

2015

# Elements of Successful Online Journal Publishing

Dillon Wackerman

Stephen F. Austin State University, wackermad@sfasu.edu

R Philip Reynolds

Stephen F. Austin State University, preynolds@sfasu.edu

Follow this and additional works at: <https://scholarworks.sfasu.edu/libfacpres>

 Part of the [Scholarly Communication Commons](#), and the [Scholarly Publishing Commons](#)

Tell us how this article helped you.

---

## Repository Citation

Wackerman, Dillon and Reynolds, R Philip, "Elements of Successful Online Journal Publishing" (2015). *Library Faculty and Staff Presentations*. 13.

<https://scholarworks.sfasu.edu/libfacpres/13>

This Presentation is brought to you for free and open access by the Ralph W. Steen Library at SFA ScholarWorks. It has been accepted for inclusion in Library Faculty and Staff Presentations by an authorized administrator of SFA ScholarWorks. For more information, please contact [cdsscholarworks@sfasu.edu](mailto:cdsscholarworks@sfasu.edu).

---

# Elements of Successful Online Journal Publishing

---

Dillon Wackerman  
Center for Digital Scholarship  
Stephen F. Austin State University  
wackermad@sfasu.edu

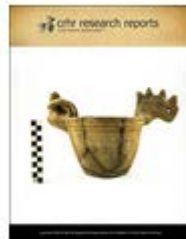
Phil Reynolds  
Center for Digital Scholarship  
Stephen F. Austin State University  
preynolds@sfasu.edu

---

# Introduction

---

- Our background
- Library as publisher
- Range of roles and responsibilities



# Pattern to launch

---

- Promotion of services
  - Initial Setup
  - Design and Layout
  - Policies and Procedures
  - Training
  - Finish line
-

# Promotion of Services

- Demonstration of services and exemplars
- Create a connection
- Bring in the editors
- Follow up, follow up, follow up . . .



The screenshot shows the homepage of POMLET, The Journal of Middle Level Education in Texas. The header features the logo with a red apple and the text 'POMLET The Journal of Middle Level Education in Texas'. A navigation bar includes links for Home, About, FAQ, and My Account. The left sidebar contains links for Journal Home, About This Journal, Aims & Scope, Editorial Board, Policies, Submit Article, Most Popular Papers, and Receive Email Notices or RSS. Below this is a 'Select an issue:' dropdown menu set to 'All Issues' and a search bar with the text 'in this journal'. The main content area includes a breadcrumb trail 'Home > Journals > MLET', a welcome message, a description of the journal's scope, and a section for the 'Current Issue: Volume 1, Issue 1 (2014)' with a detailed description of the journal's mission and goals. A small thumbnail of the journal cover is visible on the right side.

# Initial Setup

- Customized forms and templates
- Service/hosting fee?
- MOU or other type of agreement?
- Scope and platform expectations

[TPWD 82-49.1.stl](#) (108739 kB)  
*Decimated mesh (ASCII .stl)*  
[TPWD 82-49.2.stl](#) (210317 kB)  
*Decimated mesh (ASCII .stl)*  
[TPWD 82-49.3.stl](#) (207082 kB)  
*Decimated mesh (ASCII .stl)*

Documentation of Caddo Ceramic Vessels in the Texas Parks and Wildlife Department Holdings from Goliad State Park

[Download](#)


Included in:  
[Archaeological](#)  
[Anthropology Commons](#)  
[History Commons](#)  
[Science and Technology](#)  
[Studies Commons](#)

**Publication Date**  
2/2/2015

**Abstract**  
On February 6, 2015, three Caddo vessels from an unknown site or sites were documented at the Texas Parks and Wildlife Department's Archeology Laboratory, where the standard suite of metadata was collected, accompanied by photographs and 3D models of each vessel. While the donor of these vessels remains unknown, stylistic and technological attributes can be used to posit the probable region of origin. These are three 3D models included in this report of NAGPRA documentation. To manipulate, measure, and otherwise quantify variability in the models, this document must be downloaded, then opened in either Adobe Acrobat or Adobe Reader. These models are provided in Appendix I, and include directions regarding how to manipulate them.

Access to color (texture) data is available only with the permission of the Caddo Nation of Oklahoma.

TPWD 82-49.2 More



# Design and Layout

- Collaborative effort
- Audience?
- Try for the in-person conversation



## Front Matter

[PDF](#) Volume 53, No. 1

## Articles

[PDF](#) Waul's Texas Legion: Towards Vicksburg  
*Brandon Franke*

[PDF](#) Gone to Texas--Twice! The Visits of the German War Cruiser Karlsruhe  
*Simone De Ramos Santiago*

[PDF](#) The Katy's Ladies: Prostitution in Early Denison, Texas, 1872-1880  
*Jennifer Bridges*

[PDF](#) A Road Less Traveled: Or, Some Antebellum Arrivals to Texas Out of Illinois  
*Rick L. Sherrod*

## Book Reviews

[PDF](#) An Altar For Their Sons: The Alamo and the Texas Revolution in Contemporary  
*John Caraway*

[PDF](#) The Problems of Democracy in the Age of Slavery: Garrisonian Abolitionists & Transatlantic Reform  
*Dino Bryant*

[PDF](#) Bad Company and Burnt Powder: Justice and Injustice in the Old Southwest  
*Winston Sosebee*

[PDF](#) Independence in Latin America: Contrasts and Comparisons, 3rd Edition  
*David Rex Galindo*

# Policies and Procedures

---

- Assist editors in creation
- Examples/templates for reference
- Ensures first publication

## Aims & Scope

The *Journal of Geospatial Applications in Natural Resources* provides natural resource professionals an outlet for their applied geospatial research within a natural resource context. All scientific articles that apply geospatial technology to quantify, qualify, map, monitor, and manage natural resources are welcome.

Examples of applied geospatial disciplines include but not limited to: Analog aerial photography Digital aerial imagery Satellite digital imagery Unmanned aerial vehicles (UAV) Geographic Information Systems (GIS) Global Positioning System (GPS)

Examples of natural resource disciplines include but not limited to: Forestry Wildlife Recreation Entomology Water Soil Range Agriculture Environmental Science

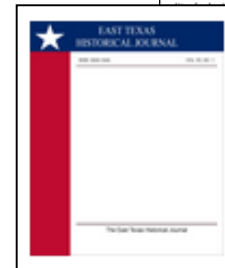




# Training

- Initial overview
- More detailed training
- Repeat if necessary

Author	Editor	Reviewer
Author submits manuscript to Journal	Editor receives email notification of submission	
	Assign Editor	
	Editor suggests reviewer for article or selects one from master list	
	Suggest Reviewer	
	Editor sends review request to reviewers	Reviewers receive email notification of request
	Editor receives email notification of reviewer's decision	Reviewers accept or reject review request
		Reviewer creates digital commons account or logs into digital commons to review article
		Reviewer reviews article makes recommendation submits referee reports
	Editor receives notification of finished review	Reviewer sends review back to editor
Author receives notification of	Editor registers decision accept, minor revisions, major revisions, reject	
Required Author email to where submitted		
the author goes "revision" link in and revises	Editor receives revision notification email	
	Editor can select original reviewer or new reviewer for	Reviewer receives email notification of review request for



# Crossing the finish line

---

- Be proactive
  - Pre-launch and post-launch
  - Continuous follow up
-

---

# Thank You!

---

Dillon Wackerman

Center for Digital Scholarship  
Stephen F. Austin State University  
wackermad@sfasu.edu

Phil Reynolds

Center for Digital Scholarship  
Stephen F. Austin State University  
preynolds@sfasu.edu

---