

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**

Journal Makeover

- 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 social media (X/Facebook) account