

## Plan and Launch a Scholarly Journal

The table below is an overview of the major steps to plan and launch an academic journal, whether or not you partner with Michigan Publishing.

### Step

1. Identify a clear need in the field
2. Recruit editors and editorial board. In consultation with them:
  - 2a. Establish policies for journal management (editors elected or appointed? Term limits? Who has authority to make decisions?)
  - 2b. Establish responsibilities and expectations for editors and board members (Scheduled meetings or phone calls? Time commitment? Commitment to review? To write?)
  - 2c. What responsibilities remain, and who will handle these? Need to hire a managing editor or administrative assistant?
3. In consultation with editorial board develop:
  - 3a. Journal title
  - 3b. Journal scope
  - 3c. Frequency of publication
  - 3d. Submission policies/guidelines
  - 3e. Peer review policies/guidelines
  - 3f. Access model (Subscription? Embargo? Open access?)
  - 3g. Copyright and licensing (Author retains rights? Journal acquires rights? Creative Commons?)
  - 3h. Institutional home (is the journal permanently tied to any particular university, organization, or society?)
  - 3i. Funding model. What startup and ongoing costs will you have? How will they be covered?

### Michigan Publishing's role

Michigan Publishing can consult

4. Investigate options for publisher and/or platform (if working with a publisher, they will shape what platform and format choices are available to you)

4a. Online only? Open Journal Systems (), Blogging platform, publisher platform, other?

4b. XML/HTML, PDF, both?

4c. Ebook formats?

4d. Print?

5. Establish presence online

5a. Website

5b. Blog? (If so, how will it be distinct from the journal itself?)

5c. Social media?

5d. Email address(es)

6. Apply for ISSN (need to have a website and expected publication date)

7. Write & publicize a call for papers and deadline; begin soliciting content

8. Monitor incoming submissions and assess them for rejection or review

9. Assign reviewers and manage peer review process

10. Manage author revisions

11. Copyediting

12. Get author approval on final copy

13. Deliver content to publisher/host/platform

Michigan Publishing can consult. If our services seem like a good match for your needs, now's the time to submit a proposal to partner with us.

*If your proposal to work with Michigan Publishing has been accepted:*

Michigan Publishing will handle

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Michigan Publishing will post your CFP to the journal website

Michigan Publishing can provide access to software to help manage this

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14. Prepare content for publication online (e.g. conversion to HTML/XML, typesetting)

15. Preview/proof journal site and first issue content

16. Register article-level DOIs

17. Launch!

18. Spread the word about the journal

18a. Press release

18b. Social Media

18c. Listservs

18d. Conferences

19. Register the journal's existence

19a. Directory of Open Access Journals (DOAJ) if applicable

19b. Web of Science, if applicable. (See selection criteria.)

19c. Ulrich's (<http://ulrichsweb.serialssolutions.com/login>), Cabell's (<http://www.cabells.com/index.aspx>)

19d. MedLine, if applicable. (See selection criteria)

19e. RSS feed and OAI-PMH feed

20. Repeat steps 7-17 for each issue

Michigan Publishing will handle

Michigan Publishing makes corrections and changes per your comments

Michigan Publishing will handle

Michigan Publishing will handle

Michigan Publishing will work together with you

Michigan Publishing will work with you to determine appropriate venues, and then will handle





