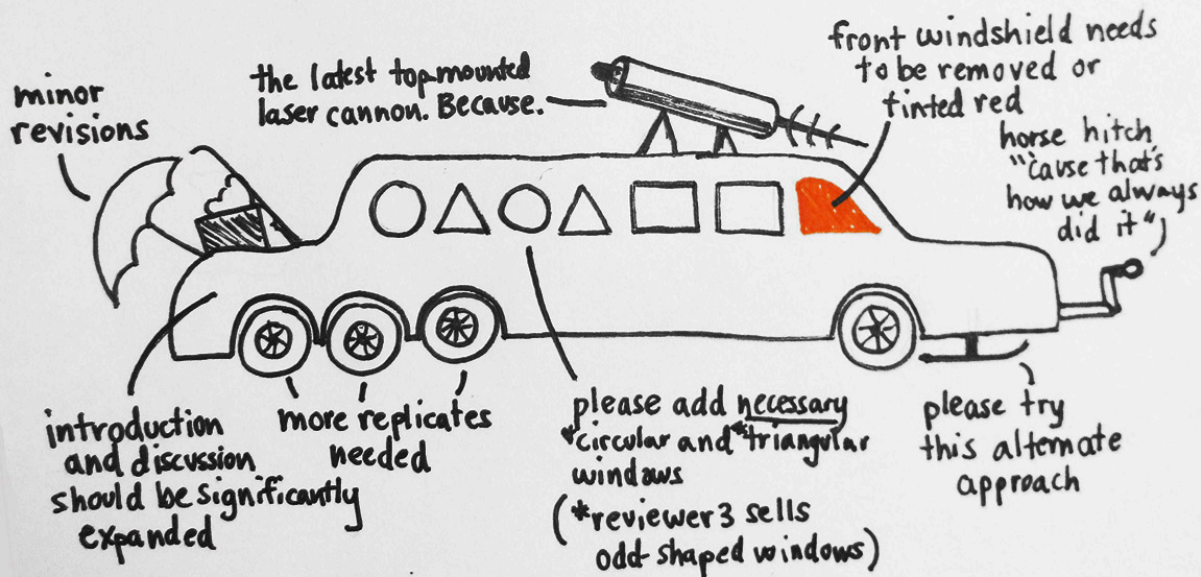
Many PPPL authors have been submitting their articles after the peer-review process, sometimes after the article has already published.

Per the DOE and USPTO, scholarly articles and research **MUST** be reviewed by the appropriate department head and submitted for Publication and Patent Clearance **BEFORE** undergoing the peer-review process.

Your manuscript as submitted



... and after peer review and revision



Publications & Editorial Review: Order of Operations

1. Author submits a Publication and Patent Clearance Approval Form with manuscript to publications@pppl.gov
2. **Author submits manuscript to Publisher with DOE Copyright Notice.
3. Paper undergoes the peer-review process with the publisher.
4. Publisher confirms submission as Peer-Reviewed Accepted Manuscript (PRAM).
5. Author submits PRAM to PPPL Publications office.
6. Author emails Publisher's invoice to Accounting when notified of Publication charges.



**Every journal has a different submission/editorial procedure. Sometimes you can submit information about a sponsor/special acknowledgments with the draft manuscript; sometimes just w/ the PRAM

Publications & Editorial Review: Order of Operations



What is a PEER-REVIEWED ACCEPTED MANUSCRIPT??

As defined by osti.gov

A “PRAM” is the version of the article that has been accepted for publication by a publisher and includes changes made by the author during the peer-review process. It includes the same content as the published article **but is not the final published version** or a reproduction of what appears in the journal; i.e., it **is not a “reprint” or a downloaded PDF of the published article.**

Everything you ever wanted to know about ITER

Introduction

Over the past half-decade, the online social networking phenomenon has continued to grow exponentially. A growing number of people visit various social networking platforms as an integral part of their daily routine (Anon., 2011). Service providers have naturally sought to monetize their products. Given their millions of users and billions of pageviews, online advertising is one area where much effort has been made. Commercial entities have found success in using social networks to promote their brands. This paper will explore how non-profit organizations like academic libraries might also benefit from paid advertising on social networks, and will investigate whether such activity can generate an acceptable return on investment.

Background

The Hong Kong Baptist University (HKBU) is a relatively small government-funded institution with approximately 8,400 students of all levels, up to and including postgraduate students. HKBU is controlled in the University's School of Continuing Education. The current HKBU students stands at about 16,000. Late in 2011, a pilot of Facebook advertising. The results of this pilot such advertising was a potentially successful marketing services (Chan, 2011). However, that rather than a permanent solution. Since the pilot was run, Facebook has continued to expand its reach. Given these developments and the fact that the university embarked on several additional advertising campaigns, the results of these subsequent social media marketing efforts.

Literature Review

This review will primarily focus on what evidence already exists as to the effectiveness of social network advertising (SNA) generally, and its potential role in marketing the academic library. Before proceeding to that discussion, a more concrete definition of what is meant by a "social network site" (SNS) needs to be provided. A widely-used definition is provided by Boyd and Ellison (2007, p. 211), who characterize SNSs as web-based services that allow individuals to:

1. Construct a public or semi-public profile within a bounded system

Can be uploaded
To DOE OSTI



Everything you ever wanted to know about ITER

Marketing the academic library

Jimmy Neutron

The University of Boy Genius, Runaway Rocketboy, FL

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Received 4 July 2012
Accepted 11 July 2012

Abstract

Purpose The purpose of this paper is to investigate the relative effectiveness of different forms of Facebook advertising in promoting the collections and services of academic libraries.

Design/methodology/approach The results of several Facebook advertising campaigns conducted by an academic library in Hong Kong are presented and analyzed. Statistics were gathered from the advertising application integrated into the social networking platform. Conclusions are drawn based on a comparison of the performance metrics of the different advertising approaches that were employed.

Findings In line with an earlier study, the results provide further support for the view that social network advertising has the potential to be a cost effective means of marketing academic libraries. It was also found that advertising strategies that draw upon the social networking platform are more effective than traditional approaches.

Research limitations/implications Since only the case study was considered, it cannot be definitively stated that social network advertising is a cost-effective means of marketing academic libraries. However, the results provide a basis for experimenting with this form of marketing.

Originality/value In contrast with the business and education sectors, social network advertising has received scant attention from academic libraries and other organizations. This paper provides evidence that such advertising can have a measurable impact in their outreach efforts with minimal cost.

Keywords Marketing, Social networks, Facebook, Online advertising, Academic libraries, China

Paper type Case study

Introduction

Over the past half-decade, the online social networking phenomenon has continued to grow exponentially. A growing number of people visit various social networking platforms as an integral part of their daily routine (Anon., 2011). Service providers have naturally sought to monetize their products. Given their millions of users and billions of page views, online advertising is one area where much effort has been made. Commercial entities have found success in using social networks to promote their brands. This paper will explore how non profit organisations like academic libraries might also benefit from paid advertising on social networks, and will investigate whether such activity can generate an acceptable return on investment.



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WHY must I submit my peer-reviewed accepted manuscript (PRAM)??

- FY2016 - DOE Order 241.1B



– *“OSTI will provide accountability for all DOE scientific and technical information”*

– Lab funding may be impacted by compliance to this order



Why can't I just submit the published version of my paper?

The U.S. Government's public access license agreement extends to accepted manuscripts, **NOT** the published version of peer-reviewed articles. Publishers own copyright on the published formatting of your paper, which means posting or widely sharing the published version of paper is

copyright infringement!

The exception to this rule would be publication in an open-access journal.



What else needs to be submitted to OSTI?

The DOE order for public access focuses on peer-reviewed journal articles and requires submission of a PRAM.

However, if a **conference paper** is subsequently published in a peer-reviewed journal, either as an individual paper or as a part of the conference's proceedings, then submission to OSTI is **required**.

If a
Conference
Paper is...

Published in
a Journal...

Then an AM
should be
Submitted!

WHO must submit the PRAM?

Does your name appear on the paper?

Per OSTI, you are required to submit a PRAM even if you are not the first author on the paper.

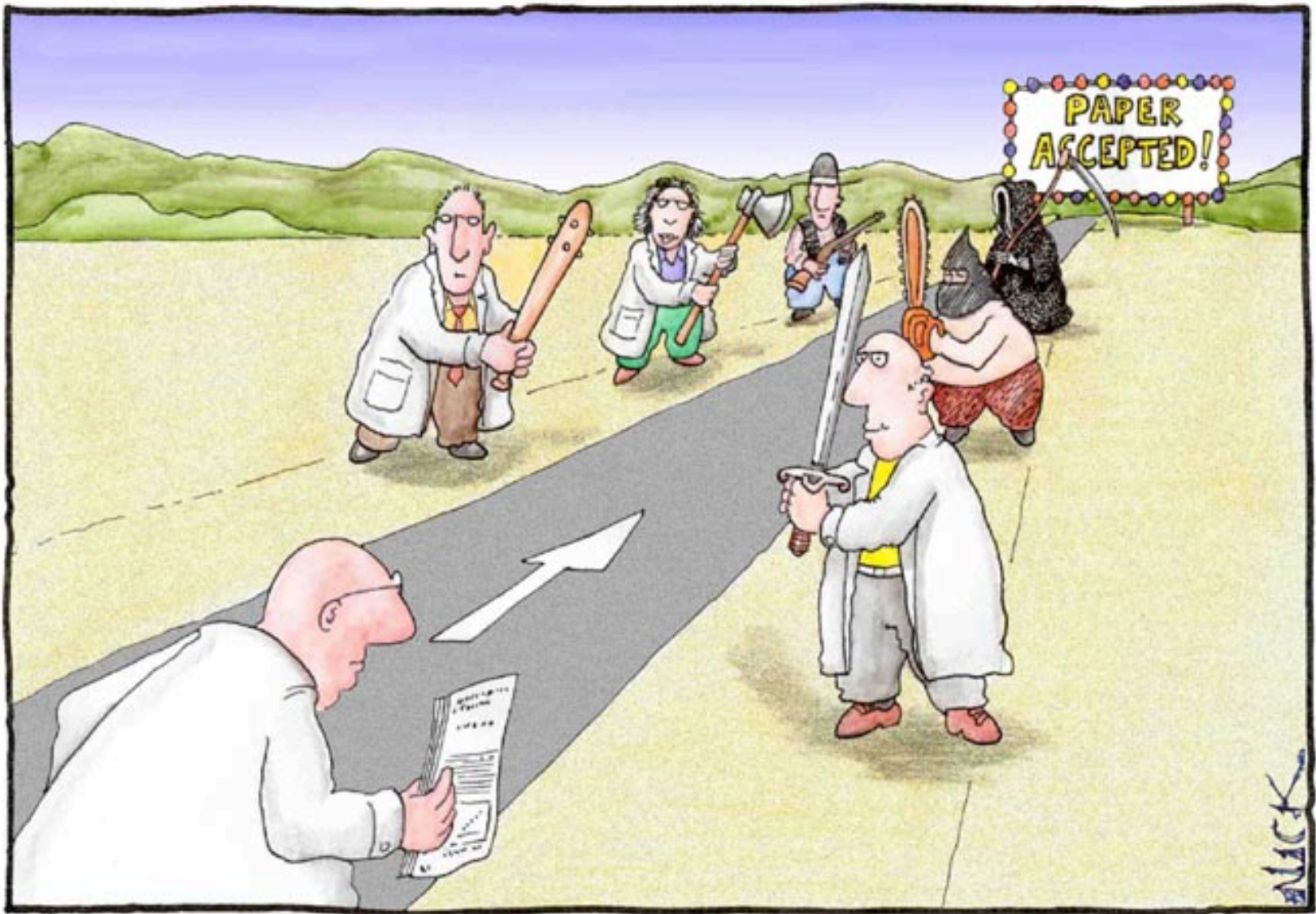
In cases of internal collaborations, the first PPPL author must submit the PRAM.



How will I know if I received a PRAM?

- Email saying
“Congratulations, your manuscript has been accepted for publication.”
- But, you may never really know..





Most scientists regarded the new streamlined peer-review process as "quite an improvement."

Why is it so difficult to locate every PRAM?

- The author does not know what version of the manuscript from the publisher is a PRAM.
- The publisher does not label the version as PRAM.
- Every FIRST author receives a PRAM, however, sometimes not EVERY author receives the PRAM - it varies by publisher.
- The definition of a PRAM is unclear.

If the PPPL Publications office knows that a PRAM exists for my paper, why can't they access it?

- The Publications Office does not have access to the PRAM; only the author can download/access this version of the article from the publisher.
- PPPL Librarian harvests weekly for new publications from Scopus, Web of Science, etc.



which means the PRAM



WEB OF SCIENCE™

- Publications emails author requesting the PRAM



What must PPPL Authors do?

1. Submit your PRAM *ASAP* if you can identify it as such...“Congratulations” email
2. REPLY promptly to Publications emails requesting PRAMS. ([publications@pppl.](mailto:publications@pppl.gov)
3. Apply for **ORCID** number and submit it to Publications



ORCID

Connecting Research
and Researchers

Your responsibility as a coauthor

If you are collaborating with a researcher outside of the PPPL community, **communicate upfront that you are funded by DOE and would like access to the peer-reviewed accepted manuscript resulting from your research.**

Publication Fees and Invoices

Invoices are paid by PPPL Accounts Payable.

Invoices should not be sent to the Publications office.

In order to pay your publication fees, Accounts Payable needs:

1. An invoice
2. An account number with signature approval (email approval is accepted)
3. Publications & Patent Clearance Form approved.

NOTE If you are publishing in an IOP journal, Accounts Payable has a customer ID number for your convenience: **E222107**

Invoice example

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1	E-Mail Order	12-APR-2017	12-APR-2017		W1386498				
PRODUCT REF	DETAIL	PURCHASE ORDER NUMBER	QTY	PRICE	NET AMOUNT	POSTAGE	TAX	TOTAL AMOUNT	
17740 2352-1791	Cancellation of Invoice W1379864 tax exempt RN 170410-011349 NUCLEAR MATERIALS AND ENERGY [REDACTED] Article Title : [REDACTED] [REDACTED] Author : [REDACTED] Pii Code:s:2352-1791(16)30270-8 Tax on 700.00 = 48.13			700.00	700.00		48.13	748.13	
	TOTAL VALUE OF THIS CREDIT NOTE					0.00	48.13	748.13	
REMARKS						Credit amount in US Dollars		USD	748.13

STARTING in JULY 2017!!!

New Google form for Publication and Patent Clearance!

Why it's an improvement:

- Completely paperless
- Includes your ORCID ID
- Answers follow up questions from the Publications department (so we don't have to send you annoying emails anymore)
- Sends a notification to your department/division head for electronic approval, so you don't need to meet for a physical signature.
- Technical reports and scholarly articles can be posted much FASTER!

[DOE Performance Evaluation Report FY 2016](#)

[2016 Safety Culture Survey](#)

[Lessons Learned](#)

[PPPL External Website](#)

[PPPL Lobby Slide Show](#)

[PPPL Weekly Archive](#)

[PPPL News Archive](#)


[PowerPoint Presentation](#)

[PPPL Videos](#) 

Announcements
The last time PPPL had a lost time accident was March 17, 2016 .
To contact the <i>ORPS Duty Facility Manager</i> , please call the <i>ESU Communication Center</i> at Ext. 2536.
Letter of Integrity and Disclosure Form
<p>Revised JHA Form <i>Jerry Levine, 2/16/2017</i> The corrective measures for "Falls/Elevated Work" now notes for clarification that contacting Safety for review is required for roof work..... read more...</p> <p>Revised JHA Form <i>Jerry Levine, 2/16/2017</i> The Job Hazard Analysis (JHA) form was recently revised to incorporate lessons learned from a recent incident... read more...</p>
Observing Barricade Tape



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[Institutional Compliance Program](#)

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		<p>Emergency Security/Fire/EMS: x3333 Non-Emergency Security: x2536 emergency.pppl.gov</p>

ALL FORMS & PRESENTATIONS ARE HERE!

Information and Services by Function		
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[PPPL Forms](#)

What is an ORCID number?

- Open Researcher and Contributor IDentification
- A permanent identifier for researchers
- Supports any type of scholarly output
- PPPL is now requiring ORCID
- Takes 30 seconds to register!



orcid.org

Invention Disclosures & Patents

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Q & A