

DEVELOPING AN OPERATIONAL PLAN FOR THE JOURNAL



- ## Manage editorial matters
- Keep the editorial board involved
 - Write editorials
 - Acquire content
 - Recruit thematic issues and supplements
 - Work actively with indexing
 - Conduct peer review

Peer review workflow -

- Large journal – here defined as a journal for which the Chief Editor is assisted by section editors (could also be co- or associated editors).
- Small journal – here defined as a journal for which the Chief Editor handles the review process him/herself; sending acceptance and rejection, assigning reviewers, keeping track of the entire process.

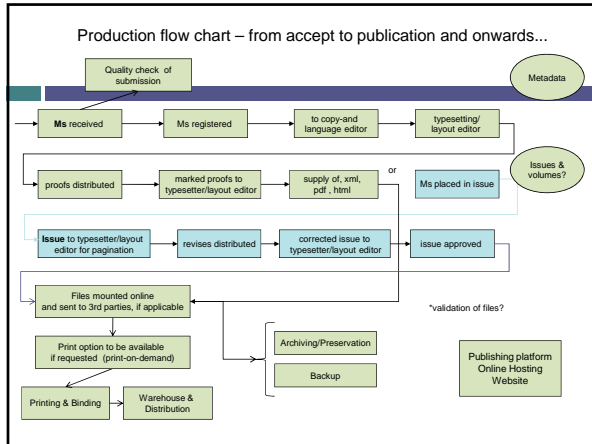
** Hand-outs accompany this slide that show process diagrams for each of these archetypes.*

Peer review workflow - Considerations

- What review process is applicable for the journal?
- Single or double-blind?
- 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?
- Are standard letters to be preferred or does the journal require personalized letters to authors/reviewers?

Perform Production

- From accept through to being ready for print or online mounting
- A number of steps during production are necessary for use of article once published (CrossRef, meta-tags)
- **A good workflow is essential**



Distribute articles/journal

- Mount online
- Transfer files to third parties (e.g. PMC, Ebsco)

Preserve & archive articles/journal

'Digital preservation is the series of actions and interventions required to ensure continued and reliable access to authentic digital objects for as long as they are deemed to be of value'

* JISC, Digital Preservation. Continued access to authentic digital assets. Briefing paper November 2006.

By and large it is librarians who are assuming responsibility for archiving and preserving today's scientific output. However, we as publishers must share in this responsibility by making our content available to them and by facilitating archiving and preservation as we are able.

Archive for preservation - LOCKSS

What?

- Based at Stanford Univ Libraries; an open source application tool designed for libraries to ensure their community's continued access to web-published journals. Librarians regard these databases as the digital equivalent of a collection of physical journals where an authoritative copy of material is always available.

Why?

- LOCKSS allows libraries to collect and preserve content. The more libraries that collect your content, the better.

How does it work?

Library uses LOCKSS software to turn a low-costs PC into a digital preservation appliance, which performs the following functions: collect content, compare content and repair if necessary, provide browsers in library community access to publisher's content; provides web-based administrative interface.

Get started

- Apply to LOCKSS participating libraries and give them permission to archive your content. Publishers are required to permit the LOCKSS software to crawl, collect and preserve the content.

Cost

- Free of charge

Need it?

- Highly recommended

Archive for preservation –PubMed Central

What?

- At the US National Library of Medicine is probably one of the most well-known e-print digital archives within biomedicine.

Why?

- PMC ensures long-term availability in addition to wider dissemination.
- PMC sends links to PubMed.

How does it work?

- Content is supplied to PMC and thereby becomes displayed and searchable through the PMC interface.

Getting started

- Journals must qualify on two levels before applying to PMC: scientific quality & technical quality.

Cost

Free of charge – but there can be considerable costs involved to comply with the technical requirements.

Need to have?

Good to have if medical title.

Archive for preservation - Portico

What?

- A non-profit archive; receives and normalizes the original source files of electronic journals of an archival format and takes responsibility for future content migrations. Also provides libraries supporting the archive with campus-wide access to archived content when specific trigger events occur.

Why?

- To ensure content remains accessible to future scholars, researchers and students.

How does it work?

- Portico requires PDF and XML (if avail) files.

Get started

- Fill in a form and submit to Portico. You set up a Publishing license agreement, signed by both parties.

Cost

- Annual financial contribution based on your journal's revenues.

Need

- Good to have

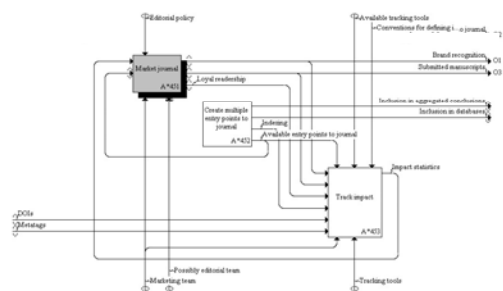
Examples of other archives

- E-Depot
- ERIC
- Other subject-based archives
- Authors' own institutional archives

Distribute the journal/articles

- Mount online
- Distribute to indexing, databases, etc. (if necessary)
- Distribute to archives

Ensure Impact



Market your journal

Marketing refers to concrete activities in which you engage that help make others aware of your journal and the benefits of reading it.



Set marketing goals

EXAMPLE 1:

- If some of the most interesting breaking research in your field is emerging from China and you publish few if any manuscripts from this country, your goal might be: *Increase readership/submissions from China by 5% over the next 18 months.*

EXAMPLE 2:

- If Google Analytics (or other web?? Program) indicates that your readership is spread geographically across North and South America, Asia, Europe and Africa, yet the total number of visits and countries is lower than you expect: *Increase traffic from 33 countries to 75 countries over the next 6 months, and website visits from current level to 10 000 per month during the same period.*

EXAMPLE 3:

- If the Aims & Scope for your journal lists five specific sub-areas within your field that are of interest to the journal, yet you are only receiving manuscripts on four of these five, your goal could be: *Attract at least 5 submissions on the subject of X during this calendar year.*

Select appropriate channels

- Does the marketing opportunity fit with your specific marketing goals?
- Where is your potential audience?
- What is your budget?
- What are your journal's unique selling points in relation to alternative journals and publishing outlets?
- Do you wish to attract readers outside of academia?
- What message will appeal to your key audience(s)?

Possible Marketing Channels

- Word of mouth
- Permission marketing
- E-alerts
- Conference exhibition
- Mailing lists
- Other conference marketing
- Search engine optimization
- Rss feeds
- Google AdWords
- Exchange ads
- Press releases
- Submit articles online
- Blogging
- Web-based social networking
- Twitter
- Listservs

What message will appeal to your audience?

Bo Christer Björk & Jonas Holmström (2006) *Benchmarking scientific journals from the submitting author's viewpoint*. Learned Publishing, 19:147-155.

Eight main factors

- CV value of publication (Prestige)
- Impact on scientists and practitioners (Readership)
- Quality of the review process (Performance)
- Publication delay (Performance)
- Submission rejection rate (Performance)
- Service level of journal (Infrastructure)
- Technical features of the journal (Infrastructure)
- Author charges (Infrastructure)

Infrastructure

- Journal resources and infrastructure
- Marketing effort
- Inclusion in indexes
- Service level of journal
- Technical features of journal
- Author charges

Readership

- Individual subscribers
- Institutional subscribers
- Circulation
- Readership
- Web downloads
- Electronic alert subscribers
- Regional and topical fit of subscribers
- Impact on practitioners
- Impact on scientists
- Citations

Prestige

- Publisher's prestige
- Journal prestige
- Impact factor
- Journal ranking
- Prestige of editorial board
- CV value of publication
- Institutional reward system

Performance

- Scientific level of journal
- Journal rejection rate
- Publication delay
- Quality of the review process
- Submission rejection rate

I

- Other studies argue that the two most important factors are readership and quality of the journal.
- "Reaching the right readership is more important than reaching the widest possible readership - although both are important" (Björk & Holmström 2006, p. 148, summarizing other research)

Create multiple entry points for your journal

To achieve the widest possible dissemination, your journal must be available from as many sources as possible; thus the need to create multiple entry points

- CrossRef
- Aggregators
- Indexes
- Directories
- Search engines
- Metadata harvesters
- Library collections
- Databases
- Twitter
- Blogs
- Etc.

Measuring Impact

Different levels of granularity for different purposes

- ▣ Research groups / institutions - to know who to fund
- ▣ Individual researchers - to know who to promote
- ▣ Individual articles - to know what to read

Track Impact

How do we track impact?

We judge the worth of a paper on the basis of the impact factor of the journal in which it was published.

Applying for an IF

- ▣ Have good quality papers
- ▣ Be sure you fill a niche not yet covered in ISI
- ▣ Apply online at:
http://thomsonreuters.com/products_services/science/free/essays/journal_selection_process/
- ▣ If rejected, you must wait to re-apply
- ▣ Once accepted it takes 3 years to get an impact factor.

OA Journals and Impact

Impact Factor has been discussed in relation to OA Journals.

- Many OA journals are new
- Many still do not have an impact factor
- Other OA journals have achieved very high impact factors
- Research has investigated whether there is an "OA advantage" with mixed results
- OA content reaches audiences beyond the research community, who do not cite the journals.

Measuring Impact

SCOPUS
SciMago Journal & Country Rank

Title	SJR	H Index	Total Cites	Total Citations (SJR)	Total Citations (H Index)	Citable Docs	Cites / Doc.	Ref. I	Country
Annual Review of Entomology	18,342	160	27	84	4,391	3,713	84	44.63	UNITED STATES
J Cell	13,821	387	305	1,432	19,486	28,372	105	28.76	UNITED STATES
Annual Review of Biochemistry	12,911	147	33	91	4,755	3,045	91	31.34	UNITED STATES
Annual Review of Cell and Developmental Biology	11,482	109	25	89	3,729	2,309	86	23.44	UNITED STATES
Nature Immunology	10,304	153	236	495	7,762	9,702	491	19.98	UNITED STATES
Nature Reviews Molecular Cell Biology	9,833	142	194	418	9,409	7,874	349	28.37	UNITED STATES

Measuring Impact

GOOGLE SCHOLAR

Global health improvement and WHO shaping the future - who.int

1. Jong Wook - The Lancet, 2003 - Elsevier
 ... HIV/AIDS treatment a worldwide health emergency This declaration is a commitment to extraordinary action. ... 13 The global community is unring around this ...

Measuring impact

BioMed Central

"Unofficial impact Factor"

divide the number of times articles published years 1 and 2 were cited in year 3, based on a search of the Science Citation Index database, by the number of articles published in the previous two years (years 1 & 2).

WWW/Wikiworld



Reproduced from Wikimedia under the conditions of the GNU General Public License Exquisite-network.png

How can impact be measured?

- Citations
- Web usage
- Expert rating
- Community rating
- Media/blog coverage
- Policy development
- Backlinks
- Commenting activity
- And more...

*Slide borrowed from slides prepared by Mark Patterson, P and adapted.

Measuring Impact

PLoS

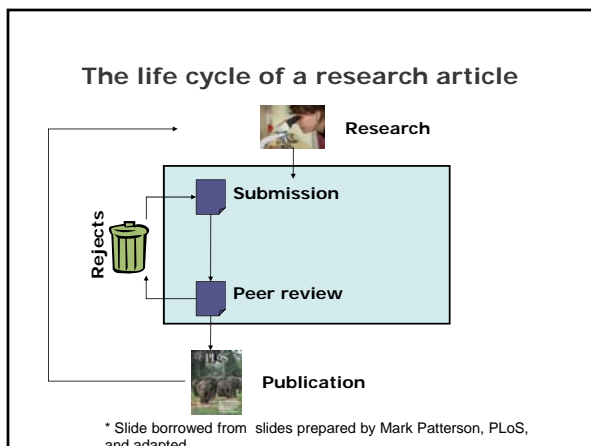
Article-level Metrics Project

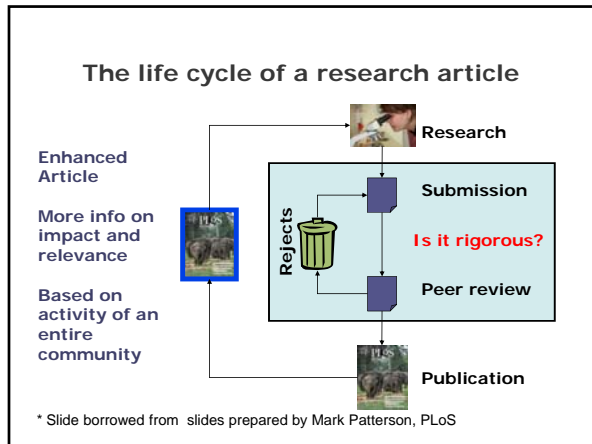
Open Source Software

Article-level metrics

- Usage data
- Page views
- Citations from Scopus
- Citations from CrossRef
- Social networking links
- Press coverage
- Comments
- User ratings

Not an alternative metric: "Our idea is to throw up a bunch of metrics and see what people use." (Binfield quoted in *The Scientist*)





For small group discussions

- List three main visibility/marketing goals for your journal for the coming year.
- What marketing channels could be potentially useful for your journal to meet these?
- How can you take advantage of them?

For more established journals:

- What is working well in your current workflow? Share your success with the group.
- How could you improve your current workflow to make it more effective? What can you learn from other group members?

For new journals:

- Consider designs for production and peer review workflows for your journal. Discuss these within the group.
