



CALJ Editors Boot Camp Meeting

Supported by:



UNIVERSITY OF TORONTO PRESS
Journals

2016 CALJ Editors Boot Camp

November 24, 2016 (*Evening*)
Claude Bissell Building LR 4036

November 25, 2016
Claude Bissell Building BL 250



Canadian Association of Learned Journals
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NOV 24th - 25th
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Claude Bissell Building

2016
**Boot Camp
Program**

Schedule

Thursday, November 24, 2016 - Evening | Claude Bissell Building LR 4036

Friday, November 25, 2016 | Claude Bissell Building BL 250

17:30 – 18:30 LIGHT DINNER

18:30 – 20:00 **#Hashtags and Mentions and Followers, Oh My! Navigating the World of Social Media in Journals Publishing**

Lauren Naus, Marketing Specialist

Journals Division at University of Toronto Press

Facebook, Twitter, LinkedIn, Instagram, Google+... it's no secret that having a social media presence is an increasingly important part of academic life and can be a fantastic medium for promoting your publication, networking with professionals and demonstrating impact. However, it can also be challenging to decide where to allocate your resources among the myriad of platforms and how to engage your online audience. Join Lauren Naus, Marketing Specialist at University of Toronto Press, for a session that will provide you with insight into the pros and cons of each platform as well as the tools to build and enhance your brand online. Case studies, data and social media best practices will set you on the right track to create or refine your journal's social media strategy. Bring your own social media experiences and questions for an interactive Q&A session!

Lauren Naus is a Marketing Specialist in the Journals Division at University of Toronto Press, where she currently manages marketing for 16 journal publications in addition to creating content and engaging UTP's online audience through all of the division's social media platforms. Lauren has also worked on a number of website design and development projects, including the division's recent migration from Metapress to Atypion's Literatum platform. Lauren holds a BA Honours in English from Queen's University and a Diploma in Creative Book Publishing from Humber College.

Friday, November 25, 2016 | Claude Bissell Building BL 250

8:00 – 9:00 MEET & GREET

9:00 WELCOME FROM CALJ

Suzanne Kettley, *CALJ President*

9:00 - 10:00 **Navigating the Abstracting and Indexing Universe: A Practical Guide for Journals**

Tamara Hawkins | University of Toronto Press Journals

Abstracting and indexing can be a complex subject for journal editors and associations. There are so many unknowns... Why is Abstracting/indexing important to my journal? Who are the key players? How do I decide which databases are the right fit for my journal? How long does the application process take? What are the criteria for consideration? What do I do if my journal is rejected? During this session, we will equip you with practical tools to help you answer these questions and navigate the abstracting and indexing universe. Discussions will include an overview of the key databases, application criteria, guidelines and processes, practical how-to's and best practice advice.

Tamara Hawkins, University of Toronto Press Journals, has been promoting, supporting and championing the journals of the University of Toronto Press for over nineteen years. Throughout these years, Tamara has learned to navigate and adapt to the ever-changing landscape of journals marketing, and thereby developed unique perspectives on many aspects of the promotion and success of scholarly journals.

10:00 - 10:15 COFFEE BREAK

10:15 - 11:00 **CALJ: The State of Academic Publishing**

Suzanne Kettley & Cam Macdonald

The state of academic publishing in Canada and what you need to know.

11:00 - 12:00 **Persistent Identifiers**

Jennifer Lin, Director of Product Management | CrossRef

This session will consider the current state of persistent identifiers in scholarly communications. Learn about developments in and the importance of expanded standardization and interoperability of scholarly information pertaining to authors, researchers, funders, and others involved in the creation and dissemination of content. Jennifer will discuss new initiatives that address such challenges as standardizing conflict of interest reporting, easily identifying funding sources, clarifying contributor roles for research papers, and linking all of these into a more connected ecosystem.

Jennifer Lin has fifteen years' experience in product development, project management, community outreach, and change management within scholarly communications, education, and the public sector. She is currently Director of Product Management at CrossRef, a scholarly infrastructure provider. She previously worked for PLOS where she oversaw product strategy and development for their data program, article-level metrics initiative, and open assessment activities. Jennifer earned her PhD at Johns Hopkins University. She can be reached via twitter @jenniferlin15 or email jlin@crossref.org.

Schedule

Friday, November 25, 2016 | Claude Bissell Building BL 250

12:00 - 13:00 LUNCH

13:00 - 13:45 **Have Content, Will Travel: How to Leverage XML for Scholarly Content Dissemination, Discovery, and Development**

Mary Seligy, Business Analyst (IT) | Canadian Science Publishing

In scholarly publishing today, XML is the core data format for disseminating and storing journal article and book content. Not only is it widely used by most publishers around the globe, but it is also used by virtually all major organizations that make up the scholarly publishing infrastructure today, such as archives like PubMed and Portico, search engines like Google Scholar, CrossRef and other identifier-assigning authorities, data repositories, libraries, and many other important systems upon which content discovery depends. In this presentation, we'll talk about what XML is and why it's so widely used. We'll look at ways to incorporate XML into the scholarly publishing workflow, and how to optimize it for discovery and reuse. Finally, we'll look at some potential ways that XML can help publishers create new content forms that go beyond the traditional book or journal article, and help future-proof organizations in the face of changing ideas about what a book or journal can be in today's electronic world of publishing.

Mary Seligy is the Business Analyst (IT) at Canadian Science Publishing, where (among other things) she sets and maintains the XML modelling for CSP's journal content and plans for future XML development. Mary began her work with XML in 2006, when she first joined CSP (then NRC Research Press) as a Scientific Manuscript Editor for the biological sciences journals, which at that time were copyedited directly in XML. She led the project to migrate CSP's systems, tools, and workflow into JATS XML in 2010, and acted as the XML resource when CSP made the decision to move from in-house XML creation to XML creation by various offshore vendors. She has provided insight and input on XML workflows to various other publishers, including the New England Journal of Medicine. Finally, Mary currently serves as an active member of JATS4R, an international working group spearheaded by eLife, PLOS, and Nature and whose mandate is to develop best-practice recommendations for using JATS XML to optimize the machine reusability of scholarly content.

13:45 - 14:30 **Strategic Planning for Journals**

**Michael Donaldson, Content Development Manager
Canadian Science Publishing**

As the publishing landscape continues to shift, one of the major challenges that a publisher faces is trying to ensure that their journals remain competitive within their respective fields. To adapt to this changing publishing landscape, publishers can develop strategic plans in partnership with their Editorial Boards. In general, strategic planning is the process of defining goals and directions and then making decisions and allocating resources to act on this strategy.

13:45 - 14:30 When it comes to developing strategic plans for journals, publishers can have a number of goals in mind, such as: increasing citations, expanding readership, being more competitive in the field, increasing subscriptions, or simply evaluating the journal to make sure it is performing to the publisher's and Editor's expectations. While each goal requires a unique strategy, the principles involved in developing strategic plans remain largely the same. In this seminar, we will investigate 5 steps for developing strategic plans, using specific examples from actual strategic plans developed by Canadian Science publishing.

Michael Donaldson is the Content Development Manager at Canadian Science Publishing (CSP). His responsibilities at CSP include working with Editors of CSP's suite of journals to implement content development strategies with the ultimate goal of promoting quality submissions and enhancing the dissemination of scientific discoveries to the world. One of his main tasks is to provide support for the scientific community, including supporting and forging partnerships with academic societies and scholarly conferences.

14:30 - 14:45 COFFEE

14:45 - 15:45 **Overview OJS 3.0**

Michael Felczak, System Developer | PKP Publishing Services

OJS 3.0 is the most comprehensive software upgrade since the Public Knowledge Project released OJS 2.0 in 2005. OJS 3.0 incorporates a decade of feedback from OJS users on the community forum, through usability testing, and from thousands of conversations, feature requests, and helpful critiques. This presentation will provide a detailed overview of OJS 3.0, including author submission, peer review, and publishing with a focus on the new user interface and flexible workflows introduced by this major upgrade. For existing users of OJS, the presentation will also provide an overview of key differences between OJS 2.0 and OJS 3.0 and factors to consider before upgrading.

Michael Felczak has been engaged with online scholarly publishing since 2005 in various capacities as a developer, online editor, and researcher. In addition to coordinating PKP's Publishing Services, Michael has also taught and published on the societal benefits of open source publishing software, network neutrality, and communication rights in a digital world. Michael holds a PhD and MA in Communication from Simon Fraser University and a BMath in Computer Science from the University of Waterloo.

15:45 CLOSING - SUZANNE KETTLEY
