

# Publications Strategic Planning

**AESS Officers Strategic Planning Meeting**

**January 23, 2016**

**San Antonio Marriott Riverwalk**



**Dale Blair**

**VP Publications AESS**

# Publications Mission and Vision

- **Mission** AESS Publications provides AESS members with scholarly, highly-regarded publications that support their professional growth and advancement. Publications will provide venues for publication of scholarly achievements, knowledge for the specialist, education for the nonspecialist, and information for our professional community.
- AESS Publications will pursue the following **strategic vision for its publications**
  - **Transactions** is relevant, timely, technically advanced, and highly regarded among professionals in our field.
  - **Magazine** is attractive and desirable and addresses timely topics in our field of interest so as to draw members to AESS.
  - **Tutorials** is a useful, informative, and timely resource for the professional growth of our members.
  - **QEB** provides new and timely information to support our members' involvement in our professional community.
  - **AESS Web Site** is a one stop shop for AESS information

# Strategic Analysis (Status)

- **Transactions** – recently made a significant progress in reducing sub-to-pub delays and early posting that is almost in place will make further improvements. Newly appointed Technical Editors with term limits are in place and new Associate Editors with term-limits will be in place in 2016.
- **Magazine** – numerous initiatives are in progress and submission is readership is anticipated. Impact factor is at 0.963 already.
- **Tutorials** – submissions to tutorials has increase due to recruiting, etc. Two tutorial issues are planned for 2016.
- **QEB** – special efforts are being made to improve the QEB and increase readership. Opens are at 33% of 4387 sent.
- **AESS Web Site** – special efforts are being made to improve the quality and value to our members. 2015 pageviews are up 50% over 2014 pageviews.

# Strategic Objectives (3 Years)

## Transactions

- (1) Reduce the average submission to-publication delay for the AES transactions to 12 months.
- (2) Increase Impact Factor of transactions to 2.0

## Magazine

- (1) Achieve an average submission rate of 12 articles per month for the AES Magazine.
- (2) Increase the contributions from industry to 2 articles per issues
- (3) Increase Impact Factor of magazine to 1.0

## Tutorials

- (1) Publish 8 articles per year 10

## QEB

- (1) Increase readership (opens) of QEB by 25%

## AESS Web Site

- (1) Increase visits to IEEE AESS Web Site by 25%

# Publication Initiatives (1 of 3)

## Transactions

1. XML Tagging of submissions to the transactions at submission for early posting on IEEE Xplore
  - Recently received standards for delivery of the XML Tagging from IEEE HQ
  - Almost ready for trial test. Should be operational in early 2016.
2. Establish and Implement Term Limits for Editors of the Transactions
  - Technical Editors - complete
  - Associate Editors - complete by end of 2016
3. Surge in the publication of transactions articles available in 2015
  - Published an extra 307 pages in 2015.
  - Reduced the submission to publication delay significantly.

# Publication Initiatives (2 of 3)

## Magazine

1. Implement advertising plan in the magazine
  - Soliciting advertisers
  - Coordinate special issues with advertisers
2. Increase the presence of student activities in the magazine.
  - Student Research Highlights
  - Student Project Highlights
3. Improve the Operations of Editorial Board for the Magazine.
  - Developed Operations Manual for the magazine
  - Improve training of the editors for the magazine
4. Series of historical interviews
5. New magazine column: “Industry Tips and Insights”
  - Published first article in January 2016
6. Increase the role of AESS in EO/IR Systems Literature
  - Recruiting articles/special issues for the magazine

# Publication Initiatives (3 of 3)

## Tutorials

1. Increasing efforts in recruiting tutorials from editors for special issues and authors of articles that do not fit in the transactions or magazine.
2. Identifying topics for tutorials and recruiting authors

## QEB

1. Establishing processing that should improve the quality and value of the QEB
2. Recruiting contributions from BoG members and officers

## AESS Web Site

1. Completed a refresh of the web site for better presentation and utility and use on mobile devices
2. Review and improve content via IEEE AESS Officers and BoG members
3. Increase value to industry via the addition of industry relations

# AESS Publications Metrics

## Standard Metrics – Transactions

Year	Impact Factor (regular, with self-citations)	Impact Factor (w/o self-citations)	Citation Half Life	Immediacy Index	Eigen-factor	Article Influence Score	Articles Published
2015							
2014	1.757				0.0103	0.691	
2013	1.394	1.236	>10	0.327	0.0093	0.650	196
2012	1.299	1.121	>10	0.214	0.0080	0.619	257
2011	1.095	0.966	>10	0.151	0.0075	0.640	218
2010	0.917	0.854	>10	0.140	0.0068	0.573	136
2009	1.230	1.134	>10	0.095	0.0068	0.560	126

## IEEE Xplore Usage – Transactions

	2014 (July)	2013	2012	2011	2010
<b>SUM by Pub/ RANK in Periodicals</b>	<b>167,264/ 35</b>	<b>350,617/ 35</b>	<b>355,048/ 33</b>	<b>393,518/ 30</b>	<b>316,291/ 33</b>



# AESS Publications Metrics

## Standard Metrics - Magazine

Year	Impact Factor (regular, with self-citations)	Impact Factor (w/o self-citations)	Citation Half Life	Immediacy Index	Eigen-factor	Article Influence Score	Articles Published
2015							
2014	0.936				0.0015	0.288	
2013	0.438	0.404	8.4	0.073	0.0009	0.166	55
2012	0.343	0.313	8.1	0.037	0.0012	0.205	54
2011	0.297	0.282	6.9	0.015	0.0011	0.173	67
2010	0.179	0.172	6.3	0.014	0.0015	0.219	70

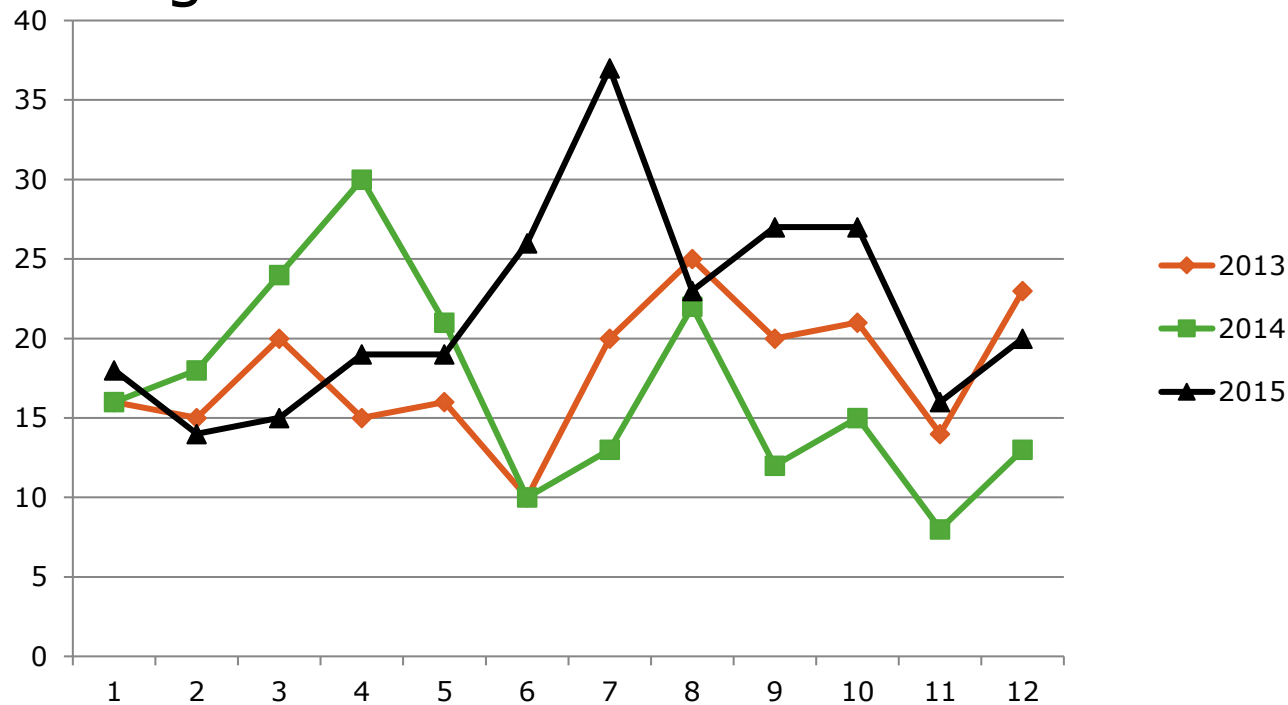
## IEEE Xplore Usage - Magazine

	2014 (July)	2013	2012	2011	2010
SUM by Pub/ RANK in Periodicals	57,541/ 92	107,718/ 94	113,854/ 87	124,761/ 81	119,910/ 77

# AESS Publications Metrics

- ❑ Submission rate for transactions and magazine
- ❑ Subscribers other than IEEE Pubs package
- ❑ Readership (opens) for the QEB
- ❑ Visits to IEEE AESS Web Site

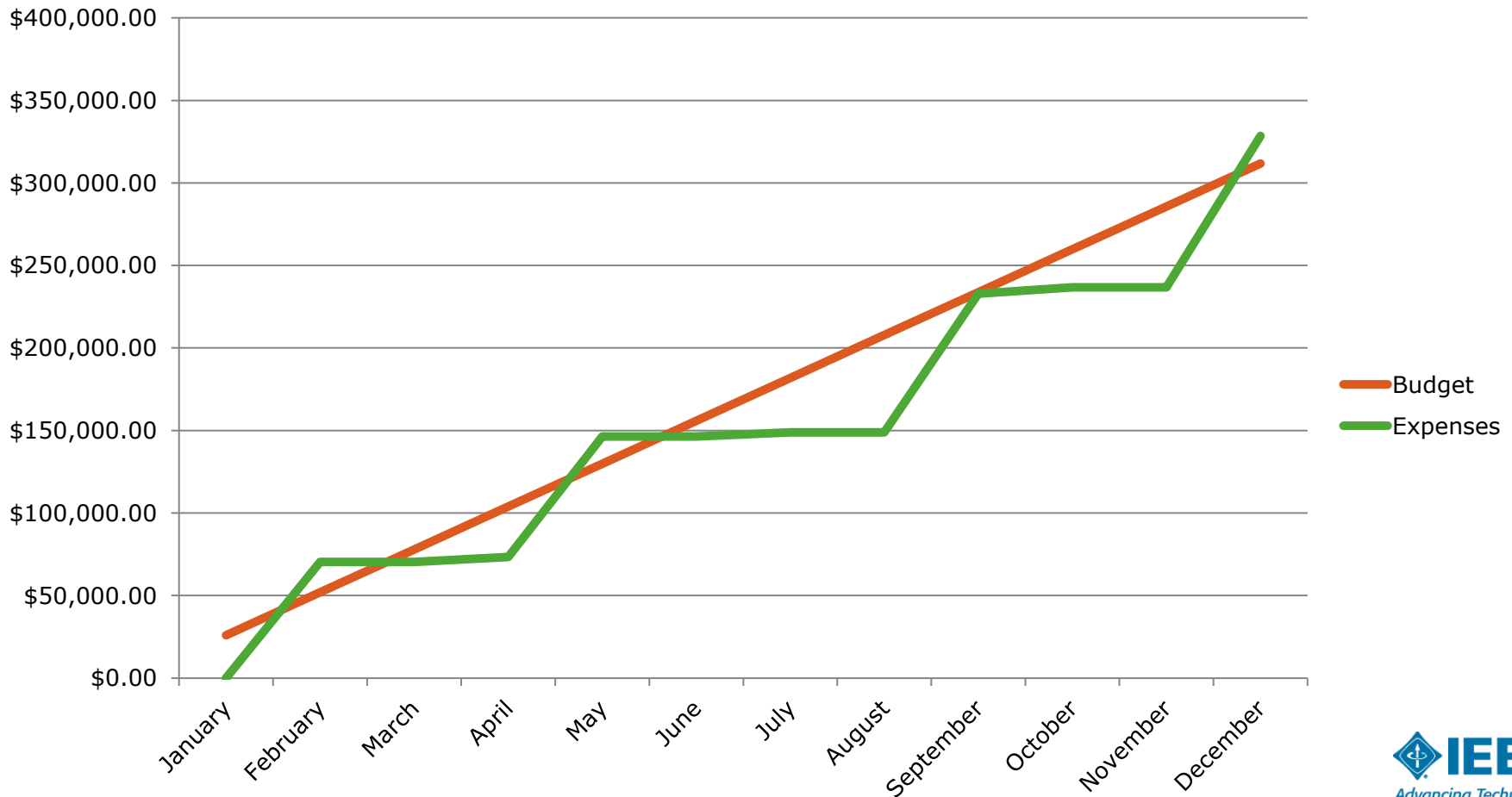
## Magazine Articles Under Review



# 2015 Budget/Expenses for T-AES

- Allen Press (AE-TAES) - \$289,680
  - 2nd year of 3 year contract for integrated services (includes 2% escalation from previous year)
  - Managing Editing, Copy Editing, Typesetting, XML tagging
- Precision Computer Works (EJP) - \$22,000
  - eJournal Database
  - Includes Task Order #TT16842 – IEEE: Export with IEEE DTD
- Total for Budget Plan 2015: \$311,680
  - Does not include IEEE-related expenses attributed to Transactions (e.g. various purchase services, XPLORE, etc.)
  - EJP estimate covers work for *Systems* Magazine as well. EJP also did not complete Task Order #TT16842 – task shifted to 2016
- Total Actual 2015 Expenses: \$328,511.82
  - EJP under budget due to task not completed and invoiced
  - Allen Press over budget due to AES decision to increase number of pages in Q3 and Q4 editions of T-AES

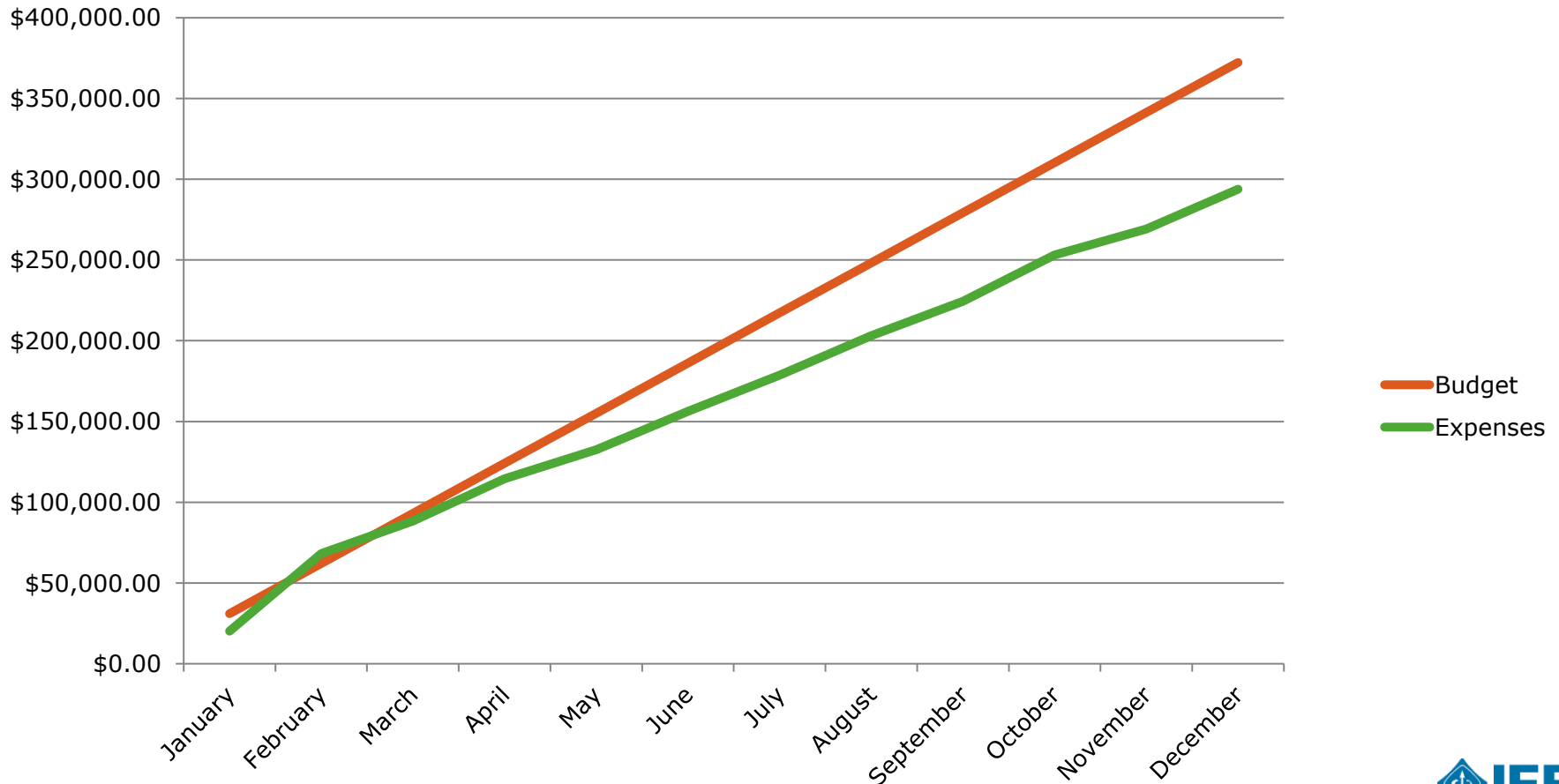
# T-AES Expenses Estimated Versus Actual



# 2015 Budget/Expenses for Magazine

- Publication & Delivery Services - \$317,322
  - Allen Press (AP-AESM) – Task Order Contract
- Administrative/Asst. Administrative Editors - \$35,000
  - Susanne J. Walsh (SJW) – Independent Contractor
- Editorial & Publication Consultant - \$20,000
  - Dave Dobson (DD) – IEEE Part-time employee
- Total Budgeted Expenses for 2015: \$372,322
  - Does not include IEEE-related expenses attributed to Transactions (e.g. various purchase services, XPLORE, etc.)
  - Comparative expenses for 2014: \$360,000 (Difference is 2% escalation for Year 2 of Allen Press contract).
- Total Actual 2015 Expenses: \$293,775.24
  - Allen Press starts new 3 year contract in 2016, budget estimate to be less
  - Dave Dobson no longer a paid consultant

# Magazine Expenses Estimated Versus Actual



# Financial Assessment

- New paradigm for page charges is a gold mine.
- Publication initiatives is having almost no financial impact on AESS in the short term.
- Publications provides a surplus to AESS
- Publication initiatives will improve its financial impact on AESS in the long term.
- No additional AESS funds is needed for Publications initiatives as long as Publications team is allowed flexibility in spending its budget.