

CREATING OPEN ACCESS JOURNALS

WORKSHOP AT THE SECOND INTERNATIONAL PKP SCHOLARLY PUBLISHING CONFERENCE

David J Solomon, PhD
Michigan State University

Caroline Sutton, MSSc, PhD
Co-Action Publishing

Workshop Agenda

- Introductions and orientation to the session (10 minutes)
- Issues to consider in designing a new OA journal(60 minutes)
- Break and small group discussions (45 minutes)
- Developing a business model and considering potential partnerships for a new OA journal (60 minutes)
- Lunch and small group discussion (60 minutes)
- Developing an operational plan for the journal (60 minutes)
- Break and small group discussions (60 minutes)
- Preparing for launching the journal and considerations in operating and sustaining the journal over the long-term (45 minutes)
- Break and small group discussions (35 minutes)
- Wrap up and debriefing (10)

Planning for a new journal

- Conceptualizing a new journal
 - Is this something you really want to do?
 - Choosing on a name and developing the scope of the journal
 - Deciding on the types of content
 - Determining peer-review procedures
 - Choosing a format layout and style for the journal
- Creating a structure for the journal
 - Recruiting an editorial board
 - Developing an organizational and governance structure
 - Developing documentation for the journal
 - Hosting, archiving and backup options

Deciding to start a new journal

- Creating a new journal is a major open-ended commitment
- **CONSIDER!!!**
 - Why are you doing this? What are your goals and rationale?
 - Are you ready to make the commitment? Are you able to make the commitment
 - Who is going to help you, are they ready to make the commitment

Finding a niche

- Do your homework
 - What are the other journals in the area?
 - Is there a need for another journal in the field?
 - How is your journal different? What will it add?
- Think globally, electronic journals by definition are international
- Being OA can help form a niche

Defining the scope

- The journal's scope defines what it will publish
 - Should flow from the goals and aims of the journal
 - Avoid having a scope that is too broad or too narrow
 - Be clear and concise and unambiguous
 - Consider having a brief and more extensive statement

Choosing a title

- Your title is one of the most important aspects of branding your journal
 - Descriptive a clearly conveys the scope of the journal
 - Easily remembered and forms a nice acronym
 - Reasonably short
- Do your homework
 - Make sure the title is unique and will not cause confusion with another journal or other entity
 - Research the acronym as well, whether or not you are planning on using it
- Take steps to protect your brand from the onset

Journal Structure and Content

- Most journals publish a number of different types of material, some peer-review some not
 - Peer-review articles often a number of types
 - Editorials and letters
 - Book and other types of reviews
 - Conference proceedings
 - Tutorials or other training material
 - Announcements
- Deciding what to include is a balance between your goals for the journal and practical constraints
- Electronic media offers the opportunity to include a variety of content not possible with paper media
- What you publish can change over time

How will your peer review system be structured?

- Single editor or multiple section/review editors?
- Open, single or double-blind review process?
- What type of review form will be used?
- Who will perform peer review?
- What will the criteria for acceptance be?

Format

- Electronic journals are commonly published in HTML, PDF and or XML formats
- Each has advantages and disadvantages
 - HTML is compact, widely accessible and displays efficiently on the web but does not print well
 - PDF produces a high quality document that is ideal for printing and is created efficiently from a word processing document
 - XML is the best format for archival purposes but is the most difficult to create
- If you have the resources it can be useful to publish in multiple formats

Layout and style

- You will need to determine how you want the information organized in your PDF and HTML documents
 - What to should be included and where it is located on the page or in the document
 - Font sizes and styles, number of columns, headers and footers
 - Each document should have the full reference, best to put on each page in paginated documents
 - Each document should also include licensing/appropriate use information
 - Look at other journals, particularly those in your field for ideas
- You will also need to specify a style guide
 - Most fields have a generally accepted style guide
 - There are also generic style guides (Chicago Manual of Style)

Editorial Board

- Scholarly journals generally have editorial boards
 - Generally play a role in governing the journal
 - Provide direction and advice to the editors
 - Can be very useful in promoting the journal in the scholarly community
 - Editorial board members are often used in the review process
 - Having an editorial board is an expectation so almost a requirement to be seen as legitimate
- Being on an editorial board is an honor so do not be shy about asking prominent people in your field to be on the editorial board

Creating a governance structure

- Your journal will need some level of organizational structure, governance and documentation
 - Bylaws usually define and document the organization and governance aspects of the journal
 - Policies usually define the rules and guidelines on how the journal will interact with authors, readers and others
- All journals should have both but more extensive structure is needed when
 - There are many people involved in operating the journal
 - A significant portion of the effort is funded versus done on a voluntary bases
 - You have contractual agreements with partners

Why create a governance structure

- Even when creating a journal run totally on volunteer effort and donated resources, consider having bylaws and policies
- Bylaws
 - Help ensure there is a consistent understanding of roles, responsibilities and decision making
 - Provides an institutional memory
 - As your journal grows, your organizational structure will provide something to build upon
- Policies
 - Clarifies expectations for authors and readers
 - Gives the journal legitimacy
 - Reduces the time you spend answering queries

Bylaws

Rules adopted by an organization to govern its affairs

- Language should be clear and concise
- Examples of topics to cover
 - Organizational structure and roles of personnel
 - How positions will be filled/elected
 - Meeting schedules
 - Lines of responsibility
 - Management/decision making process
 - How finances will be handled
 - **Process for amending bylaws**
- Search around for existing journal bylaws to get ideas

Policies

- The rules on how the journal interacts with authors, readers and others are usually defined by policies
 - Copyright, licensing and appropriate use of journal content
 - Conflict of interest, protection of animal and human subjects in research, handling complaints, privacy
 - Authorship and redundant publication
 - Peer-review process

Copyright and Licensing

- Most OA journals allow authors to retain copyright
 - Clearly state what is expected of the author in terms of intellectual property in an author agreement or on the article submission form
 - Permission for the journal to distribute the manuscript
 - That the author owns or has permission to use the material in the manuscript
- Consider using a Creative Commons License
- The permissible uses of the published material should be clearly stated on the web site and each published manuscript

Conflict of interest policy

A conflict of interest exists when an author's financial interests or other opportunities for tangible personal benefit may compromise, or reasonably appear to compromise, the independence of judgment in the research or scholarship presented in the manuscript submission.

Protection of human/animal subjects

- Most journals that publish research based on human or animal subjects have policies ensuring appropriate treatment
 - Most governments have laws governing treatment of subject but these vary substantially
 - Ask authors to affirm that the research in their manuscript conforms to the laws of the government where the research was conducted

Other polices

- Complaints
- Authorship
- Redundant publication
- Privacy

Instructions for authors

- Good instructions for authors will save both you and potential authors a great deal of frustration
 - Be clear, be concise
 - What should you include?
 - Scope of the journal including clear descriptions of the types of manuscripts (length, organization, sections etc.)
 - Submission requirements and format (include file and graphic format requirements, blinding instructions if appropriate)
 - Consider developing and providing a checklist and or template (see examples)
 - Review process and timeline
 - Ownership and intellectual property requirements
 - Journal policy and expectations
 - Contact information for manuscript status, questions or concerns
 - Article submission/processing fees (if appropriate)
 - Be prescriptive and rigid about enforcing requirements

Peer review documentation

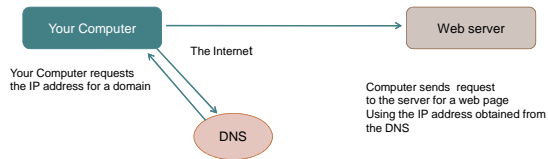
- Review form
 - ▣ Rating categories (?) and open ended comments
 - ▣ Decision (Accept, Accept w Revisions, Reject)
 - ▣ Comments for the editor only
 - ▣ Allow reviewers to put comments right in the manuscript(?)
- Reviewer instructions
 - ▣ Expectations
 - ▣ Instructions for using software
- If you have review/section editors, you will probably need special instructions for them

Hosting, archiving and backup

- Choosing a domain name
- Hosting and archiving options
- Backing up

Domain names

- Domain names are designed to make it easy for humans to access information however information is routed through the Internet via Internet Protocol (IP) address
- Cross indexing tables in computers called Domain Name Servers (DNS) translate between domain names and their associated IP addresses
- ***This allows you to easily move your journal from one server to another without changing the domain name. You can have the DNS tables changed to point a domain at a different IP address***



Options for domain names

- Use institution or publisher's existing domain name
 - ▣ Your journal is closely linked to the institution/publisher
 - ▣ Highlights the institution/publisher's brand
- Purchase a domain name specifically for your journal
 - ▣ Maintains the journal's independence
 - ▣ Highlights the journal's unique brand
- **Make your decision carefully. Changing the journal's domain name will create real problems.**

Corollary

- YOU SHOULD NEVER CHANGE THE INTERNAL FILE STRUCTURE OF YOUR JOURNAL (as far as where manuscripts are located)
- Should not be an issue if you are using OJS since it is taken care of for you
- If you are doing your own web site development think carefully about how you design the structure of the site and stick to it!!

Hosting options

- Use your institutional or publisher's server
 - ▣ Very convenient if this is an option
 - ▣ Make sure you have adequate support
- Use a journal hosting service (Scholarly Exchange or PKP)
 - ▣ Inexpensive and painless
 - ▣ Good option if you can afford the modest fee
- Use a commercial hosting company
 - ▣ Inexpensive but not a good option unless you have the expertise

Backup

- Server and database backup
- Backing up other journal related documentation
- Backing up email and other correspondence

Archiving your content

- The transition from paper to electronic publication has altered the traditional role of libraries in an archive of scholarly journals
- Archiving is no longer a seamless part of the scholarly dissemination system and has to be explicitly implemented
- Archiving involves both maintaining accurate copies of the digital material **and** ensuring that it remains readable as formats change over time both in terms of the storage media and how it is encoded
- **As a journal publisher you have an important obligation to make sure this happens!!!**

Definition

'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.

Options.....

- Lots of Copies Keeps Stuff Safe (LOCKSS)
- Portico
- Government sponsored archives
 - PubMed Central (Biomedical)
 - ERIC (Education)
 - E-Depot
 - Other?
- Institutional Repositories

Small group discussions

- What is your rationale for starting this journal? How will you sustain it?
- Is there a niche for the journal? What other journals publish in the area? Are they OA? Is there really a need?
- What should the scope of the journal include?
 - Is it clear? Is It broad enough to likely encourage submissions? Is it so broad as to lack a clear focus?
 - What are some potential name(s)? Are they unique, likely to be confused with another journal? Does it generate a good acronym?
- Who might be good candidates for your editorial board?
- How will the journal team be organized? Who will do what roles and what will be the lines of communication and decision making? How would the peer-review process be structured?

Small group discussions (Cont.)

- What policies will be needed by the journal? What would they contain?
- What sections, types of articles and other content might the journal contain?
- What are your hosting options? Are you going to purchase a domain? What might it be?
