

Invasive Plant Science and Management

Second Quarter Report

7/10/08

Following is a report on the current second quarter activities of IPSM. A complete review will follow in mid-July after all financial reports have been finalized for the second quarter. This report includes the information for April and May. It also includes June when data was available.

Highlights

ALPSP Awards

We nominated IPSM as a candidate for a 2008 ALPSP Award for Best New Journal. Unfortunately, the journal was not selected for an award.

JCR Recommendations

In order to facilitate IPSM being accepted into Journal Citation Reports (JCR) and receiving an impact factor, we have added a link to the landing page of the WSSA journals' website encouraging readers to recommend the journal for evaluation. Thompson Reuters, which owns JCR, states that a high number of recommendations is beneficial for a speedier evaluation of a journal.

Renewal Campaign

The 2009 renewal notices for IPSM, along with *Weed Science* and *Weed Technology*, are being updated. There will be four renewal mailings between September 2008 and March 2009. All subscribers who have not renewed will receive these notices via mail and/or e-mail. The renewal forms have been redesigned to make response easier.

BioOne Featured Article

We are coordinating placing one article a month from IPSM online as a BioOne Featured Article. The article is made available free of charge (Open Access), which improves the journal's visibility

Marketing

Copies of IPSM and other promotional material were sent to the following conferences:

Conference	Location	Dates
IGC/IRC International Conference	Hohhot, China	July 1-4, 2008
International Weed Science Congress	Vancouver, Canada	June 23-27, 2008

Press Releases

The press release for issue 1:2 was sent out to 1356 media outlets. The featured article was "Predicting Invasive Plants in Florida Using the Australian Weed Risk Assessment" by Gordon et al.

Financial

While the financials for June have not been finalized we are anticipating a loss of approximately (\$13,500).

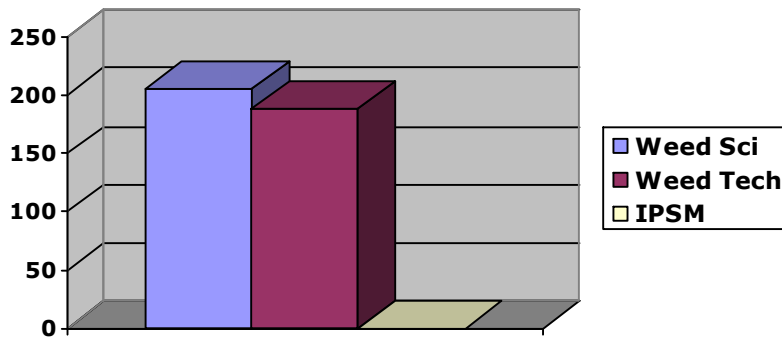
Subscribers

We currently have 50 non-member subscribers: 33 individual subscribers, 12 institutional subscribers, and 5 comp subscriptions. This equals a 57% increase in individual subscriptions and a 67% increase in institutional subscriptions during the second quarter. We grant comp subscriptions to abstracting and indexing services (e.g., Cambridge Abstracts, Chemical Abstracts, etc.).

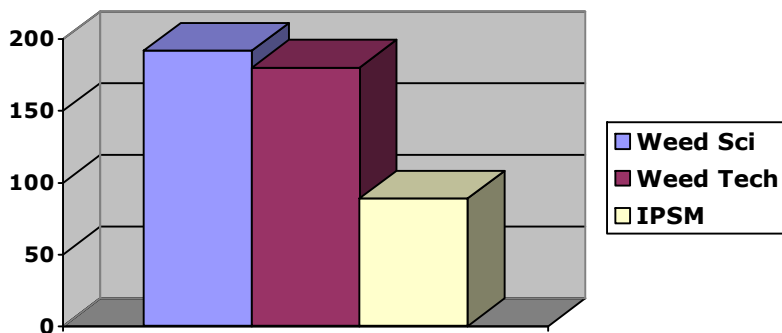
Manuscript Submissions Compared to Weed Science and Weed Tech

We are monitoring the manuscript submissions for all 3 WSSA journals to determine if IPSM is having a negative impact on the submissions of *Weed Science* and *Weed Technology*. The following numbers show the total manuscript submissions from May through April, 2006-07, 2007-08 and 2008-09*.

Manuscript Submissions 2006-07

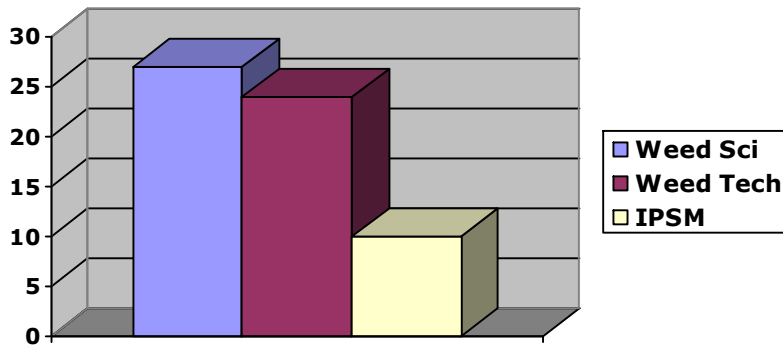


Manuscript Submissions 2007-08



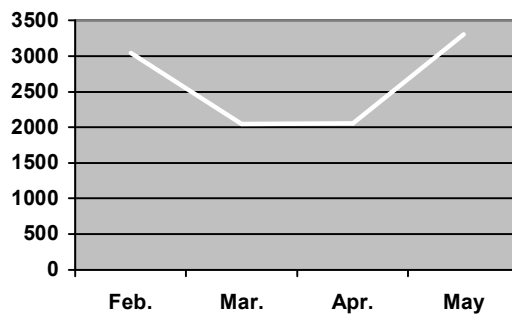
* 2008-09 numbers as of June 30, 2008.

Manuscript Submissions 2008-09



Online IPSM Usage

The following represents the total number of hits on the journal site from February through May:

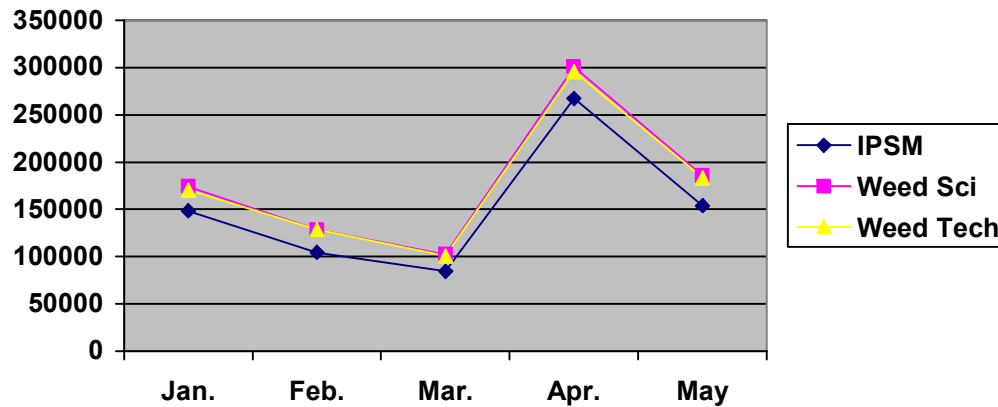


Top 5 IPSM Articles Accessed on the Journal Site

Title	Hits
Ecological Genetics of Plant Invasion: What Do We Know?	350
The Invasive Species Assessment Protocol: A Tool for Creating Regional and National Lists of Invasive Nonnative Plants That Negatively Impact Biodiversity	260
Common Reed (<i>Phragmites Australis</i>) Response to Mowing and Herbicide Application	235
Does Stem Injection of Glyphosate Control Invasive Knotweeds (<i>Polygonum</i> spp.)? A Comparison of Four Methods	223
WSSA Enters a New Era of Invasive Weed Communication	139

Online BioOne Usage

The following represents the online usage at the BioOne site:



Top 10 IPSM Articles Accessed on the BioOne Site

Title	Hits
The Invasive Species Assessment Protocol: A Tool for Creating Regional and National Lists of Invasive Nonnative Plants That Negatively Impact Biodiversity	83
Relationships Between Western Juniper (<i>Juniperus Occidentalis</i>) and Understory Vegetation	72
Ecological Genetics of Plant Invasion: What Do We Know?	67
WSSA Enters a New Era of Invasive Weed Communication	64
Common Reed (<i>Phragmites Australis</i>) Response to Mowing and Herbicide Application	62
Jubatagrass (<i>Cortaderia Jubata</i>) Control Using Chemical and Mechanical Methods	50
Does Stem Injection of Glyphosate Control Invasive Knotweeds (<i>Polygonum spp.</i>)? A Comparison of Four Methods	44
The Estes Valley	38
Medusahead (<i>Taeniatherum Caput-medusae</i>) Outperforms Squirreltail (<i>Elymus Elymoides</i>) Through Interference and Growth Rate	32
Integrated Management of Perennial Pepperweed (<i>Lepidium Latifolium</i>)	31

Additional Marketing Activities, April-June 2008

April 10, 2008 – Received email from Elsevier’s EMBASE. They will review IPSM for inclusion in their abstracts and let us know at the end of 2008.

April 10, 2008 – Sent 120 copies of IPSM 1.1, 100 IPSM pens, 100 sticky pads to Janet Clark for Cooperative Weed Management Areas conference in Reno

April 11, 2008 – Sent 15 copies of IPISM 1.1 and subscription order forms to Scott Ditmarsen for Florida EPPC

April 15, 2008 – In an effort to enhance IPISM's international visibility, we contacted Environment Abstracts (LexisNexis) for inclusion in their database. We are providing them a complimentary subscription to IPISM to determine if the journal fits their selection criteria.

April 21, 2008 – Sent 10 copies of IPISM 1.1, pens and sticky notes to Tony DiTommaso for meetings with New York State agencies and other groups that are involved in invasive plant management

May 2008 – Revised subscription form for IPISM to include membership information and posted on the journal site

May 20, 2008 – Sent 20 copies of *Invasive Plant Science and Management* plus 50 pens and sticky notes to Anne Legere for a meeting in Canada

June 2008 – Nominated IPISM for Best New Journal at ALPSP Awards. With more than 360 members in 36 countries, ALPSP is the largest trade association for scholarly and professional publishers. Unfortunately, the journal was not selected for an award.

We added IPISM to ALPSP's Learned Journal Collection, which currently consists of 728 journals from 53 publishers with nine discipline-specific subsets. This collection has a broad distribution in Europe.

June 10, 2008 – Revised the "Call for Papers" ad. We will display this ad at conferences to enhance awareness of IPISM to potential authors. We will also run the ad in the three WSSA journals as filler ads.

June 11, 2008 – Shipped 500 copies of IPISM 1.2, 500 pens and 200 sticky notes to International Weed Science Congress in Vancouver

June 12, 2008 – Completed information form for Scopus (Elsevier) database after IPISM was recommended for inclusion

June 17, 2008 – Sent 100 copies of IPISM 1.2 and several copies of the Call for Papers ad to Melissa Bravo for Northeastern Weed Science Society Short Course

June 30, 2008 – Registered an Allen Press staff member at the ESA conference to help Joe DiTommaso staff the IPISM table and booth

IPISM is being represented at a variety of international and regional invasive plant conferences, and we feel confident it is reaching its intended audience. The increase in subscriptions since the first quarter is a strong indication that this is the case. However, in order to continue this trend, it will be essential that WSSA members continue to support IPISM by promoting it at local and regional conferences. Their endorsement as invasive plant experts will greatly influence how the journal is received.

Future Marketing Activities

- We have begun preparations to nominate IPSM for upcoming publishing awards, including the SNAP (Society of National Association Publications) 2009 EXCEL Award.
- Press releases will be sent out for issues 1:3 and 1:4.
- We are planning a post card and email promotion that will target groups affiliated with plant science, agronomy and county extension agencies.
- We are planning a promotional mailing using a jumbo postcard that will be sent to librarians, university faculty and researchers during the third quarter of the year promoting the option of purchasing IPSM alone or in combination with other Allen Press's journals. A discount is offered that increases proportionate to the number of different journals purchased. This is designed to increase awareness of our journals and provide an incentive for institutions that are interested in purchasing larger groups of publications.
- In conjunction with this "bundled" promotion, we will offer a 90-day free trial of online access to the journals.
- Allen Press will promote IPSM at the following large conferences in the fourth quarter of 2008:
 - **Ecological Society of America**
August 3-8, 2008 Milwaukee, WI
 - **Geological Society of America**
Oct. 5-9, 2008 Houston, TX
 - **Charleston Conference**
Nov. 5-8, 2008 Charleston, SC

In 2009, we will continue to provide promotional items to WSSA members to use at local and regional meetings. We are also developing a plan to reach out to European institutions by including IPSM in our marketing efforts there.