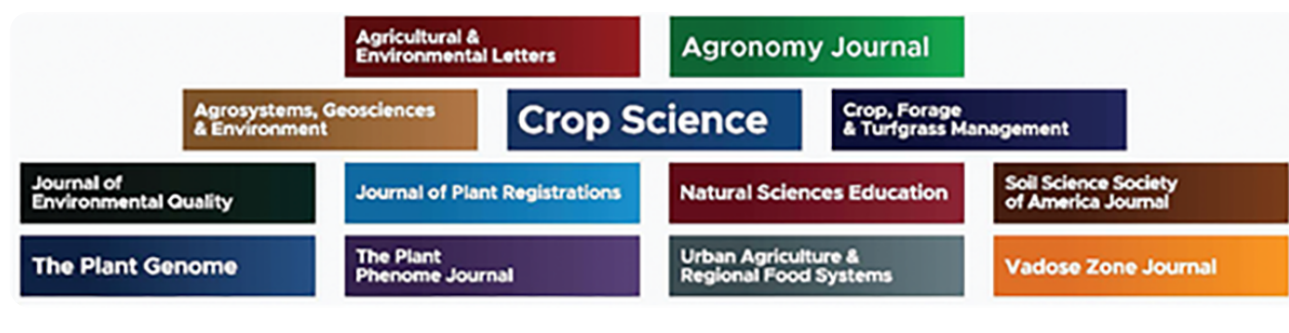


Publications update

Journals launch redevelopment efforts

By Rebecca Funck, Matt Wascavage

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A significant amount of positive change has been experienced by our journals over the past several years. Until recently the publications staff and volunteers have taken a reactive role with regards to publishing. Our recent partnership formed with Wiley provides an opportunity for our editors and staff to evolve their roles supporting the journal collection while striving to improve quality and ensure sustainability well into the future. To remain relevant in the growing and changing publishing landscape, we are tasking our editors and editorial board members to become ambassadors of the journal they serve.

A select group of active, forward-thinking journal editors have already embraced redevelopment and are beginning to witness benefits. Additional journal titles are working toward setting and meeting target goals. Notably, the three new Society editors-in-chief are expected to provide visionary leadership for the publications and the scholarly communication of Society members as well as facilitating the implementation of established editorial policies. The editors-in-chief remain active communication conduits of publications activity to their Society boards.

Position descriptions for the journal editors were updated and adopted by the Societies in 2021. This shifted their role into an outward-facing position with a proactive philosophy. Traditionally, our journals have shared a relaxed posture regarding submissions, but increased competition and marketplace changes are forcing evolution. Editors are now charged with commissioning content, examining the diversity of their editorial board, highlighting areas of study in special sections, and increasing promotion and awareness. The journal editors serve as the voice and face of our journals, a vital part of our strategic initiatives to reach performance goals, and are encouraged to shift their attention away from day-to-day editorial functions.

Increasing Visibility, Promotion of Journal Content

Journal leadership is leveraging technical and associate editors, our subject matter experts, to increase visibility and promote the journal content. This is a tactic never introduced to our editorial boards in the past. With assistance and direction from the Publications Department team, technical and associate editors promote the journals when attending international scientific conferences and meetings by inviting submissions and discussing the benefits of publishing. We are also encouraging editorial board members to schedule booth time in the meeting exhibit hall to meet researchers and professionals.

Last, but not least, the Publications Department staff members have taken new duties amongst the changes surrounding the journals. Most notably, managing editors have increased responsibility for the long-term stability of journal titles. The direction of the journals can vary with periodic leadership changes, but the staff members will lead efforts to meet quality and sustainability strategic goals.

Again, these changes are necessary to stay relevant and competitive as the publishing options increase. Please look for future articles as these and other initiatives progress.

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