

Starting a New Journal

Does it make sense?



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Listed below are a set of suggested issues to work through in considering starting a new journal.

Why are you considering launching this journal?

- What are you hoping to accomplish by starting a new journal?
- What are the specific goals for the journal?

How strong is your / your group's commitment and support for ensuring the journal is successful?

- Do you understand the commitment you are taking on and that it is open-ended?
- Are you ready to make the commitment?
- Do you have support from your institution and/or organization? Is the institution willing to provide protected time for developing and maintaining the new journal? Will they provide funding and/or other resources?

Does the new journal have a niche?

- Is there a real need for the journal?
 - What other journals exist in the field? (Are any Open Access?)
 - What is different about the proposed journal that justifies its creation? What will it add that isn't currently available?
 - Is the scholarly field evolving rapidly enough to need more journals and journal space?
- What benefit is the institution / organization likely to gain from creating this journal?

Does your group have and/or are you able to obtain the necessary expertise to produce a high quality journal?

- Do you have the scholarly/research credentials?
 - Is there a suitable editor who is a recognized expert in the field?
 - Can you field a credible editorial board that will attract submissions?
 - Who will do peer-review? How will reviewers be recruited?
- Do you have access to necessary technical expertise?
 - Will the articles be copyedited and typeset? How will this be accomplished?
 - Will there be an attempt to get the articles indexed? Will DOIs be assigned? Who will provide support for this effort?
 - What services will the library/scholarly publishing office provide and what will the group be expected to provide?

What are your training/documentation needs and how will they be met?

- Do the proposed editor(s) and editorial staff have experience? If not, is there a means for them to get training?
- What level of understanding does your group have as to what is involved in operating a peer reviewed scholarly journal?
- Have you begun to develop the necessary procedures and documentation for operating the journal?
 - Have you developed journal documentation including the statement of scope, instructions for authors and journal policies (copyright/license, conflict of interest, complaints, privacy etc.)?
 - Have you developed a structure and procedures for peer review? Do you have a review form and criteria for evaluating manuscripts?

What are your short and long-term goals for the journal?

- How do you expect the journal to grow over the next three years?
- What will the journal's business model be?
- What possible sources of proceeds exist that you can consider?
- What costs do you expect to incur? Western Libraries provides OJS hosting services for free, but other aspects of publishing (such as copyediting, layout, proofreading, and marketing) have monetary and time costs.

How will you generate awareness of and impact with the journal?

- What unique opportunities face the journal and how can you take advantage of these?
- How will your team solicit submissions?
- What strategies will you use to publicize the launch of the journal?
- What visibility/marketing goals are there for the journal?
- What marketing channels could be potentially useful to meet these?