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Getting the Most out of Journal Strategic Planning Meetings

Who, What, When, Where, Why, and HOW?

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What's the point?

- A good plan shapes and guides what an organization is, who it serves, what it does, and why it does it

- Important because it helps us
 - Set priorities for the future based on market position
 - Focus energy and resources
 - Increase effectiveness and efficiency
 - Establish agreed and realistic outcomes
 - Bridge gaps between staff and governance



Who participates?

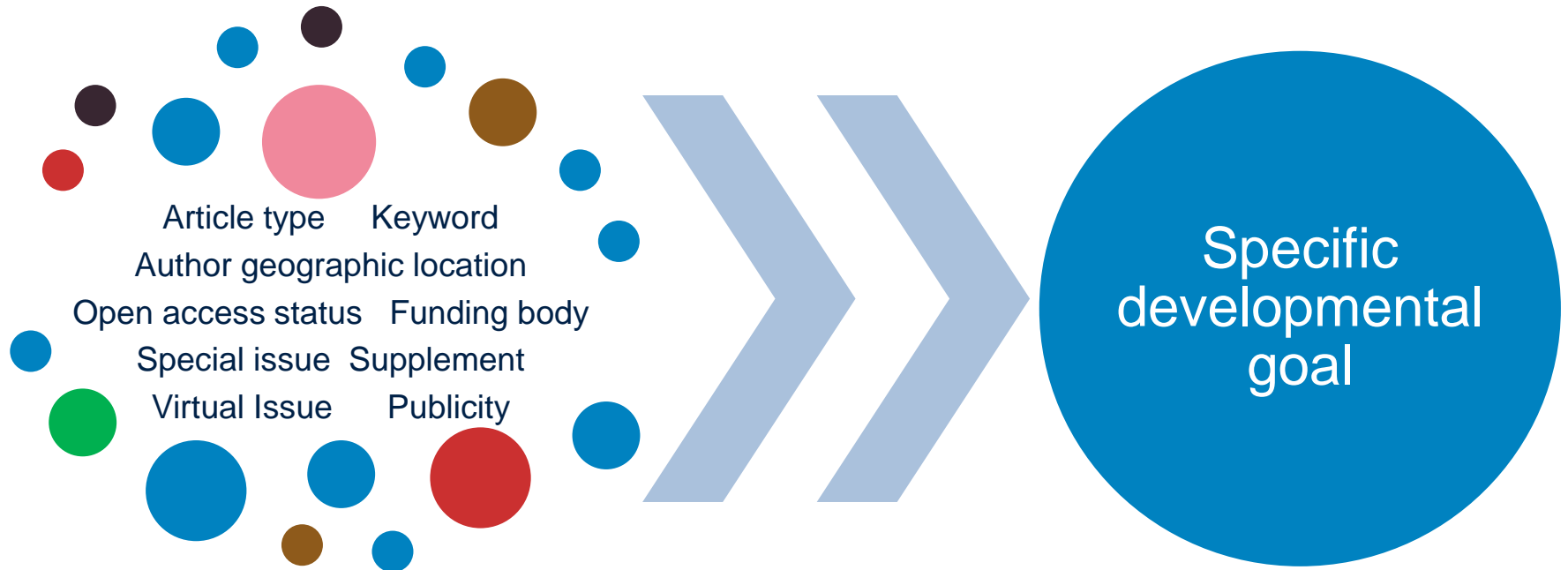
- Key stakeholders
 - Society executive(s)
 - Editor(s)
 - Publisher
 - Authors
 - Readers
- Who will act as a strong facilitator?
- Do we have a detailed (and proactive) administrator?
- Are the decision-makers involved?
- Do people have time and are they willing?



Understand your environment

<p><i>Internal Factors</i></p> <p><i>External Factors</i></p>	<p>Strengths (S)</p>	<p>Weaknesses (W)</p>
<p>Opportunities (O)</p>	<p><u>SO Strategies</u> Generate strategies here that use strengths to take advantage of the opportunities</p>	<p><u>WO Strategies</u> Generate strategies here that take advantage of opportunities by overcoming weaknesses</p>
<p>Threats (T)</p>	<p><u>ST Strategies</u> Generate strategies here that use strengths to avoid threats</p>	<p><u>WT Strategies</u> Generate strategies here that minimize weaknesses and avoid threats</p>

Tools for data analysis



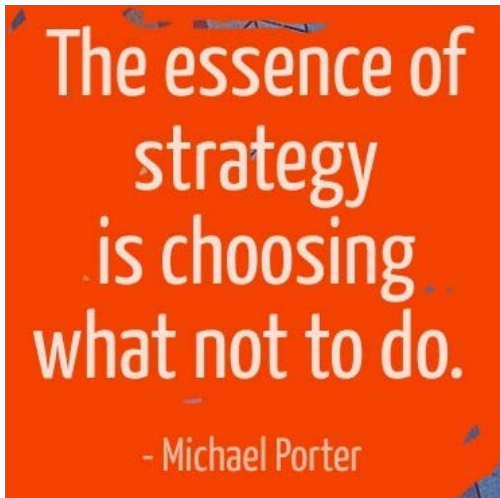
Usage Analysis

+ Citation Analysis

+ Altmetric Analysis

Then what?

- Set your objectives and the tactics needed to achieve them
 - Are you goal-based and issue-based?
 - Are your objectives SMART?



- Draft a planning document and have all stakeholders agree
 - What does success look like?
 - Who will be responsible for what?
 - When will tactics be completed?

Are we ever done?

NOPE!

- Have regular follow ups on each objective and tactic (quarterly is ideal for most)
- Pull data that will show progress
- Set agendas
- Modify end goals as necessary

**However beautiful
the strategy, you
should occasionally
look at the
results**

Winston S. Churchill

Common planning mistakes

- Trying to do too much
 - Little buy in from staff or stakeholders
 - Leadership is not supportive (communication, actions, financial support)
 - Team lacks discipline to actually carry out the plans
 - Poor communication (or lack of effective communication)
 - Lack of regular monitoring and feedback
 - Lack of flexibility
- 