

**ACS330—Agricultural & Environmental Letters Editorial Board**  
**Managing Editor's Report—Ann Edahl**

### Production

A summary of papers published, total pages, and article length for 2016 is presented in Table 1.

**Table 1. Summary of papers published in A&EL (Jan.–Oct. 15).**

<b>Contribution</b>	<b>2016</b>
Research Letter	14
Commentary	3
Letter to the Editor	1
Guest Editorial	0
Total pages	78
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Avg. page length, all types	4.3

### Submissions

Table 2 shows the number of submissions, 2015–2016.

**Table 2. Submission of A&EL papers in Manuscript Central.**

<b>Year</b>	<b>U.S. submissions</b>	<b>International submissions</b>	<b>Total submissions</b>	<b>% International</b>
2016†	32	11	43†	26%
2015	13	3	16	19%

† Year to date (Jan.–Oct.).

### Online Usage Statistics

Table 3 shows the online usage statistics, January–October 2016.

**Table 3. Online usage statistics for ASA, CSSA, SSSA journals in 2016 (January–October 14).**

<b>Journal</b>	<b>Abstracts</b>	<b>Downloads</b>	<b>Table of Contents</b>
Agronomy Journal	655535	484457	112262
Crop Science	710690	545325	106085
Journal of Environmental Quality	578283	460410	70009
Soil Science Society of America Journal	809435	468645	72272
Vadose Zone Journal	129817	141169	34832
The Plant Genome	37971	109247	39257
Journal of Plant Registrations	39302	42603	29931
Natural Sciences Education	16509	20436	27010
Crop, Forage and Turfgrass Management	7551	5362	3455
Agricultural and Environmental Letters	1782	5962	2376
Books	0	281333	71133

### Impact Factor

We will apply for inclusion in the Science Citation Index Expanded (SCIE) after three years, after consulting with Clarivate Analytics (formerly the IP & Science business of Thomson Reuters). I have applied for inclusion in their Emerging Sources Citation Index (ESCI), a precursor to being considered for inclusion in SCIE. Impact factors are given annually for journals indexed in SCIE.

### New Items

In 2016 headquarters staff implemented a “Publish with Us” campaign. The goal is to raise awareness about our publications with annual meeting presenters and encourage them to publish their research in our journals and books.

We shared the preliminary annual meeting program with the journal and book editors and editors-in-chief and encouraged them to share the information with their editorial boards so that they could contact presenters regarding potential special sections, symposiums, or book topics. We also communicated directly with meeting presenters regarding publishing with ACSESS. In addition, we created a "Why Publish with Us" webpage (<https://dl.sciencesocieties.org/why-publish>). In 2017, we will collect data on where presenters are publishing and will continue our outreach to potential authors.

Authors may now choose between two open access licensing options:

- CC BY <https://creativecommons.org/licenses/by/4.0/> (In summary: You may share immediately with attribution.)
- CC BY-NC-ND <https://creativecommons.org/licenses/by-nc-nd/4.0/> (In Summary: You may share immediately with attribution, but not for commercial or derivative purposes.)

A website and web ad in the Digital Library were created to educate readers and authors about the OA options: <https://dl.sciencesocieties.org/open-access>

### **Social Media and Promotion**

See separate report for magazine promotion in 2016.

Journal content was also promoted to the general public through our science communication department as web stories. Questions regarding these stories can be directed to A&EL editor Warren Dick, who currently acts as A&EL's science communications editor, or Susan Fisk, Public & Science Communication Director ([sfisk@sciencesocieties.org](mailto:sfisk@sciencesocieties.org)).

A&EL's Twitter account, [@AgricEnvLetters](https://twitter.com/AgricEnvLetters), now has more than 140 followers.

### **Sales and Marketing**

In 2016, Tricia Newell, who is in charge of all Sales and Marketing of the Digital Library and publications continues to attend international meetings to promote A&EL and the ACSESS Digital Library (DL). There is still a commitment in marketing Society publications to Universities, Consortia, and Corporations that specialize in Agricultural and Environmental Sciences. New this year, we've created a second tier of the Digital Library for use by non-PhD or graduate programs at technical and community colleges. We know there is a market for our content for strictly teaching schools and plan to market our content to them more heavily in 2017. Tricia continues to travel to conferences where a high concentration of Special Librarians and Research Library staff are in attendance. Also a stronger focus on promoting publishing with the Societies is being implemented. There continues to be discussions about adding content from related societies and publishers who have related journals to the DL. New content added for 2016-2017 includes *Translational Animal Science* from the American Society of Animal Science and *Meat & Muscle Biology* from the American Meat Science Association.

### **Headquarters Staff**

Contacts: Ann Edahl, managing editor ([aedahl@sciencesocieties.org](mailto:aedahl@sciencesocieties.org)), Bill Cook, director of publications ([bcook@sciencesocieties.org](mailto:bcook@sciencesocieties.org)), Danielle Lynch, editorial assistant ([dlynch@sciencesocieties.org](mailto:dlynch@sciencesocieties.org)), Brett Holte, submissions manager ([bholte@sciencesocieties.org](mailto:bholte@sciencesocieties.org)), Tricia Newell ([tnewell@sciencesocieties.org](mailto:tnewell@sciencesocieties.org)), publications marketing coordinator.

### **Acknowledgments**

Many thanks to A&EL editor Warren Dick and to our technical editors, associate editors, and reviewers for all of your hard work and dedication to A&EL.

—Ann Edahl, Managing Editor, *Agricultural & Environmental Letters*

### **Director of Publications Report– Bill Cook**

Publications Update – Continuing innovation in the Publications area for 2016

- Digital Library: In 2016, we have budgeted for the Digital Library to generate over \$1.5 million in Institutional subscriptions across the three societies. In 2016, 3,365 members have subscriptions to individual journal or magazine titles (compared to 4,032 in 2015), 2,240 members have a subscription to the Digital Library through a member subscription (compared to 2,399 in 2015).

For 2016, there are 861 unique institutional accounts, 73 of which are DL subscriptions and 788 are non-DL subscriptions (single titles, journal package. This compares to 2015, when we had 901 unique accounts, 49 of which were DL subscriptions and 852 were non-DL subscriptions (single titles, journal package). 17 institutions have purchased the backfile in 2016, bringing the total to 29.

- Through October 2016, there have been over 2.7M journal article downloads and over 280K book/chapter downloads. That is a 55% increase on journal downloads over this time last year (1.7M in 2015) and 125.7% increase on book downloads (125K in 2015).
- We had a very successful Editors' Conference in Madison where we discussed Open Access and Journal Impact Factor among other topics. The next conference will be in 2017, also in Madison.
- We now have representatives across the globe working on our behalf to retain and upgrade existing customers and to identify, train and sell to new customers. Our agents in Asia have begun to add subscriptions in areas we haven't seen before and we are beginning to see the same in Europe and South America in 2016, as those agents enter their second selling cycle. In May, we made the decision to return to managing the North American sales internally.
- We partnered with the American Meat Science Association to launch a new journal Meat and Muscle Biology, to be launched in October, 2016. This extends our reach into animal and meat science and will increase visits to the Digital Library. The journal is Open Access.
- We partnered with the American Society of Animal Science to launch a new journal Translational Animal Science, to be launched in October, 2016. This extends our reach into animal and meat science and will increase visits to the Digital Library. The journal is Open Access and will have an "Open Reviews" feature.
- *Agricultural & Environmental Letters*: We launched our newest title in August, an Open Access title. Our first article was published in January of this year; as of September 30, there are 15 articles published. This is the first launch of a letters journal and will help us understand the dynamics of Open Access titles.
- Advertising: In early 2015, we discontinued our relationship with our previous advertising sales representative and engaged Mohanna Sales Representatives to market and sell advertising across all our ad spaces, both in print and electronic formats. We have experienced a reduction in advertising revenue in 2016 as the new agency comes up to speed with our advertisers, but ultimately, we expect better performance and higher revenue.
- Books: The books program continues to publish books developed by the joint ASA, CSSA, and SSSA Book Committee. The committee reviewed its strategic plan this year, and emphasized a continued focus on peer review and the publication of core and cutting edge books in our disciplines. There are 6 books currently in various stages of review and production, 7 in earlier stages of development, and 4 completed since last year, including a children's book funded with an ASA Reinvest grant, Agronomy—Grow with It! Staff reviewed printing options this year, evaluating our print-on-demand (POD) program and options for outsourcing printing on a royalty basis, and will maintain the POD workflow for now. A new online store will launch later this year. The book committee and staff extend special thanks the retiring chair, April Ulery, for her dedicated support of the book publishing program for many years in various capacities.
- Data Sets: We began accepting a new manuscript type in 2015 – data set papers. ACSESS will assign DOIs to the datasets, ensuring that they include the necessary metadata to aid in discovery, and store them in the digital library, or an alternate repository for large sets, for long-term preservation. Author guidelines and guidelines for reviewers of data papers and the linked datasets are available.