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

<table>
<thead>
<tr>
<th>External Factors</th>
<th>Internal Factors</th>
<th>Strengths (S)</th>
<th>Weaknesses (W)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunities (O)</td>
<td>SO Strategies</td>
<td>Generate strategies here that use strengths to take advantage of the opportunities</td>
<td>WO Strategies</td>
</tr>
<tr>
<td>Threats (T)</td>
<td>ST Strategies</td>
<td>Generate strategies here that use strengths to avoid threats</td>
<td>WT Strategies</td>
</tr>
</tbody>
</table>
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
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

http://www.vistage.com/blog/leadership/ten-common-reasons-strategic-plans-fail/