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### Journal Makeover: Practical Steps to Better Journals Checklist

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## Journal Makeover: Practical Steps to **Better Journals**

Version: February 2014

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

1. F	Rec	rui	tine	a C	ont	ent
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1. Re	crui	iting Content					
>	<ul><li>Publish 15-20 articles per year</li></ul>						
		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						
		<ul> <li>Case studies</li> </ul>					
		<ul> <li>Commentaries</li> </ul>					
		<ul> <li>Notes from the field</li> </ul>					
		<ul> <li>Book reviews</li> </ul>					
		<ul> <li>Multimedia</li> </ul>					
2. Str	rean	nlining Workflows					
>	Les	ss 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					