



Reach out to Stakeholders with Maverick's Community Engagement Initiative

As scholarly publishing has evolved, so too have the relationships between publishers and the various stakeholders in the community. Major strategic pivots, such as embracing fully open access or other models, and making creative use of data and technology are impacting the roles of those involved and highlighting the interrelationship of communities in the publishing environment.

Recognizing and embracing these changing relationships can help publishers and societies promote engagement with their communities and reframe how they will look in the future. Maverick's Community Engagement initiative helps facilitate interaction among stakeholders, such as:

- Researchers/authors, librarians
- Societies & associations
- Corporate entities

All of these members of the community are faced with the need to change "business as usual" and to learn new ways to meet their goals.

Our Community Engagement services help publishers create a new narrative about their value so they can understand and support their individual communities through outreach, messaging, and education on today's most relevant topics, including:

- Researcher education and outreach
- Research integrity
- Author engagement
- Data management and workflow
- Communication strategies

The ability to adapt is key to ensuring the ongoing sustainability of scholarly publishing and those who support and nurture it. Reaching out to stakeholders will ensure that they recognize your commitment and value your support. Contact Maverick for a free consultation.

Please contact us to learn more:

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