



**Allen Press Publishing Services Report on 2008 Activities  
for  
*Invasive Plant Science and Management (IPSM)***

Following is a review of our activities following our first year of publication.

Karen Ridgway  
Publisher

2008 was very good for this start-up journal. We don't have the final numbers for 2008 yet, but we are optimistic about the ultimate success of *IPSM*.

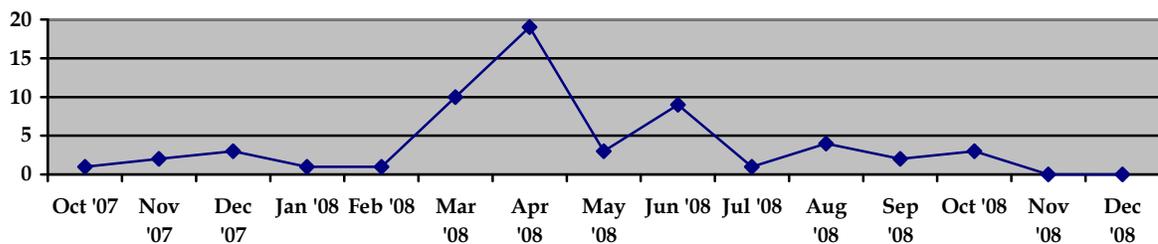
During the first year, *IPSM* had 4 issues come out on time and printed a total of 444 pages which is 73% of the 608 page budget. We expect the number of pages to increase in 2009.

### **Subscribers**

In 2008, we had 65 non-member subscribers: 39 individual subscribers and 15 institutional subscribers. The remaining 11 are 5 complimentary subscriptions we granted to abstracting and indexing services (e.g., Cambridge Abstracts, Chemical Abstracts, etc.) and 6 to the nonmember Associate Editors. The abstracting and indexing services are important for getting additional name recognition as well and increased usage of the content.

Following shows the month-to-month purchases of both individual and institutional subscriptions for *IPSM*

### Timing of Subscriptions



Our plans for promoting subscriptions in 2009 are shown in the Marketing section of this report.

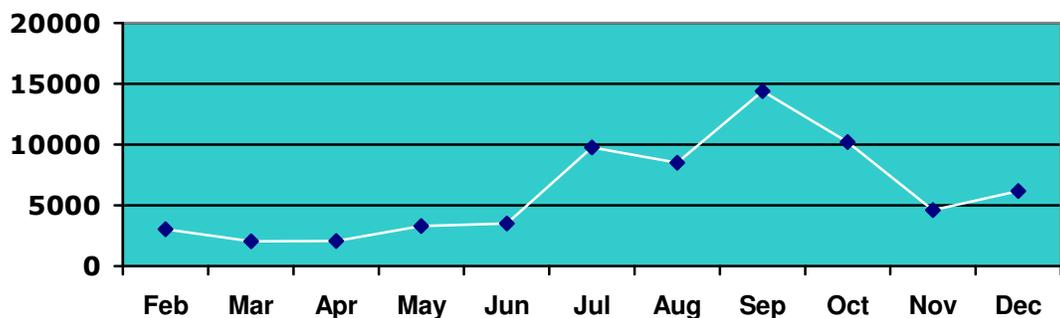
### Periodicals Status

U.S. Postal Services approved *IPSM's* periodicals status on September 29, 2008. Approval usually takes 1-2 years, so the fact that they processed *IPSM's* application in such a short time is remarkable. The journal will now mail at the lower periodicals rate, which should reduce postage costs by 25%-30%.

### 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 2008, *IPSM* received a total of 67,600 hits on the journal site. The following shows the number of hits by month.

### *IPSM* Online Activity



### The Top Referring URL's for 2008:

- <http://www.google.com>
- <http://www.wssa.net>
- <http://scholar.google.com>
- <http://www.acgpublishing.com>
- <http://www.weblinkvalidator.com/>
- <http://ejournals.ebsco.com>

The Top 10 Search Phrases for 2008:	The Top 10 Search Words for 2008:
avena fatua	weed
cirsium arvense	herbicide
hordeum vulgar	control
melilotus officinalis	glyphosate
sonchus arvensis	resistance
weed control	herbicides
polygonum avicular	wheat
hordeum murinum	seed
wild oat	competition
seed bank	corn

**Most Popular *IPSM* Articles on the Journal Site in 2008:**

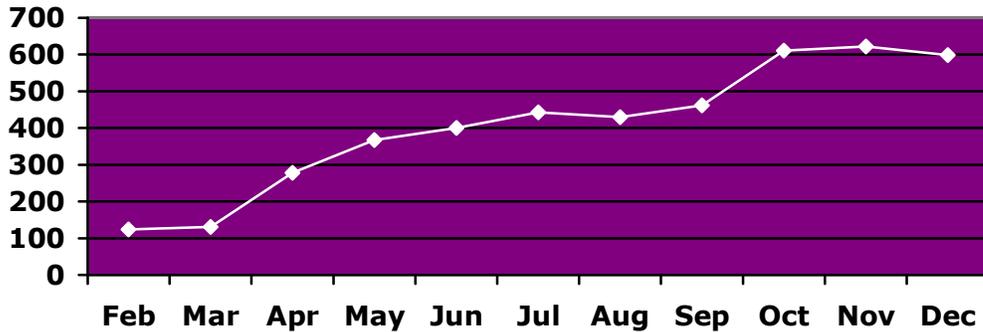
Title	Hits
Ecological Genetics of Plant Invasion: What Do We Know? (Issue 1:1)	1628
Common Reed ( <i>Phragmites Australis</i> ) Response to Mowing and Herbicide Application (Issue 1:1)	1384
Does Stem Injection of Glyphosate Control Invasive Knotweeds ( <i>Polygonum</i> spp.)? A Comparison of Four Methods (Issue 1:1)	1258
The Invasive Species Assessment Protocol: A Tool for Creating Regional and National Lists of Invasive Nonnative Plants That Negatively Impact Biodiversity (Issue 1:1)	1009

I think it's interesting to note that an article from the first issue of *IPSM*, *Ecological Genetics of Plant Invasion: What do We Know?*, has ranked in the top 10 articles for all 3 WSSA journals for all but 2 months of the year. For 5 months of the year, it received the most hits of all articles posted on the WSSA journal site.

**Online BioOne Usage**

One of the key aggregations that carries *IPSM* content is BioOne. The following represents the online usage at the BioOne site which totaled approximately 4,500 hits.

### BioOne Downloaded *IPSM* Articles



### Top *IPSM* Articles Accessed on the BioOne Site in 2008

High Phenotypic and Molecular Variation in Downy Brome ( <i>Bromus tectorum</i> )	277
Ecological Genetics of Plant Invasion: What Do We Know?	246
Common Reed ( <i>Phragmites Australis</i> ) Response to Mowing and Herbicide Application	145
Relationships Between Western Juniper ( <i>Juniperus Occidentalis</i> ) and Understory Vegetation	118
The Invasive Species Assessment Protocol: A Tool for Creating Regional and National Lists of Invasive Nonnative Plants That Negatively Impact Biodiversity	83

### Impact Factor

We are preparing to submit *IPSM* to Thomson Scientific to be included in the Web of Science at the end of 2009. The journal already fills a unique niche, so we need to have an established track record for the journal, that is, make sure that it is coming out on time.

The 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 have put a link on the journal landing page for people to recommend *IPSM* to Thomson. Following is the link to the journal page

<http://wssa.allenpress.com/perlerv/?request=index-html&ct=1>

We encourage WSSA members, authors and others use this means to recommend the journal. The more advance recommendations we receive, the more likely it will be that the journal is accepted when we apply.

One way to help increase our citations is to make sure the authors are using strong key words, words that are “hot buttons” in the industry.

We also need to be sure that, while some self-citations are expected, we don't use too many. A general guideline is fewer than 25% of the total references should be self citations.

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.

A journal impact factor is a measure of the frequency with which the “average” article in a journal has been cited in a particular year. The impact factor is calculated by dividing the number of current citations to articles published in the two previous years by the total number of articles published in the two previous years.

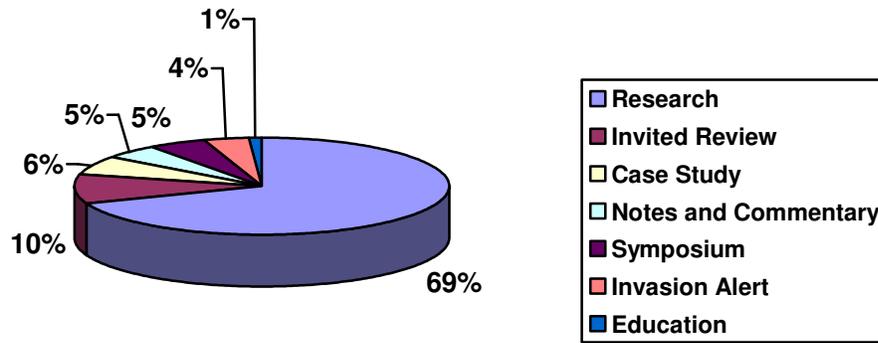
Another important measure of success is the Immediacy Index. This measures how quickly the average article in a journal is cited, or how often articles published in a journal are cited with the same year of publication.

## **Change in Work Flow**

*IPSM* has experienced a higher than expected number of text corrections after typesetting. We are recommending that *IPSM* change 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. Correcting problems before the articles are typeset will significantly reduce the amount being charged for author corrections.

## **Manuscript Submissions**

In 2008, 72 manuscripts were submitted. 57 (79%) of them are research articles. The journal currently has a 57% acceptance rate.



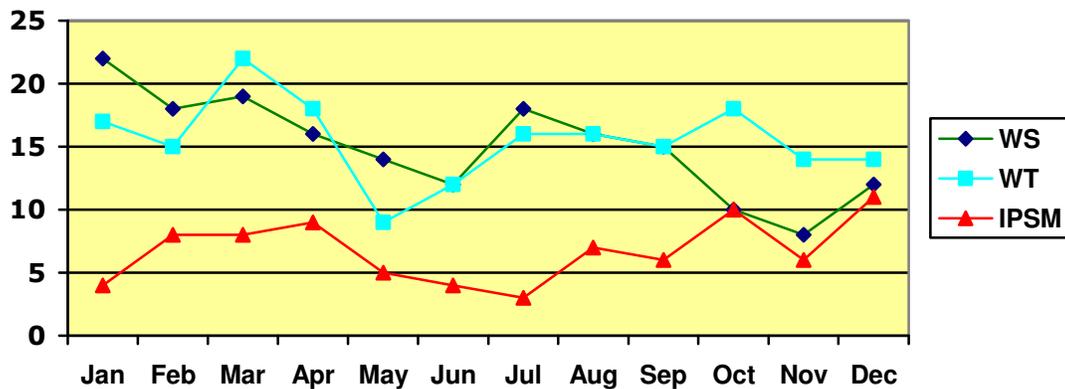
The submitted papers originate in 7 countries.

**Countries of Origin of Manuscripts in 2008**

Country	Total	%
Australia	3	3.61
Brazil	1	1.20
Canada	1	1.20
Germany	1	1.20
Switzerland	2	2.41
United Kingdom	2	2.41
United States of America	73	87.95

**Submissions Compared to *Weed Science* and *Weed Tech***

We have been 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 manuscript submissions during 2008.



We placed a Call for Papers ad in the December 2008 issue of ESA's *Frontiers in Ecology and the Environment*, following the great interest in *IPSM* at the ESA conference in August. We plan to issue at least one Call for Papers in 2009.

In 2009, Allen Press plans help recruit new authors by monitoring the Tables of Contents of competing journals (e.g. *Ecology*, *Conservation Biology*, *Ecology Letters*, *Ecology Management and Restoration*, *Trends in Ecology and Evolution*, *Diversity and Distribution*, *Restoration Ecology*, *Plant Ecology*, *Journal of Nature and Conservation*, *Biological Invasions*, *Natural Areas Journal*, *Rangelands*, *Vegetatio*, etc.) for articles that would be relevant to *IPSM*. We plan to email the authors, informing them of *IPSM*'s existence and suggesting that they consider submitting future manuscripts to us. In addition, we will be glad to contact any individuals identified by WSSA as suitable potential authors with the same information about *IPSM* and suggestion of submitting a manuscript.

## Potential Future Editorial Changes

The idea of including Spanish abstracts in 2010 is currently under review by WSSA's Board of Directors. WS will be the first of the WSSA journals to make this change in 2010; if it is well received, both WT and *IPSM* may adopt it as well.

## Open Access

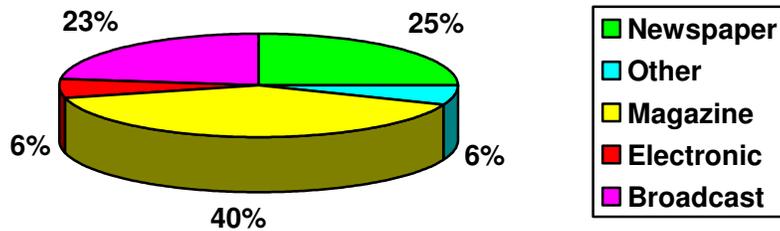
In 2008, Allen Press proposed an Open Access model for all three WSSA journals which would give authors the option of purchasing Open Access for their articles. If our proposal is accepted, we will contact the editors with an explanation of how it will work.

## 2008 Marketing Activities

### Press Releases

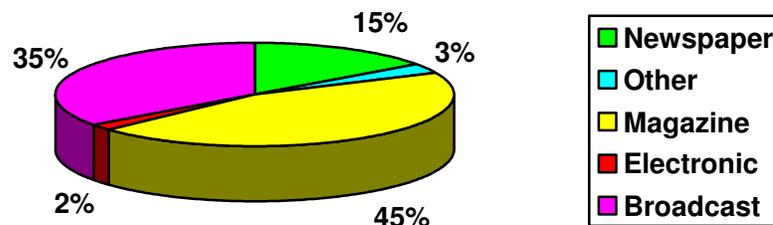
#### *Volume 1, Issue 1*

The press release for issue 1.1 was sent to 3,107 media contacts and featured "Ecological Genetics of Plant Invasion: What Do We Know" by Sarah M. Ward, John F. Gaskin, and Linda M. Wilson. Following is a breakdown of the media outlets:



***Volume 1, Issue 2***

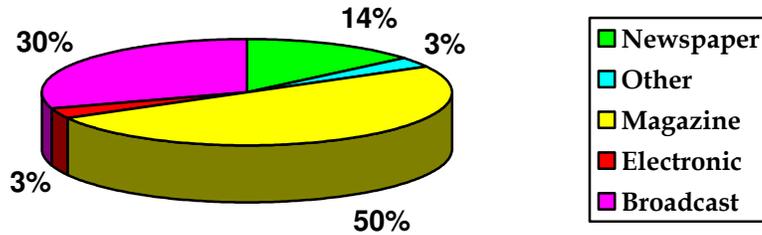
The press release for issue 1.2 was sent to 1,356 media outlets and featured “Predicting Invasive Plants in Florida Using the Australian Weed Risk Assessment” by Gordon et al. Following is a breakdown of the media outlets:



***Volume 1, Issue 3***

The press release for issue 1:3 featured “Creating Invasion Resistant Soils via Nitrogen Management” by Edward Vasquez, Roger Sheley, and Tony Svejcar. It was sent to 1,780 media outlets. Following is a breakdown:

## Outlet Types

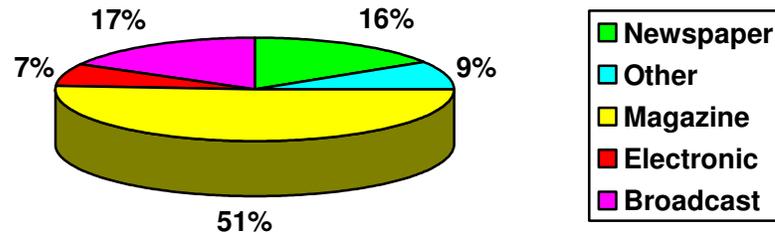


The following is a sample list of media outlets that mentioned WSSA or *Invasive Plant Science and Management* during the 3<sup>rd</sup> quarter. These contacts came from a variety of sources, not just in response to the press releases sent from Allen Press:

News Headline	Outlet Name	Outlet Type	Circulation	News Ad Value
In the Garden: Organic gardeners have more to sneeze at	Plenty Magazine	Magazine, consumer	200,000	\$1,600
The power of earthworms, horses and combines	Delta Farm Press	Magazine, trade	27,010	\$1,034
Nothing to sneeze at: Earthworms blamed for spread of giant ragweed	Farm and Dairy	Magazine, trade	35,000	\$56
Earthworms plant weed seeds	Daily Herald, The	Newspaper	54,634	\$65
Weed Science Society of America	Earthtimes.org	Online, news and business	N/A	
Scientists Are Cracking The Genetic Code Of Weeds	Medical News Today	Online, news and business	22,365	
Bill Would Give License Hikes To Pgc: Is Climate Change Boosting ...	RedOrbit	Online, trade	15,615	
Underground Gardening by Earthworms is Spreading One of the ...	By admin	Other	N/A	
Worms dark side	By Gwen Shrift	Other	N/A	
I didn't know this about earthworms...	By May	Other	N/A	
Worms spread weeds	Orthoclase	Other	N/A	
Scientists are Cracking the Genetic Code of Weeds	eNews Park Forest - Park Forest,IL,USA	Other	N/A	

### Volume 1, Issue 4

The press release for issue 1.4 was sent to 659 media contacts and featured “Restoration Ecology and Invasive Plants in the Semiarid West” by Cynthia S. Brown, et al. Following is a breakdown of the media outlets:



### Conferences

Allen Press representatives and WSSA members promoted *IPSM* at various conferences throughout 2008, in addition to visibility and subscription efforts. Following is a list of all conferences where *IPSM* was promoted in 2008, either in person or by sending materials:

- February 24-26, 2008 - NIWAW, Washington, D.C.
- March 7, 2008 - WSWS meeting
- March 12, 2008 - SE EPPC meeting
- April 10, 2008 - Conference for Cooperative Weed Management Areas
- April 11, 2008 - Florida EPPC
- June 11, 2008 - International Weed Science Congress in Vancouver
- June 29-July 5, 2008 - 2008 Joint Meeting of the International Grassland Congress and the International Rangeland Congress, Hohhot/China
- July 12, 2008 - Aquatic Plant Management Society meeting
- August 3-8, 2008 - Ecological Society of America meeting, Milwaukee, WI
- September 2008 - Meeting of North American Weed Management Association
- October 2, 2008 - California Invasive Plant Council meeting
- Oct. 5-9, 2008 - Geological Society of America meeting, Houston, TX
- October 7, 2008 - Natural Areas conference
- Nov. 5-8, 2008 - Charleston Conference, Charleston, SC

- December 3, 2008 – North Central Weed Science Society meeting, Indianapolis
- December 9-12, 2008 – Society for Range Management’s Desert Fires workshop

## **Cooperative Marketing Programs**

*IPSM* was advertised in Allen Press’s Buyer’s Guide in 2008. The Buyer’s Guide provides current pricing information on the journals to more than 10,000 librarians, consortia, and subscription agents.

In 2008, Allen Press implemented a strategic approach to maximize the marketing efforts of all the publications represented by AP Publishing Services by offering discounts for subscriptions to more than one journal.

### **Multiple-Journal and Free-Trial Offer**

A direct-mail piece including *IPSM* was created to offer a discount to librarians for purchasing more than one journal from the Allen Press collection, as well as offering a 90-day free-trial offer to the online version of the journal. The postcard was mailed to librarians and department heads of institutions.

### **Multiple-Journal and Free-Trial Offer Follow-up**

This e-mail was a follow up to the direct-mail piece mentioned above and also focused on the volume discounts available. It included a reminder to take advantage of the opportunity for free access to the journals’ websites for a three-month trial period.

### **Renewal Reminder**

In addition to regular renewal efforts, Allen Press is sending a standard-size postcard to institutions with expiring subscriptions as a reminder to renew for 2009.

## **2009 Marketing Plan**

Allen Press will continue to promote *IPSM* at several meetings and conferences throughout 2009. Some suitable meetings/conferences are:

- National Invasive Weeds Awareness Week,
- Western Society of Weed Science
- National CWMA Conference
- International Weed Science Society
- Aquatic Plant Management Society
- Ecological Society of America
- Natural Areas Conference

In 2009, we will continue to distribute Library Recommendation Forms, asking university faculty to request that their institutional libraries order subscriptions to *IPSM*.

We will also plan to conduct a survey of individual subscribers to *IPSM*. The goal is to determine their satisfaction, comments and recommendations regarding the journal and to inquire about their interest in joining WSSA.

## Content Distribution Initiatives

We are concentrating on acceptance of *Invasive Plant Science and Management* into the index/abstract databases listed below, based on the indexing currently being done for *Weed Science*, *Weed Technology* and the following journals:

- *Plant Pathology*
- *Plant and Soil*
- *Field Crops Research*
- *Weed Research*
- *Pest Management Science*

Index/Abstract collection	Owned by/ Part of	Status
Soybean Abstracts, Plant Growth Regulator Abstracts, Maize Abstracts, Ornamental Horticulture, Rice Abstracts, Crop Physiology Abstracts, Animal Breeding Abstracts, Field Crop Abstracts, Forestry Abstracts, Helminthological Abstracts, Herbage Abstracts, Horticultural Abstracts, Nutrition Abstracts (two versions: series A [Human and Experimental] and series B [Livestock Feeds and Feeding]), Plant Breeding Abstracts, Weed Abstracts, Sorghum and Millet Abstracts	CABI	Accepted
Chemical Abstracts Service	CAS (American Chemical Society)	Accepted
Environmental Abstracts	CIS Publications (LexisNexis)	Accepted (they accept on an article-by-article basis)
Scopus	Elsevier	Accepted
Life Sciences Collection, Environmental Periodicals Bibliography, Ecology Abstracts	CSA (Cambridge Scientific Abstracts)	Under review
Excerpta Medica	EMBASE (Elsevier)	Under review (expecting response in early 2009)

Biological & Agricultural Index	H.W. Wilson	Under review by vice president of editorial services
EMBiology	Elsevier	Under review
Current Advances in Plant Science	Elsevier	Under review
BIOBASE/ Current Awareness in Biological Science	Elsevier	Under review
GEOBASE	Elsevier	Under review
Biological Abstracts, BioBusiness, RINGDOC (now Derwent Drug File)	Thomson/ BIOSIS/ Ovid	Applied online, no response to date
BIOSIS Previews	Thomson	Impact Factor required