



## **2010 Publishing Report on Activities for *Invasive Plant Science and Management (IPSM)***

As your publishing team, we are pleased to provide you with the following recap of our activities during the second year of publication as well as an overview of our plans for 2010.

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In 2009, we continued to see progress toward the goals for *Invasive Plant Sciences and Management*. The number of subscribers increased by 26% compared to 2008. The online activity, i.e., the number of times the journal was accessed online, increased by 43%. The number of manuscripts submitted to IPSM has more than doubled since the first year. Other changes in 2009 and 2010:

### **Change in Work Flow**

In 2009, IPSM transitioned to an Early Copyedit workflow. The advantage of this process is that both the editor and the authors can review the copyedited manuscript and make changes before typesetting, which streamlines the production process by reducing the number of revisions after typesetting and page composition. Since moving to this workflow, the average number of corrections per issue dropped from 267 in 2008 to 86 in 2009.

### **Manuscript Submission and Peer Review**

In 2009, we began the transition to a new peer review software called PeerTrack. While we have had some issues early on, most have been resolved. The author notification by decision type will be resolved in 2010 when the software is updated, which is expected to occur in May. We have an estimate for the cost of writing new code that will allow the editor and associate editors to list reviewers in order of preference, but this requires further discussion.

### **WSSA Logo in Articles**

Starting in 2010, the WSSA logo will appear on the first page of each article in the WSSA journals. In the print version, the logo will be in black. The online version of the article will show the logo in green. Since online searches usually lead to the first page of an

article, we wanted to make sure the society and journal are clearly identified. Attached is a sample of how the first page looks with the logo.

### **Availability of Open Access**

Authors may now opt to purchase unlimited online access for their articles. The fees are \$2,000 for members and \$2,500 for non-members. As you probably know, when an author selects open access, the article is available to anyone who has internet access. There are no restrictions on who can read and cite the article. No IPSM authors purchased open access in 2009. However, one *Weed Science* author opted for OA and his article was the most frequently accessed in 2009 for that journal.

### **Color Options**

In addition to paying to have their figures printed in color, authors now have the option of having their figures produced in color online but printed in black/white.

We've attached a copy of the revised page charge form that shows the changes described above.

### **New Silo Site Platform**

In the near future, we will be transitioning the journal site to a new platform called Pinnacle. The new robust, user-friendly platform will have several enhanced features such as

- Search engine optimization
- Enhanced TOC and RSS feeds
- Dynamic citation link resolution
- Forward linking
- COUNTER compliant usage reports
- Widgets where we can post journal/society news, notes and announcements
- User friendly content management tools, such as
  - Downloading multiple citations
  - Saving favorite articles
  - Saved searches
  - Searching on related content

### **Pages Printed**

Following chart shows the total number of pages printed in IPSM in 2008 and 2009.

	2009	2008
Page budget	608	608
Pages used	428	444
Percent of page budget used	70%	73%
Total number of articles	44	49
Average number of pages in each art.	10	9

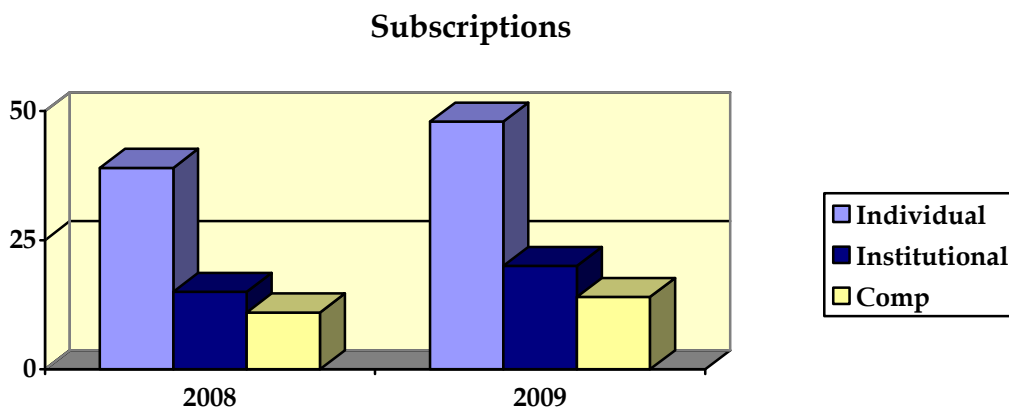
We expect the number of pages to increase in 2010.

## Subscribers

In 2009, we had 82 non-member subscribers: 48 individual subscribers, 20 institutional subscribers and 14 complimentary subscriptions. This is a 26% increase over 2008.

We grant comp subscriptions to abstracting and indexing services (e.g., Thomson Reuters, Cambridge Abstracts, Chemical Abstracts, etc.) and to the nonmember Associate Editors. The abstracting and indexing services are important for receiving additional name recognition as well as increased usage of the content.

The following graph shows subscription development for IPSM:



\*2010 subscriptions as of January 12, 2010. To date, 62% of 2009 subscribers have renewed.

The following table shows the actual number of institutional subscriptions compared to original projections in 2007:

Subscription Type	2008 Projection	2008 Actual	2009 Projection	2009 Actual
Online Only	5	4	6	2
N.A. Online & Print	10	9	10	16
ROW Online & Print	3	2	3	2

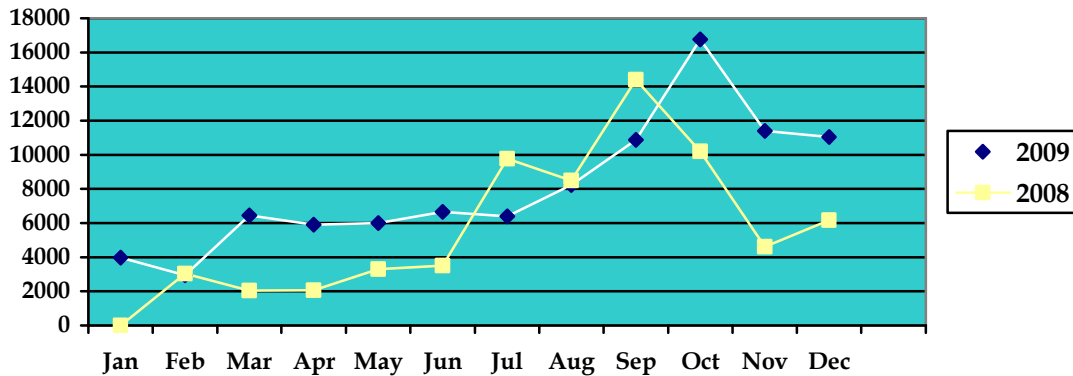
Janet Clark has worked effectively to help increase the number of individual subscribers. We continue to work hard to increase the number of institutional subscribers. In one of our marketing efforts, we developed a discounted offer to libraries that currently subscribe to *Weed Science* and *Weed Tech*, which netted us 4 new subscriptions in 2009.

Our plans for promoting subscriptions in 2010 are summarized in the Marketing section of this report.

### Online Journal Usage

A key area to measure the success of IPSM is the number of people who are reading the articles, both in print and online. During 2009, IPSM received a total of 96,655 hits on the journal site. This is an increase of 43% over 2008 (67,600 hits). The following shows the number of hits by month compared to 2008.

### Online Activity



### Top Articles, Invasive Plant Science and Management, 2009

Title	Author	Vol.	Issue	Hits	Notes
Ecological Genetics of Plant Invasion: What Do We Know?	Ward et al	1	1	631	
Modeling Tamarisk ( <i>Tamarix</i> spp.) Habitat and Climate Change Effects in the Northwestern United States	Kerns et al	2	3	575	
Common Reed ( <i>Phragmites Australis</i> ) Response to Mowing and Herbicide Application	Derr	1	1	410	
The Invasive Species Assessment Protocol: A Tool for Creating Regional and National Lists of Invasive Nonnative Plants That Negatively Impact Biodiversity	Randall et al	1	1	348	
Forest Roads Facilitate the Spread of Invasive Plants		2	3	342	Press Release

### Top Articles, Invasive Plant Science and Management, 2 Years Combined, 2008-2009

Title	Author	Vol.	Issue	Hits	Notes
Ecological Genetics of Plant Invasion: What Do We Know?	Ward et al	1	1	2252	Press Release
Common Reed ( <i>Phragmites Australis</i> ) Response to Mowing and Herbicide Application	Derr	1	1	1720	
The Invasive Species Assessment Protocol: A Tool for Creating Regional and National Lists of Invasive Nonnative Plants That Negatively Impact Biodiversity	Randall et al	1	1	1601	
Medusahead ( <i>Taeniatherum Caput-medusae</i> ) Outperforms Squirreltail ( <i>Elymus Elymoides</i> ) Through Interference and Growth Rate	Young and Mangold	1	1	1048	

Relationships Between Western Juniper ( <i>Juniperus Occidentalis</i> ) and Understory Vegetation	Coultrap et al	1	1	872
The Estes Valley, Colorado: A Case Study of a Weed Management Area	Gunderson-Izurieta et al	1	1	868
Herbicide and Native Grass Seeding Effects on Sulfur Cinquefoil ( <i>Potentilla Recta</i> )-Infested Grasslands	Endress et al	1	1	862
Jubatagrass ( <i>Cortaderia Jubata</i> ) Control Using Chemical and Mechanical Methods	DiTomaso et al	1	1	755
Effective Fennel ( <i>Foeniculum Vulgare</i> ) Control with Herbicides in Natural Habitats in California	Bell et al	1	1	738
Forces Necessary to Initiate Dispersal for Three Tumbleweeds	Baker et al	1	1	723

Note: The entire first issue was open access for one year.

***The Top 10 Referring URLs for 2009:***

- <http://www.google.com>
- <http://www.wssa.net/wssa/pubs/weedsci.htm>
- <http://www.wssa.net/wssa/pubs/weedtech.htm>
- <http://www.wssa.net/wssa/pubs/ipsm.htm>
- <http://wssa.net/wssa/pubs/weedsci.htm>
- <http://scholar.google.com>
- <http://www.wssa.net/>
- <http://www.weblinkvalidator.com/>
- [http://www.acgpublishing.com/dir\\_journals/weedtechnology2.asp](http://www.acgpublishing.com/dir_journals/weedtechnology2.asp)
- <http://wssa.net/wssa/pubs/weedtech.htm>
- <http://ejournals.ebsco.com/journal2.asp?journalid=115008>
- <http://www.wssc.org.cn/>

***The Top 10 Search Phrases for 2009:***

- weedy rice
- drift herbicide
- herbicide resistance
- biological control
- weed science
- red rice
- herbicide injury measure
- race formation
- integrated weed management
- safe sites

***The Top 10 Search Words for 2009:***

- weed
- herbicide
- resistance
- control
- glyphosate
- seed
- rice
- competition
- weeds
- corn

**Impact Factor**

Thomson Reuters has been receiving copies of IPSM for review, and we are preparing to formally apply for inclusion in the Web of Science in February 2010.

Thomson often looks at a journal's uniqueness when they consider including a journal in their collection. IPSM is the only journal we are aware of that focuses exclusively on invasive plants. Other key factors in having a journal accepted to Thomson are:

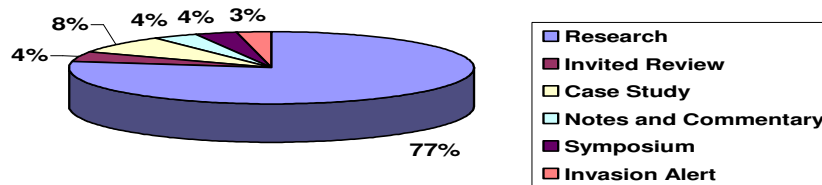
- Basic publishing standards, including timeliness
- International diversity, including authors and editorial board members
- Peer review
- Informative journal title
- Descriptive article titles
- A bibliography in English

We feel that we easily meet all of these requirements.

Keep in mind that once IPSM has been accepted for inclusion in the Web of Science, it will take 3 years before we have an impact factor. They require 2 years of inclusion in the database before they can calculate an impact factor.

### **Manuscript Submissions**

During 2009, 119 manuscripts were submitted. 77% of them are research articles. The journal currently has a 42% acceptance rate.



The submitted papers originate in 12 countries (2008 = 8 countries).

*Countries of Origin of Manuscripts in 2009*

Country*	Total	%
Australia	7	5.88%
Brazil	1	0.84%
Canada	3	2.52%
France	2	1.68%
Germany	1	0.84%
India	1	0.84%
Iran	1	0.84%
Malaysia	1	0.84%
Panama	1	0.84%
Puerto Rico	1	0.84%
Switzerland	1	0.84%
United States of America	78	65.5%
Unknown	21	17.6%
<b>Total</b>	<b>119</b>	<b>100%</b>

We placed a Call for Papers ad in the December issues of the WSSA journals to further encourage new manuscript submissions.

In 2009, Allen Press began to contact potential new authors who had not previously published in IPSM but had recently published articles relevant to IPSM in the following journals: *Ecology, Conservation Biology, Ecology Letters, Ecological Management and Restoration, Trends in Ecology and Evolution, Diversity and Distributions, Restoration Ecology, Plant Ecology, Journal of Nature Conservation, Biological Invasions, Natural Areas Journal, Rangelands*. Each corresponding author received an e-mail inviting them to submit future papers to IPSM. The email contained links to the journal site and the manuscript submission site. This is time consuming and we haven't received any submissions as a result of our efforts, so we won't continue this activity in 2010.

**2009 Marketing Activities**

***Press Releases***

We issued press releases for each issue of IPSM. Following shows the articles that were featured and the number of media contacts.

Issue	Title	Media Contacts
2.1	The Rationale for Monitoring Invasive Plant Populations as a Crucial Step for Management by Maxwell et al	1,679
2.2	Effect of Biological Control on Leafy Spurge (Euphorbia esula) and Diversity of Associated Grasslands over 14 years by Lesica and Hanna	1,590
2.3	Forest Roads Facilitate the Spread of Invasive Plants” by Mortensen et al	1,666
2.4	Weed Eradication – An Economic Perspective” by Panetta	1,602

Following are examples of sites that posted an IPSM press release, provided a link to the original release or created a news story based on the press release.

Outlet Name	News Headline	Circulation Audience
Montana State University	Monitoring better than EDRR for managing many invasive plant populations	N/A
USDA	Monitoring better than EDRR for managing many invasive plant populations	N/A
AgProfessional	Spending More Time Identifying Invasive Plants	23,029
AgriMarketing	Grassland Recovery From Exotic Plant Invasion Will Be Long and Complicated	9,000
Plant Management Network	Grassland Recovery from Exotic Plant Invasion Will Be Long and Complicated	40
Agri Digest	Grassland Recovery From Exotic Plant Invasion Will Be Long and Complicated	N/A
NWRN Today (The Weakley County Press)	Grassland recovery from exotic plant invasion will be long and complicated	5,000
Western Ag Reporter	Grassland recovery from exotic plant invasion will be long and complicated	12,000
Oregonlive.com (The Oregonian- Online)	Roadside work hastens the spread of invasive weeds, study says	38,100
High Plains Journal	Road maintenance may help spread invasive plants	52,700
Washington Gardener Magazine	Road maintenance may help spread invasive plants	N/A
Physorg.com	Researchers learn why invasive plants are spreading rapidly in forests	14,355
K State Research and Extension	Researchers Learn Why Invasive Plants Spreading So Rapidly in Forests	N/A
Southern States	Containment and eradication of invasive weed species	N/A



### *Conferences*

Allen Press and/or WSSA representatives promoted IPSM at various conferences throughout 2009, in addition to efforts such as promotion at universities, libraries, etc. Following is a list of all conferences where IPSM was promoted in 2009, either in person or by sending materials:

Feb 22-27	Natl Invasive Weed Awareness Week / Washington, DC
March 9-12	WSWS / Albuquerque, NM
March 12-15	Association College and Research Libraries / Seattle, WA
March 17-20	N Amer Wildlife Conference / Arlington, VA
Mar 21-Apr 1	Western Aquatic Plant Mgmt Society / Honolulu, HI
April 1-3	KS Library Assoc. and Mountain Plains Assoc. / Wichita, KS
April 19-23	Internat'l Aquatic IS / Montreal, Quebec
April 27-30	WSWS Short Course / Chico Hot Sprgs, MT
May 4-7	UF/IFAS Aquatic Weed Control Short Course / Coral Spgs, FL
May 26-29	FL EPPC / Delray Beach, FL
June 14-17	Special Libraries Association / Washington, DC
June 21-23	Amer Forage & Grassland Cncl / Grand Rapids, MI
July 12-15	Aquatic Plant Mgmt Society/Milwaukee, WI
Aug 2-7	Ecological Society of America / Albuquerque, NM
Aug 11-12	MidAtlantic EPPC / Johnstown, PA
Aug 24-26	International Marine Bioinvasions Conf, IPC of BC / Portland, OR
Sept 15-17	MidSouth Aquatic Plant Mgmt / Guntersville, AL
Sept 15-18	Natural Areas Meeting /Vancouver, WA
Sept 21-24	NAWMA conference /Kearney, NE
Sept 21-25	NEWSS Nox Weed Short Course / PA
Oct 7-10	Cal-IPC Symposium / Visalia, CA
Nov 24-26	Canadian Weed Science Society / PEI
November	Western Weed Coordinating Committee
Dec. 7-10	North Central WSS / Kansas City, MO

At most of these meetings, we handed out postcards and pens or other giveaways.

### *Lapsed Subscriber Campaign*

In October, we distributed an email to faculty at institutions who had not renewed their subscription. The email can be viewed at:

<https://app.e2ma.net/app/view:CampaignPublic/id:25123.2517276545/rid:f0c73d841265cb612eea5fa1f2e088a1>

This email was sent to 117 faculty members at 40 different institutions.

### **Results:**

Total emails sent	117	
Total received	108	92.3%
Total bounces	9	7.7%

People who opened it	24	22.2%
People who clicked	3	12.5%
People who opted out	1	0.9%

We can directly attribute one of the *Invasive Plant Science and Management* renewals to the email we sent out.

### ***New Subscriber Campaign***

We mailed copies of *Invasive Plant Science and Management* to 1,000 faculty members at 384 institutions. These copies went out in late November. Each copy was accompanied by a letter that explained the benefits of the journal and offered a 30-day free trial. Printed on the reverse side of the letter was a library recommendation form that included institutional pricing.

In mid-December, we sent a follow up email to 738 faculty members who had received the sample copy.

### **Results**

Total sample copies sent	1000	
Total emails sent	738	
Total emails delivered	731	99.05%
Total bounces	7	.95%
People who opened it	141	19.29%
Unique opened emails	104	14.25%
People who clicked links	5	.68%
People who opted out	1	.14%

We will monitor the results to see how many institutional subscriptions we gain.

### **Content Distribution Initiatives**

To date, IPSM has been included in the following indexing/abstracting collections:

- AgBiotech News and Information
- Biocontrol News and Information
- C A B Abstracts
- Chemical Abstracts
- Crop Physiology Abstracts
- Current Abstracts
- EBSCOhost (Environment Complete, Sustainability Reference Center, TOC Premier)
- Ecology Abstracts (Bethesda)
- EMBASE
- Environmental Abstracts
- Environment Index

- Environmental Sciences and Pollution Management
- Forestry Abstracts
- Grasslands and Forage Abstracts
- Horticultural Science Abstracts
- Irrigation and Drainage Abstracts
- Nutrition Abstracts and Reviews
- Organic Research Database
- Ornamental Horticulture
- Plant Breeding Abstracts
- Plant Genetic Resources Abstracts
- Review of Plant Pathology
- Scopus
- Seed Abstracts
- Soils and Fertilizers
- SwetsWise All Titles, Veterinary Science Database
- Weed Abstracts
- Wheat, Barley and Triticale Abstracts

We will continue to research other opportunities for indexing and abstracting and make efforts to have IPSM included in these databases. These efforts should lead to enhanced visibility of the journal and use of the content.

Full journal content is also included in BioOne and other online aggregations, which enhances worldwide visibility and use, and, in most cases, a use-based royalty.