

# What does it take to start an e-journal?

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# Benefits of e-journals

- Less costly to produce than print
- Less time required for production
- Adds additional functionality (e.g., audio files, video files)
- Allows for easy searches
- Allows for automatic indexing (Google)



# Challenges

- Overcoming resistance to change
- Need hardware, software, bandwidth, technical expertise
- Although less costly than print, it has associated costs for production



# Financing

- Open access?
- Limited open access?
- Grants/donations?
- Advertising/sponsorships?
- Institutional financing?
- Professional association?
- Subscription fees? (Individual/institutional/both?)
- Pay-per-view fees?
- Authors (word/page fees)?



# Services

- Printing on demand (e.g., PDF)
- Discussion section
- Forward articles via email
- Related articles feature
- Conference announcements
- Related social network
- Abstracting, indexing, archiving



# Getting started

- Purpose? General, specialized, regional, institutional, annual review?
- What need does it address?
- Who is the audience?
- Can it be sustained?
- What is the potential for success?
- Staffing?



# Editorial policies

- Establish an editorial board/policies
- Identify reviewers
- Establish a review process
- Provide guidance to authors
- Establish system to monitor deadlines
- Establish intellectual property rights



# Content development

- Type, sources, scope?
- Write/edit webtexts
- Marketing
- Competitive assessment
- Web marketing
- Recruiting manuscripts



# Manuscript database

- Initial manuscript
- Revised manuscript
- Edited manuscript
- Author bio information
- Correspondence (board, reviewers, author, editor)



# Technology

- Off-the-shelf software
- Custom programming
- Maintenance
- Considerations (less dev countries, disabilities)
- Statistics (use, turn-around times)



# Staffing

- Editor-in-Chief
- Managing editor
- Layout editor (or, if customized, web master)
- Copyeditor



# Important dates

- Date manuscript received
- Date reviewers assigned
- Date reviews in
- Date author guidance sent
- Dates identifying all correspondence with author




# Resources

- Open Journal Systems  
Public Knowledge Project  
<http://pkp.sfu.ca/?q=ojs>
- Igitur based at the Universiteit  
Utrecht  
<http://tinyurl.com/4eprncb>
- Starting a New Journal  
<http://www.tinyurl.com/47f7yku>



# Resources (con't)

-  Digital Reproduction Center,  
University of Amsterdam  
<http://tinyurl.com/4f8ox7q>



# Slides will be posted

- 📌 <http://horizon.unc.edu>
- 📌 Go to “presentations”



