Journal Workflow Activity — Western Journal Day, March 31, 2017

Considering these stages: • Recruiting content • Preparing content (peer review, etc.) • Publishing and promoting content • (and miscellaneous)	Answer the following: • What delays your workflow? • What helps your workflow? • What questions do you have? One idea per post-it, and then stick them on the relevant section of the whiteboards.

Recruiting Content

Questions

- Where do I start?
- How many articles do you need to publish an issue?
- Who do editors recruit to outside of individual researchers?
- How do you recruit content initially/overcome barriers for a new journal?
- How much do you have to recruit content vs. receiving random submissions?
- How do you recruit content without sounding/appearing to look like a predatory journal/publisher?
- Has anyone had experience with modes of recruiting content that double as promotion? Or vice-versa?
- How do you get quality and relevant material/submissions?

Delays

- Potential authors do not know about new journals

Tips

- Reach target audiences
- Recruit from relevant conferences
- Recruit content from social medial channels (use relevant hashtags, e.g., #muschat, #critlib)
- Use listservs
- Provide journal-sponsored conference session (e.g., a session on writing for publication)
- Include work by invited authors who are recognized researchers in the first issue
- Call on current authors to recruit others
- Promote your journal at conferences in the main discipline and peripheral disciplines

Preparing Content

<u>Questions</u>

- What strategies have succeeded in increasing the quality of copy-editing?
- How do I balance quality / quantity for my journal content?
- What does double-blind review process mean?
- Who's responsible for metadata & indexing?
- How do you recruit dedicated reviewers?
- How do you decide on good peer reviewers? What specific qualifications / criteria do you look for?
- How to deal with delinquent reviewers? Should the journal develop policies?
- Is it still necessary to use volume & issue & continuous page numbering in the online world?

<u>Delays</u>

- Time of everyone involved (editors, authors, reviewers)
- Getting the word out beyond your dept/circle etc.
- Turnaround time!
- Unclear expectations of authors
- Finding appropriate editors/reviewers
- Extended wait time for responses/feedback from reviewers/editors
- Delays in responses from peer reviewers
- Academics not respecting deadlines
- Waiting for reviewers

<u>Tips</u>

- Work with an enthusiastic team
- Reminders sent to peer reviewers
- Enforce deadlines

Publishing & Promoting Content

Questions

- How can you make social media promotion accessible? If this then that breaks it.
- How to promote a journal among people who mistrust OA?
- What percentage of my time/effort should go into promotion as opposed to the actual "journal production" work?
- Who do editors promote their journal to outside of indexers, ranking companies, libraries, and individual researchers?
- Are researchers buying-in re: altmetrics?
- How do you get a journal indexed?

Tips

- learn how to effectively use #hashtags on social media
- using social media etc for promo of journal, calls for papers, individual papers etc.
- targeted promotion
- find a community/association to connect with!
- important to have contacts in the discipline
- create journal "business cards & post cards that editorial board etc can use
- be in DOAJ re credibility
- DOIs
- Be listed in indexing/abstracting recognized by experts in field

Miscellaneous Questions / Notes re: Journal Workflow

- How do you get the journal indexed?
- What does a journal team consist of outside of editors, translators, and board members?
- Editorial turnover delays workflow for my student journal
- How do you manage turnover?
- Succession planning & editorial boards/editors
- What happens when titles change?
- Is OA workflow different than non-OA?
- How to leverage all the positive messages to convince others re OA and S@W?
- Editors – place to share strategies and learn from others
- Do libraries collect usage stats (ROI) for OA content?
- What are some effective methods of fundraising, or of reducing costs of preparing the journal?