

2-2014

# Journal Makeover: Practical Steps to Better Journals Checklist

bepress

Follow this and additional works at: <http://digitalcommons.bepress.com/reference>

---

## Recommended Citation

bepress, "Journal Makeover: Practical Steps to Better Journals Checklist" (2014). *Digital Commons Reference Material and User Guides*. Paper 76.

<http://digitalcommons.bepress.com/reference/76>

This material is brought to you by Digital Commons. It has been accepted for inclusion in Digital Commons Reference Material and User Guides by an authorized administrator of Digital Commons. For more information, please contact [support@dc.bepress.com](mailto:support@dc.bepress.com).

# Journal Makeover: Practical Steps to Better Journals

Version: February 2014

Confidential. Not for use outside your institution.

## Steps to success, baseline targets, ideas to consider

### 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 per year
  - Recruit a guest editor to publish a special issue
  - Publish a conference or 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 handle 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

## Journal Makeover: Practical Steps to Better Journals

- 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 to identify high-interest topics
- 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
- Create a postcard/flyer
- Create a Twitter/Facebook account