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Journals Makeover! Tips and tricks to help your editors take their journals to the next level

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Journals Makeover

Practical steps you can take to bring your journals to the next level

1. **Recruiting Content**
   - ➤ **Publish 15-20 articles per year**
     - ☐ Expect editors to recruit content directly for the first 3-4 issues
     - ☐ Have a conference call with the entire editorial board at least once/year
     - ☐ Recruit a guest editor to publish a special issue
     - ☐ Publish a conference or a symposium issue
     - ☐ Invite varied content types:
       - o Case Studies
       - o Commentaries
       - o Notes from the field
       - o Book reviews
       - o Multimedia

2. **Streamlining Workflows**
   - ➤ **Less than 3 months from submission to publication**
   - Editor delays?
     - ☐ Find a managing editor/editorial assistant to hand administrative duties
     - ☐ Designate a coordinating editor to centralize decision making
     - ☐ Develop and enforce a clear style guide
   - Author Delays?
     - ☐ "Lock" submission to prevent excessive revisions
     - ☐ Switch to incremental publishing
   - Reviewer delays?
     - ☐ Indicate a clear deadline, ask reviewer to commit
     - ☐ Use automatic reminders
     - ☐ Add authors to list of reviewers
     - ☐ Develop a guide for reviewers

3. **Increasing Readership**
   ➢ **5,000 downloads per year**
   - ☐ Add descriptive language in cover text, About page, Aims and Scope page
   - ☐ Add complete metadata to each article, including abstract
   - ☐ Customize cover pages
   - ☐ Use download reports or bepress Dashboards to identify high-interest topics, strategic institutions, global interest
   - ☐ Use built-in mailing list tool
   - ☐ Post to listservs
   - ☐ Contact scholarly associations
   - ☐ Ask related journals for reciprocal links
   - ☐ Mention journal when presenting
   - ☐ Include in email signature, business card, social media profiles
   - ☐ Create postcard/flyer
   - ☐ Create a Twitter/Facebook account

4. Indexing
   - ☐ Goals of Indexing
   - ☐ Types of indexes
   - ☐ How to find them
   - ☐ How to work with them

5. What about?
   - ☐ Copyediting
   - ☐ Typesetting
   - ☐ XML conversion
   - ☐ DOIs
   - ☐ Archiving
   - ☐ Discovery tools