AAVLD Committee Report
(Note: Please attach any additional pages necessary for the following subtopics and your minutes / narrative)

___Publications Committee ____
Committee

____ October 23, 2015 _____
Date

_____ Kristy Pabilonia _____
Committee Chair

_____
Co-chair if applicable

____ Pam Ferro _____
Nominees for upcoming chair / co-chair

_____
Nominees for upcoming chair / co-chair

Committee Statement of Purpose:

The Publications Committee serves as an advisory committee for AAVLD publications and provides input from members on the value, context and advancement of these publications.

(this needs work – we'll work on it)

Strategy(ies) for Committee Activity Supporting AAVLD Strategic Plan (Please List):

- Provide input on JVDI publication and advancement of the publication
- Provide input on other AAVLD publications, including the newsletter and social media publications

Items for Review by the Executive Board (Please List):

We would like to see improved advertising in JVDI, as revenues have decreased over the past year. Jim is going to work with SAGE on increasing advertising sales over the next year. Jim will work with Jackie on packages deals for companies to advertise with JVDI in conjunction with the annual meeting.

Jim will provide JVDI financial statements from previous years to the Editor.

Action Items for the Committee (Please List):

Improve JVDI advertising (see above)

Fix the link to JVDI from the AAVLD website. Jim is also working on this with SAGE.

SAGE will work on a mobile site for the Instructions for Authors.

Provide input to Dr. Maxie, as requested, on hosting a symposium at the next AAVLD meeting.

AAVLD Publications Committee Meeting Minutes 2015
Providence, Rhode Island

Friday, October 23, 2015
8:00 am – 10:00 am
Rhode Island Convention Center, Room 552B

I. Welcome and Introductions

Committee called to order by Chair, Kristy Pabilonia, at 8:00am. See attached attendance record. Eight members in attendance.

II. JVDI Report

Grant Maxie, Editor, provided a report on JVDI.

The Instructions to Authors were revised. Dr. Maxie and Holly Farrell worked on fine tuning editing conventions. They also worked on getting nomenclature and naming conventions consistent with references (ex – Pathology of Domestic Animals book).

Current statistics (included in Publisher's Report):

- Similar volume of manuscripts are being submitted
- JVDI number of printed pages will be about the same as last year
- Current rejection rate is approximately 75%
- Impact factor increased slightly this year from 1.232 in 2013 to 1.353 in 2014
- Current (2014) ISI ranking is 38/133

Only a few review articles were published this year. Not many review articles are submitted. Dr. Maxie will be discussing special issues with Editorial Board. Ideas will be generated and a schedule of special issues will be created.

Finding reviewers continues to be a challenge. Dr. Maxie is working on finding ways to give reviewers more incentive to review manuscripts (ex – a thank you in an issue annually). The reviewer database was recently purged of people who have never conducte a review.

There is now a JVDI "In Focus" section for the newsletter featuring an interesting article from the most recent JVDI issue. There will be promotions for upcoming JVDI review articles.

Challenges for JVDI operations include enlisting dedicated peer reviewers, decreasing advertising revenues, increased turnaround times and lack of an annual financial statement. Finding peer reviewers is always difficult. JVDI is now soliciting suggested reviewers from authors during manuscript submission. Currently, JVDI is missing the back cover advertisement. SAGE will be soliciting advertisers for this spot. There are many issues with poor grammar in manuscripts submitted from other countries. SAGE has a language service that will be more prominently featured in the JVDI Instructions for Authors to provide a resource to submitting authors.

Future plans for JVDI include potentially adding more members to the Editorial Board. JVDI is moving forward on a document of expectations for Editorial Board members. Dr. Maxie is working on clarifying or developing a mission statement for JVDI (unsure if this exists). He will continue to solicit review articles and book reviews. Dr. Maxie is looking at changing the structure of Associate Editors. Vet Path has many more Associate Editors who are not paid.

Dr. Maxie would like to host a seminar on publication topics such as how to submit a manuscript, how to review a manuscript, etc. The committee was very enthusiastic about this idea and provided input. A suggestion was made to host a symposium at the 2016 annual meeting. A recording of the symposium could be posted on the AAVLD/JVDI websites.

III. SAGE Report

Shelley Andrews from SAGE provided the annual publisher's report. Member subscriptions have declined over the past two years. Consortium organizations have increased and developing world organizations have stayed stable. JVDI operational cost per member is approximately $60 per year.

The committee discussed costs for printing hard copies of the journal. Many members would prefer to only have an online copy and do not use the print copy. Advertisers may have issues with a change to online publication.

Online usage had decreased from 2014 to 2015. SAGE is working on challenges that could be contributing to decreased downloads. Downloads of top 10 articles have also decreased. Jim Kistler discussed some issues in accessing JVDI from the AAVLD website – the links were broken when AAVLD updated to Member Clicks. This has likely impacted the number of downloads. Jim has been working on this issue with SAGE.

Shelley provided other SAGE statistics for JVDI including top accessing organizations, top referring traffic sources, geographic location of visitors and manuscript submissions received.

Marketing strategies are outlined in the report. Strategies include increasing global usage and downloads, optimizing discoverability and visibility and using targeted media promotions.

Commercial sales numbers were discussed. Advertising for 2015 is down and SAGE will address this decline with efforts to increase advertisers. SAGE is working on soliciting advertisers. There may be some conflict with companies sponsoring the AAVLD annual meeting instead of JVDI. The committee discussed joint advertising packages (AAVLD meeting and JVDI package).

Impact factor has remained relatively stable (up 10% from past year). Manuscript submissions have increased 2.87% (538 new manuscript submissions).

JVDI is moving forward with sponsoring an open access journal – Veterinary Research and Case Reports. Articles rejected by JVDI but contain valuable content can be relocated to this new open access journal. SAGE is looking for an editor for this journal. SAGE is soliciting a partnership with Vet Path on this journal. The project is on hold until an editor is identified. The committee discussed methods for soliciting an editor – suggestion that a call will go out through AAVLD.

IV. Social Media Report

The AAVLD Facebook page has 1200 followers. A new Facebook page was created for the annual meeting. The main Facebook page will be posted on the AAVLD website.

Newsletter open rate is 30-35% (25% is considered good for an organization).

V. Action Items

Provide ideas for improving JVDI advertising

Fix the link to JVDI from the AAVLD website. Jim is also working on this with SAGE.

SAGE will work on a mobile site for the Instructions for Authors.

Provide input to Dr. Maxie, as requested, on hosting a symposium at the next AAVLD meeting.

Adjourned at 9:51am