



# Journal Makeover: Practical Steps to Better Journals

## 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
    - 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