



Publications Update

Erin Grady

**2011 Subcommittee on Materials
Plenary Session
August 1, 2011**

Thank You from the Publications Team!



32nd Edition Production Schedule

- January** Ballot reviewed and approved by SOM; AASHTO staff begins to prepares files
- February** TS Chair revise and upload files to Library
- March** Editors proofread standards, revise Word files and compile queries for TS
- April** Chairs respond to queries; editors revise files and format
- May** Contract editors download the final approved files, AASHTO accepts changes and prepares PDFs for press
- June** Book goes to press; CD-ROM created from the PDFs of individual standards and complete the linking
- July** HM-32 books delivered. Files uploaded to SOM Library for start of HM-33

AASHTO's Digital Progress

- Our progress to date:
 - 2003: first pilot network CD-ROM
 - 2005: creation of the online bookstore, 250 titles available for purchase through electronic tool
 - 2006: posting of digital individual Materials specs
 - 2007: 9 out of 10 best-sellers include CD-ROM options
 - 2008: major enhancements to the bookstore
 - 2010: all but 12 titles include a downloadable PDF option (including offering the materials specs individually)
 - Currently: 2 web-based publications complete, 3 more in the works

Further Progress into the Digital Age

- Creation of Publications Task Force
 - Provide member and committee input
 - Educate members on publishing issues and concepts
 - Set goals and milestones
 - Hold quarterly conference calls with task force and updates at technical meetings

Progress into Digital Age

- User Surveys (2008 and 2010)
 - AASHTO customer demographics
 - Customer satisfaction
 - How customers use our publications
 - IT needs and restrictions
 - Desire for new publication delivery formats
- Digital Research Study
 - Recommend pricing, delivery mechanisms, and features for web-based documents

Challenges

- Must Maintain efficient production schedules
 - Must release both formats at the same time and still meet production deadlines
- Publication sales help to provide revenue toward organization operational costs
 - Must maintain this revenue stream
- 90% of revenue comes from 10 or fewer titles
 - Must be selective of which documents to offer in web-based format, so as to maintain their marketability

Challenges

- Only small percentage of members are ready for digital formats
 - Most still want print option first and foremost
 - Double and triple the production costs
 - Meeting different needs for different customers
- Print sales reduced
 - Pricing models are key to maintain revenues in spite of reduction and/or cannibalization of print sales
 - High enough to maintain revenue, low enough to attract subscription sales

Challenges

- Technology

- Rapidly changing software/hardware, cost of adapting
- Learning curve with new technology
- IT restrictions at DOTs
- Thinking long-term about different delivery formats

- Change in production philosophy

- Currently print, then CD, then online, then Web-based, then hand-held devices, e-books
- Switch to Web-based, moving toward print-on-demand

Progress into Digital Age

- Bookstore build-out
 - Instant credit card processing
 - Subscription business model for single- and multi-user licenses
- Contractors selected for XML conversions
 - Standardized style sheet
- Web-based publication support
 - Maintenance and integration with bookstore functionality

Progress into Digital Age

- Web-based pilot projects selected:
 - *Transportation Asset Management Guide: A Focus on Implementation* (Spring 2011)
 - *Roadside Design Guide*, 4th Edition (Summer 2011)
 - *Green Book*, 6th Edition (Fall 2011)
 - *Handbook for Pavement Design, Construction, and Management* (Spring 2012)

And potentially:

- *LRFD Design and the “Materials” Book*

Looking Ahead...

- **It is our goal to make the digital transition as cautiously as possible**
 - Listening to feedback from our customers
 - Growing only as quickly as we can maintain the products in an economical way
 - Providing new formats for content that are suited to alternative delivery mechanisms

Stay tuned...

Questions?

Feel free to e-mail me at
egrady@aaashto.org