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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:
 - Case Studies
 - Commentaries
 - Notes from the field
 - Book reviews
 - 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