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 . . .
Initial Setup

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

• Collaborative effort
• Audience?
• Try for the in-person conversation
Policies and Procedures

• Assist editors in creation

• Examples/templates for reference

• Ensures first publication
Training

- Initial overview
- More detailed training
- Repeat if necessary
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