The African Journal Partnership Program & Publishers without Borders:
A Planning Workshop

Ylann Schemm, Program Director, Elsevier Foundation
Evalyne Wanjiru, Sr Marketing Communications Manager
Denver, May 19th 2016
Agenda AJPP & PwB Planning Workshop
2:15 to 4:15 pm

Part I

- The Elsevier Foundation’s Publishers without Borders
- TZAP Strengthening Academic Publishing in Tanzania
- Video: Dr. Mboera and the Tanzanian Health Journal
- A PwB Volunteer Experience: Evalyne Wanjiru

Part II

- AJPP & PwB
- Breakout Groups
- Sharing Profiles
- Next Steps
The Elsevier Foundation

**New Scholars**

10 years, 50 grants, ca $2.5 million
Advancing women scientists: grants for family friendly policies, career skills, dual career issues, recognition awards, benchmarking studies, and boosting professional visibility through childcare grants.

**Innovative Libraries in Developing Countries**

10 years, 50 grants, ca $2.5 million
Research capacity-building grants in STM; training, education, infrastructure, digitization and preservation of information.

**Publishers without Borders**

2014-2018; 4-8 volunteers a month each per year
Embedding publishers in with African academic and publishing communities. Goal: build research capacity and offer our employees with a unique opportunity to contribute to the African research ecosystem.
Our Programs 2016 - 2018

- **Health**: Establishing a new global health program focus on information technologies and organizations directly engaged in clinical care Partnerships: AMREF & Doctors without Borders

- **Diversity**: Partnerships to advance women in science and diversity in STM overall; Supporting interventions in the STM pipeline in NY, London, and Amsterdam: focus on underserved youth. Partnerships: Portia, OWSD, Gender InSITE, Scidev, Imperial College, IMC Weekend School, New York Academy of Science

- **Research in Developing Countries**: Shifting our research capacity building focus from libraries to universities, underscoring our deep investment in building stronger research ecosystems in developing countries. Partnerships: TWAS, Librarians without Borders, Publishers without Borders together with the AJPP

- **Nursing Leadership**: Nurse Faculty Leadership Academy partnership with Sigma Theta Tau International to reduce the nursing shortage by stimulating the growth of nurse leaders.
Key Partners:

• INASP, Voluntary Service Overseas, and COSTECH, the Tanzanian Commission for Science and Technology.

• Elsevier Foundation volunteer contribution, “Publishers without Borders” is part of TZAP, a 2 year collaboration to strengthen the Tanzanian publishing ecosystem.


• Training: peer review, quality control, copyright, contracts, acquisitioning, commissioning, marketing, sales, design, production, digitization, online formats, platforms, open access…

• Pub without Borders goal: provide Elsevier employees with leadership development and employee engagement around one of our main corporate responsibility themes, research capacity building.

TZAP Goals:

• Cultivate an evidence based society to enhance development in Tanzania

• Increase overall research output and quality, dissemination and innovation through training, skills development and capacity building.

• Create a consortium of academic publishers to share knowledge, expertise and provide a platform for common interests.

• Strengthen collaboration between academia, publishers and policymakers.
What is coming out of research in this country is not that adequate. It does not reflect what is being done. We have contributed a lot, especially in the health research arena.

... There is a need to build a culture for scientists to publish.

--Dr. Leonard Mboera, Chief Research Scientist and Director of Information Technology and Communication at the National Institute for Medical Research in Tanzania and Editor of the Tanzanian Journal of Health Research.
New Elements to Incorporate in PwB: Research4Life

• Since 2001, Research4Life reduces the knowledge gap with free and low cost access to research in developing countries.

• Public-private partnership with 4 UN agencies, 200 publishers and universities collaborating on HINARI, AGORA, OARE, ARDI.

• Over 60,000 peer reviewed resources for more than 8,000 institutions in 100 plus countries.

• HINARI won the 2015 Medical Library Association’s Louise M. Darling Medal for Health Collections.

• All publishers in AJPP make their content freely available. Elsevier is one of the founding publishers providing a quarter of all the content. In 2015 over 5 million articles were downloaded from ScienceDirect through Research4Life.
New Elements to Incorporate in PwB: the Gender Dimension in STM Publishing

PwB volunteers will share their knowledge and experiences around:

- Women’s transformative role in developing a stronger research ecosystem.
- Need for diverse editorial boards.
- Awareness of unconscious bias
- Gender balance in trainings, panel discussions, conferences etc.
- Embedding the gender dimension in peer review policies for relevant journals.
- Build awareness how adding a gender dimension can improve health and foster development.
Marketing Communication Workshops

Purpose - To share knowledge and best practice about how to:

- Raise awareness of journals
- Attract more authors
- Increase readership and increase quality submissions
- Generate citations
- Gain international recognition

Content:

- An overview of the marketing and communication landscape
- Online and offline marketing techniques for publishing
- Provided tools on how to successfully plan and run marketing campaigns
- Introduced metrics for measuring marketing success
- The changing marketing landscape
  - New ways to engage and connect with authors which are both efficient and cost effective
  - Researchers having to show impact of their work and using social media channels to promote themselves
  - Researchers/authors are going onto the web (blogs/social media) to engage with your journals and other researchers
  - Think globally, act locally
Elsevier Publishing Campus

Packed with free online lectures and interactive courses, together with expert advice and resources to help on your way to publishing a world-class book or journal article.

College of Skills Training
Boost your publishing skills in journals and books

College of Big Ideas
Discuss trending topics in publishing and academia

College of Networking
Make the most of every opportunity

College of Research Solutions
Training for effective and efficient research skills

College of Career Planning
Get ahead in your academic career

College of Recommended Organizations
Reach your potential with support from global resources

Certificates are awarded for each online lecture and interactive course completed
11 May – 5 June 2015

- 2 day workshops in marketing communications in Dar es Salaam (A), Mogogoro (B), Arusha (D).
- 59 participants (14 female)

- 1 day author workshops in Dar es Salaam (A) and Iringa (C).
- 78 participants (37 female)
Marketing Workshop - Engagement

• Backgrounds of participants diverse (librarians, lecturers and tutorial assistants)

• Different motivations for attending workshops

• Varied level of experience and understanding of topic. The survey revealed that most participants had basic to intermediate level of experience in marketing

• Workshop content continuously adapted to suit different needs (commercial publishers vs university presses)

• Participatory learning workshop format
Marketing Workshops – Feedback

• **Course content:** Most participants found the introduction to the different marketing tools and techniques most useful and planned to start working on their marketing plan.

• **Social Media:** Varied knowledge and use of social media resulted in discussions… e.g. Can social media be used for professional reasons?

• **Debate:** The different backgrounds of participants led to interesting discussions:
  • Why universities should do journal marketing and whether or not it leads to too much self promotion.
  • Perceptions of different journal benefits: rapid publication time is seen as a strength by some most participants and as weakness by others as predatory journals usually have a rapid publication time.

• **Satisfaction rate:** Some participants said they would pass on the acquired skills to their colleagues. One requested for slides to conduct a similar workshop at the university/institute.
Workshop - Feedback

- Mlenge @mlenge · May 29
  The #TZAP Marketing Workshop in Dar es Salaam was fantastic. Congratulations to all involved.

- Kaneza @Kaneza · May 29
  Learning a lot about marketing & communication at #TZAP Strengthening Tanzanian publishing workshop. Great experience!

- Leah Gonda @lhgonda · May 26
  I have enjoyed the training very much, it's very informative. I have learn a lot on online marketing.

- Dominic Sumary @DominicSumary · May 22
  Many thanks to workshop sponsors, facilitators, fellow participants. 'do not forget hashtag' my opinion!!
Marketing Workshops – Observations

• **Copyright and cyber security issues** were a big discussion point during all the workshops.

• **Fears around copyright misconduct** make it difficult for Tanzanian publishers to offer limited promotional access to their journals.

• **Using promotional email campaigns safely**: Tanzanian publishers were concerned about viruses embedded in email links and that recipients would not click on links in email campaigns. Also the lack of emailing culture is a challenge for marketing as people do not check their emails regularly.

• **Predatory journals are a big issue and interfere with marketing in Tanzania**: How can an author distinguish a genuine publisher’s “call for papers” email campaign from that of a predatory publisher? And when talking about how to position journal features vs benefits, rapid publication time was seen as a strength, but for others it is an indication that a journal is of poor quality. Predatory journals usually offer this as a selling point.

• **Using Social Media for social reasons**: Tanzanian publishers were concerned about privacy on the web despite clear distinctions between private and organizational uses. In Tanzania, LinkedIn was seen as more professional; Facebook for personal use and Twitter for very young people.

• **WhatsApp as promotion vehicle**: Setting up groups of up to 700 people to hold discussions and sell products/services.
PART II


- AJPP & PwB
- Breakout Groups
- Sharing Profiles
- Next Steps
“AJPP has been a catalyst and in a way, it's like an enzymatic reaction — the enzyme doesn't take active part but it is essential for speeding up the reaction.”

- Dr. James Tumwine, Editor of the African Health Sciences Journal

• African health journals mentored by leading biomedical journals through North to South and South to South exchanges.

• AJPP was founded by the National Library of Medicine 13 years ago; Funded by NIH’s Fogarty International Center and administered by Council of Science Editors.

• Key partnership achievements: boosting overall quality of publishing, submissions, visibility and sustainability of African health journals within the global health community.

• Elsevier Foundation “Publishers without Borders” to provide embedded training complement to existing AJPP mentoring program.
Break out Groups: 15 minutes

- Do the training needs fit your journal?
- What are you missing?
- What is the core objective you hope to accomplish working with a PwB volunteer?
- Each Editor in Chief will briefly present their takeaways to the group.

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<th>African Journal</th>
<th>Affiliation</th>
<th>Partner/Guest</th>
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<td>Jean-Marie Kayembe</td>
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<td>Ian Potter</td>
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<td>Ernest Sumaili</td>
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<td>Trish Groves</td>
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<td>Linda Kupfer</td>
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<td>Abraham Haileamlak</td>
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<td>Deborah Cotton</td>
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<td>Margaret Lartey</td>
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<td>Andrew Mataya</td>
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<td>Michael Berkwits</td>
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<td>Aiah Gbakima</td>
<td>SLJBR</td>
<td>Christine Casey (CSE board Liaison)</td>
<td>CDC/MMWR</td>
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<td>Rashid Ansumana</td>
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<td>Cole Donovan</td>
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<td>Kato J. Njunwa</td>
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<td>Nelvis Castro</td>
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The Ghana Medical Journal

• Editor in Chief: Dr. David Ofori-Adjei
• Affiliation: The Ghana Medical Journal
• Team: Dr. Margaret Larety
• Mentor: The Lancet
• AJPP status: 2004
• Indexed:
• Online: yes
• Scholar 1: yes
• Language: English

➢ Key Challenges: Need full-time managing editor to run the office; Succession training for Editor in chief; High staff turnover impacting continuity and efficiency.

➢ Training Needs: Review, streamline and document operating procedures for journal at all levels; Develop [Social Media] Marketing outreach strategies to boost visibility; Advancing the overall goal of getting GMJ to get indexed by WoS, Scopus; Weekly co/TOT training with librarians/interns on authorship and peer review skills in Accra; 1-2 workshops at Kumasi Invite SLJBR for 1 larger, final training workshop; Ongoing collaboration with volunteer before and after volunteer period.

➢ Volunteer Location: Accra, Ghana Medical Association /Medical School and a visit to Kumasi Med School; 45min by plane.
➢ Stay: Oceania Resort - less than two kilometers from the office - WIFI available
Malawi Medical Journal

- Editor in Chief: Dr. Chiwoza Bandawe
- Affiliation: University of Malawi Medical School
- Team: Andrew Mataya, Thengo
- Mentor: JAMA
- AJPP status: since 2004
- Indexed: in ISI, has IF
- Online: yes
- Scholar 1: yes
- Language: English

- Immediate Needs: Visibility & Efficiency: Typesetting, editorial desk management, maintaining a blog & active website; improved communications between ed board members and peer reviewers.

- Key Challenges: Sustainability and increasing awareness and appreciation of the journal as a key outlet for evidence based medicine in Malawi; Many local researchers prefer to publish in international journals.

- Training Needs: Set up and organization of the new journal website to make it accessible; Develop a business plan, make the journal more widely known; promote as a evidence based decision making tool for policy; how to generate revenue; Training to converting thesis and research to journal publication, and improving university community’s peer reviewing skills.

- Volunteer Timing: Sept-Dec 2016
- Volunteer Location: College of Medicine, Blantyre; College guest house.
Immediate Needs: Streamlining the article submission process for greater efficiency.

Key Challenges: Creating a business plan for a self sustaining open access journal; Indexing the journal in Web of Science and Scopus: Create a roadmap to reach that goal.

Training Needs: Specialized health experts preferred but experienced publishers also fine. Train the trainer weekly trainings together with the health science librarian (Asaye Berhanu). In terms of training topics, Literature searching and tools for managing searches and articles, peer review, and altmetrics. Also offer a larger regional workshop in these areas. Work together to craft both a business and marketing plan to implement journal content email alerts and social media, and conduct reader surveys.

Volunteer Timing: August/ November/ December

Volunteer Location: Jimma University, Medical School Campus (Jimma is 35 min by plane from Addis Ababa).

Volunteer stay: Honeyland Hotel, Jimma Central Hotel both near the campus.
Sierra Leone Journal of Biomedical Research

- Editor: Dr. Aiah Gbakima
- Affiliation: Univ. of Sierra Leone
- Team: Rashid Asumana, PhD 3 interns with MA degrees
- Mentors: Ghana Medical Journal and The Lancet

- AJPP status: since 2013
- Indexed: no
- Online: yes
- Scholar 1: no
- Language: English

- Immediate Needs: Visibility; business plan; implementing ScholarOne and DOI, getting indexed.
- Key Challenges: Creating a sustainable succession plan. Candidates are overloaded and not fully committed due to small allowances. Need to produce quarterly journals, a difficult goal given SL’s relaxed attitude towards deadlines.
- Training Needs: Holding a 3 day regional workshop targeting medical students, staff and other academics; improving on journal content through regular weekly author, peer review and ethics training in collaboration with librarians; developing a marketing plan with social media campaigns and surveys; Establish a roadmap to getting indexed. How to source for funding for research, how to write a publishable manuscript, and peer review and ethics in research and publishing. Ethics; informed consent; what is a publishable paper?
- Volunteer Location: Bo, 2nd largest city in SL, 4 hours from Freetown where Journal office has moved.
Annales Africaines de Médecine

- Editor: Dr. Jean Marie Kayembe
- Affiliation: University of Kinshasa
- Team:
  - Mentors: Mali Medical and Environmental Health Perspectives (EHP)
- AJPP status: since 2013
- Indexed: no
- Online: no
- Scholar 1: no
- Language: French

- **Immediate Needs:** Increasing visibility by developing a marketing/social media plan; establish use of Scholar1 to streamline uneven peer review process; Need a Francophone volunteer.

- **Key Challenges:** transferring from print to online and developing a viable online business model/plan.

- **Training Needs:** Hold a regional [francophone] workshop to enable medical students, journal editors and other academics across the DRC develop their research, authorship, peer review and ethics skills. Offer weekly, smaller scale trainings in collaboration with the medical librarian. Improve journal website, social media outreach, get indexed into Web of Science and Scopus, implement journal content email alerts and social media, and conduct reader survey.

- **Volunteer Timing:** Oct 2016 – March 2017
- **Volunteer Location:** Faculty of Medicine, at the University of Kinshasa
- **Volunteer Stay:** Guest house of the University around 100 USD including meals per day within walking distance.
African Health Sciences Journal

- Editor: Dr. James Tumwine
- Affiliation: Makerere University Medical School
- Team:
- Mentor: BMJ
- AJPP status: since 2004
- Indexed: yes
- Online: yes
- Scholar 1: yes
- Language: English

**Immediate Needs:**

**Key Challenges:** Lack of reviewers. Reliance on volunteers; Sustainability especially financial sustainability.

**Training Needs:** Help us develop business plan, work on new journal website and assist with social media and reader surveys.

**Volunteer Timing:** Sept/Nov 2016

**Volunteer Location:** Several guest houses are available.
Mali Medical

- Editor: Dr. Siaka Sidibe
- Affiliation: University of Mali
- Team: Mariam Sylla
- Mentor: Environmental Health Perspectives (EHP)
- AJPP status: since 2004

- Mentoring: Annales Africaines de Médecine since 2013
- Indexed: no
- Online: no
- Scholar 1: no
- Language: French

- Immediate Needs: Give life to the journal website.
- Key challenges: Online publication (submission, review & publication).
- Training Needs: Organize a regional workshop; Training young authors (a session every year) and improving review capability by organizing every 3 years a training for reviewers.
- Help us to develop our journal website and help us in using ScholarOne Manuscripts.

- Volunteer Timing:

- Volunteer Location: University of Mali in Bamako?

- Volunteer Stay: Guest house Inside the faculty of medicine
The Annals of African Surgery

- **Editor:** Dr. Hassan Saidi
- **Affiliation:** Surgical Society of Kenya, University of Nairobi,
  **Team:** Dr. James Kigera, Ass.Editor
- **Mentor:**
  
- **AJPP status:** under consideration
- **Indexed/Hosted:** AJOL
- **Online:** yes
- **Peer reviewed:** yes
- **Language:** English

- **Immediate Needs:**
- **Key Challenges:**
- **Training Needs:**
- **Volunteer Timing:**
- **Volunteer Location:** University of Nairobi
- **Volunteer stay:**
Rwanda Journal Series F: Medicine and Health Sciences

- **Editor:** Assoc. Prof. Kato J. Njunwa
- **Affiliation:** College of Medicine and Health Sciences, University of Rwanda
- **Team:**
- **Mentor:**
- **AJPP status:** under consideration
- **Hosted:** AJOL
- **Online:** yes
- **Peer Reviewed:** yes
- **Language:** English

- **Immediate Needs:**
- **Key Challenges:**
- **Training Needs:**
- **Volunteer Timing:**
- **Volunteer Location:** University of Rwanda
- **Volunteer stay:**
Next Steps

- Recruitment: June (4-8 volunteers)
- Planning: on boarding with editors and mentors, logistics, volunteer timing Sept – Dec
- Follow up: ongoing training, communications etc
- Reporting back to AJPP
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