

Launching and Operating an OA Journal

- ## Preparing to launch the journal
- Set a tentative launch date
 - Develop a plan and a timeline
 - Begin to implement the plan
 - Recruit authors for an initial invited issue and write an editorial
 - Recruit reviewers (if necessary)
 - Develop web site and/or install and set up journal management system
 - Develop documentation
 - Engage vendors if used (typesetting, copy editing, Portico, etc.)
 - Obtain an ISSN and DOI
 - Finalize marketing plan, develop materials, begin implementing
 - Pilot test procedures software etc. with material from invited issue
 - Monitor progress particularly obtaining content

- ## Post launch
- Put a lot of effort into marketing the journal
 - Use your editorial board, your professional contacts, lists and professional meetings
 - Submit your site to directories and search engines
 - Identify appropriate indexes and consider when to submit
 - As you receive manuscripts monitor your processes and procedures adjusting as necessary
 - Use Google Analytics and server log software (if possible) to monitor and characterize access
 - Be patient, it takes time

Maintaining and sustaining a journal

- Conducting peer review
- Maintaining a pool of peer-reviewers
- Handling other types of content
- Correspondence and records
- Editorial board meetings and communication
- Review of documentation, procedures and software

Peer review considerations

- Single editor or multiple section/review editors?
- Open versus blind review process?
- How many reviewers does the paper require?
- Should the revised version go back to the reviewer/s?
- How much time should be allowed for reviewing/revising?
- Should reviewers be notified of the final decision?

Maintaining a reviewer pool

- What are the requirements for reviewers
- Recruiting reviewers
- Monitoring, reviewing and pruning the pool

Other types of content

- Other types of content require somewhat different submission/publication processes
 - This should be reflected in your instructions for authors
 - May need separate submission and tracking processes
- Book reviews
- Editorials and letters to the editor
- Special Issues
- Innovative formats

Other details

- Correspondence and records
- Editorial board meetings and communication
- Review of documentation, procedures and software
