

**Publications Report for the BSA Spring Board Meeting,
March 1, 2019
Confidential**

The main objective of the Publications Team is supporting and delivering excellent publications that serve the botanical community. The professional staff working on BSA publications includes **Amy McPherson**, Director of Publications and Managing Editor for *AJB*; **Richard Hund**, Project Manager for Publications and Production Editor of *AJB* and *PSB*; **Beth Parada**, Managing Editor of *APPS*; and **Heather Cacanindin**, Executive Director of BSA. **Ben Merritt** is an editorial assistant for *APPS*; **Sophia Balcomb** works on a contract basis as Content/Assistant Editor for *AJB* and works on Highlights; and several copy editors work on a freelance basis for *AJB*. Our Director-at-Large for Publications is **Sean Graham**, now serving in his second term. Our Editor-in-Chief for *AJB* is **Pamela Diggle**, our EiC for *APPS* is **Theresa Culley**, and our EiC for *PSB* is **Mackenzie Taylor**.

Publication Highlights

- **Strategy Day for *AJB* and *APPS***, supported by Wiley, with the goal of raising the profiles of the journals while supporting our mission and our members.
 - Held January 26, 2019, in Chicago, with BSA members Lúcia Lohmann, Bill Hoffmann, Mike Moore, Jannice Friedman, Steve Keller, and Emily Sessa; Wiley representatives Gillian Greenough, Steven Ottogalli, Lee Axelrod, and Mehak Massand; and BSA Publications team Pam Diggle, Theresa Culley, Sean Graham, Amy McPherson, Richard Hund, Beth Parada, and Heather Cacanindin.
 - **Key Takeaways and focus for the next 1-2 years: Impact Factor** is important, even if it is not the only focus (ours need to be higher); we need to increase our **Reach** internationally, through *discoverability* (marketing, Search Engine Optimization, stable and easy-to-access articles and website) and *outreach* (recruiting international ed. board members, representation at international meetings, embracing preprints, social media, author article-sharing campaigns); and we need to **Adapt to Changing Markets** (responding to Plan S, tapping into markets in Europe, Asia, Latin America).
 - ***AJB***: According to the publications survey, our reputation is excellent within the botanical community—but why is our Impact Factor so low, and why are we having trouble attracting more quality manuscripts? (Manuscript submissions are down.) To allow for the breadth of articles we want to publish, including those that may not be cited within the 2-year Impact Factor window, we need some consistently highly cited papers. **Reviews get**

citations, so we discussed how we can establish a successful series of reviews. A Proposal to create a Reviews Editor for *AJB* and the structure to make this sustainable is in the works.

- **APPS: *Applications in Plant Sciences*** is still a young journal, and thus a main challenge is visibility, discoverability, and recognition. The main suggestion to improve Impact Factor is *decrease* the number of Primer Notes and *increase* other article types, including a **Skill Builder** (tutorial article, i.e., teaching a technique), and/or other methods/protocols, mini-reviews. We also need to increase the number of submissions to *APPS*.
- Many other ideas came out of this day—we're happy to discuss!
- **Hub for BSA Publications** (*AJB*, *APPS*, and *PSB*) launched late November: <https://bsapubs.onlinelibrary.wiley.com/>. This offers promotional possibilities for the journal, and other activities of the BSA, including Botany Conference, BSA Awards, and PlantingScience.
- **Marketing**—We have a marketing plan for 2019 that builds on the ideas from Strategy Day and other Wiley initiatives.
 - Targeting authors through email campaigns (those publishing in competitor journals, in areas we'd like to expand or are already publishing).
 - eTOC alerts sent to all BSA members.
 - Inclusion in World Environment Day and conference outreach at Wiley booths (Evolution, ASPB, ESA, British Ecological Society).
 - Improved Search Engine Optimization.
- **Survey results**
 - Survey respondents love their Society journals and think highly of them—but don't always choose to publish in them.
 - They are surprised our Impact Factor isn't higher.
 - They are not aware of *APPS* or confuse it with *PSB*—or they love it.
 - They are not keeping up with what's published in the journals because they are not getting the Tables of Contents like they used to.
- **New *AJB* Associate Editors**
 - New Associate Editors include: Oliver Bossdorf (University of Tübingen, Germany), Daisy Dent (University of Stirling, U.K.). For the current editorial board, see <https://bsapubs.onlinelibrary.wiley.com/hub/journal/15372197/homepage/editorialboard>.
- **Special issues in the works for *APPS*:**
 - March 2019: Emerging Frontiers in Plant Phenology
 - April 2019: Methods in Belowground Botany
 - 2020:
 - Advances in Plant Phenomics: From Data and Algorithms to Biological Insights
 - Conducting botanical research with limited resources: Low-cost methods in the plant sciences
 - The Potential of Machine Learning for Plant Biology

- **Cross-publication special issue—*AJB*, *APPS*, *IJPS***
 - In the works for 2020: Plant-Environment Interactions: Integrating across levels and scales.
- ***Plant Science Bulletin*:**
 - The *PSB*, now in volume 65, continues to serve as the voice of interesting news for BSA members. EIC Mackenzie Taylor is planning several special-themed issues—a first for *PSB*—beginning later this year with an issue on living collections with special issue editors Melanie Link-Perez and Dave Tank.
 - We're also pleased that the *PSB* is part of the Wiley Hub, which offers greater discoverability for readers beyond the BSA.
- **Social Media presence:**
 - We use Facebook and Twitter to promote papers in the journals, our authors and other BSA members, and items we think will be of interest to our followers. We are contemplating a separate Twitter handle for publications, i.e., @Botanical_Pubs.
 - Facebook: 27,645 followers (13% increase over last year)
 - Twitter: 6577 followers (18% increase over last year)