

The Botanical Society of America

Board of Directors meeting

March 9, 2018

The BSA Journals Team at Wiley

VP & Society Director, US

Colette Bean

Strategic, financial, and business support for the team and our partnership

Publisher, Life & Physical Sciences

Steven (Otto) Ottogalli

Regular high level business management and oversight of our partnership

Executive Editor

Gillian Greenough

Primary day to day business and relationship manager for all aspects of our partnership

Marketing

Leyane Rose, Marketing Manager

Production

Meaghan Ford, Production Editor
Ryan Sheehan, Production Manager
Rosemary Farmer, Senior Production Manager

Corporate Sales

Roland (Rollie) Espinosa, Senior Account Manager
Dan Nicholas, Corporate Sales Manager, Sciences



Key marketing milestones

- Created branded templates for BSA powerpoint slides, APPS submissions banners, APPS business cards
- Created unique shortened links for both journal homepages
- Sent a “call for papers” email for APPS
- Began work on a series of transition communication emails to key stakeholders such as authors, researchers, and electronic table of contents subscribers
- Began the process of integrating the BSA journals into relevant campaigns such as Top Cited Campaign, Impact Factor Campaign, Free Sample Issue Campaign, and Publish With Us Again campaign.
- Created and began work on migrating the two journal homepages to Wiley’s new platform

Key production milestones

- First issues of both AJB and APPS have gone live on Wiley Online Library
- Articles publishing regularly in EarlyView for both journals
- Internal redesign for both journals successfully implemented
- Online proofing system for authors and editors launched
- Weekly article status reporting for editors established
- Production team is working on transitioning to a new pre-tooling workflow for the May issues

Other key milestones

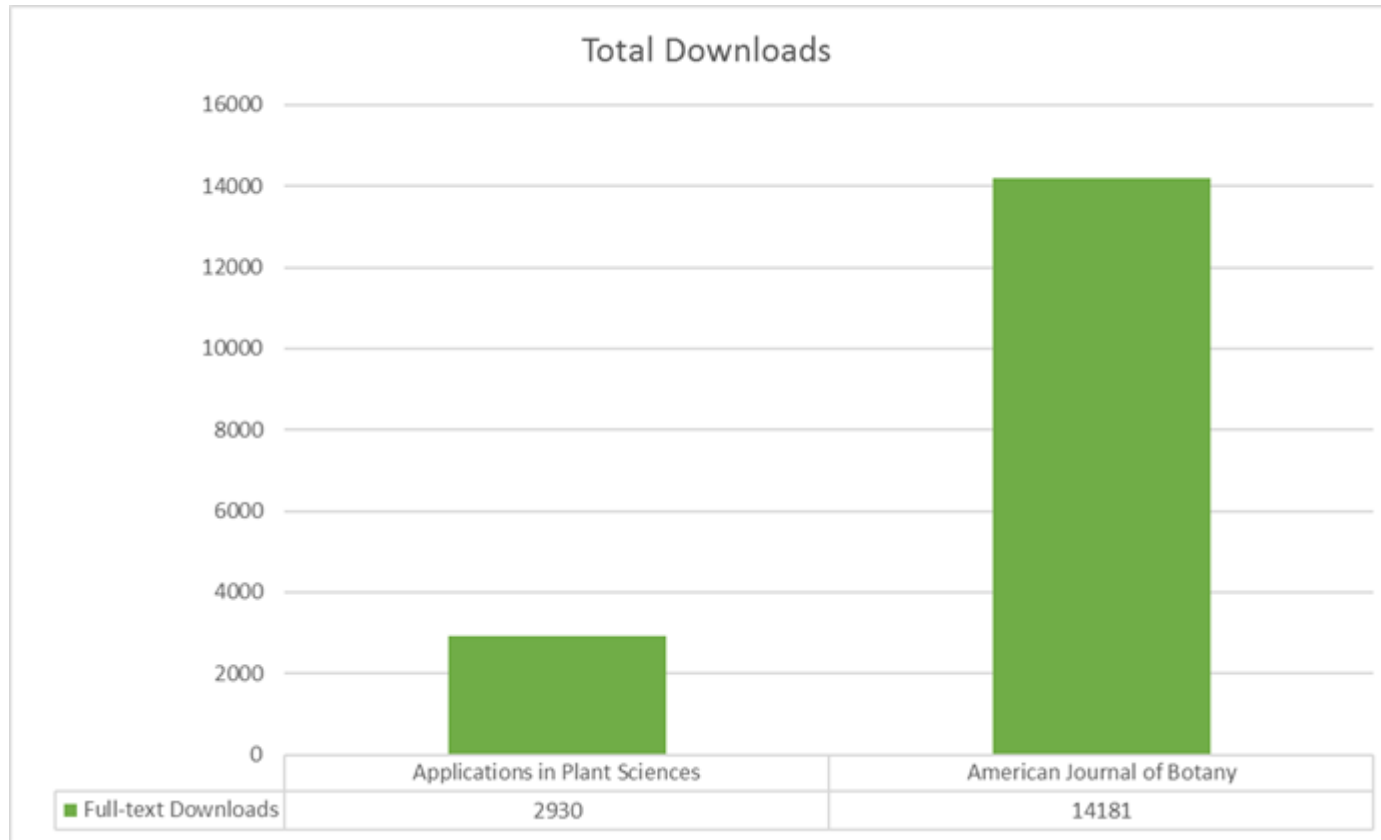
- Entire backlog of both AJB and APPS digitized and available on Wiley Online Library
- Wiley DOIs assigned to all articles
- TPS access for members successfully initiated
- BSA's Editorial Manager system integrated with Wiley's production and Author Services systems
- BSA assigned a corporate sales representative to assist with advertising
- BSA titles included in EBSCO's full text deal with Wiley
- All subscriptions from BSA have been ingested into Wiley's systems and renewal process is underway

Subscriptions and licensing (ytd)

Subscription type	Number of sites
New license	1,388
Existing license	1,349
Online	238
Total	2,975

Region name	Number of sites
Australia and New Zealand	171
Canada	77
China	13
Europe	1,344
Japan	32
Rest of World	554
UK	38
USA	746
Total	2,975

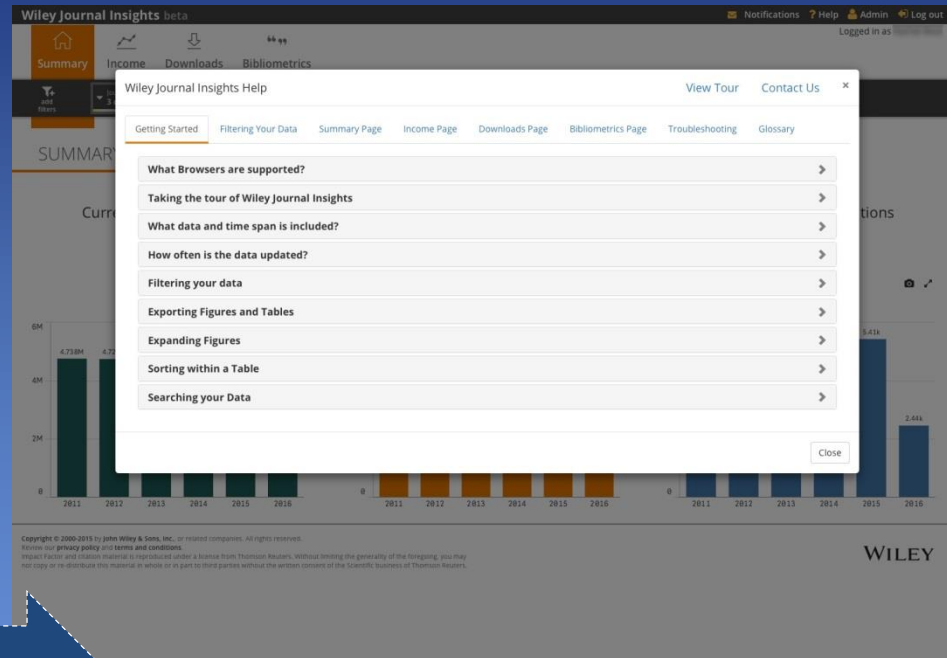
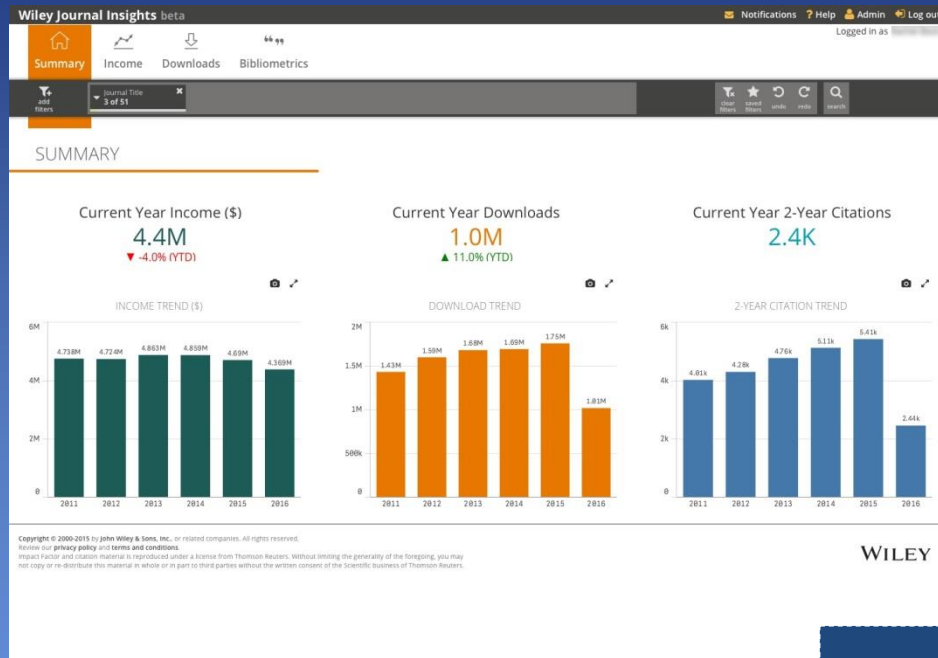
January downloads



Wiley Journal Insights

Next-generation journal reports
– anytime-access
to key metrics and indicators

Summary





The Future of Society Membership

Trends and Insights from the 3rd Annual
Wiley Society Member Survey

Why do members join?

Members join to be a part of a community, to access the latest content from experts in the field, and to advance their careers.



Top motivations for joining a society



Community

Part of Community 62%

Attend Events 61%



Content

Expert Advice 59%

Keep Up-to-date 58%



Career

Receive Funding 43%

Job Requirement 33%

0% 10% 20% 30% 40% 50% 60% 70%

Compared to 2016*

In 2016, only 51% cited event attendance as a top motivator.

In 2016, content motivators were the top reason for joining.

As in 2016, career benefits remain important, but slightly lower motivators for joining a society.

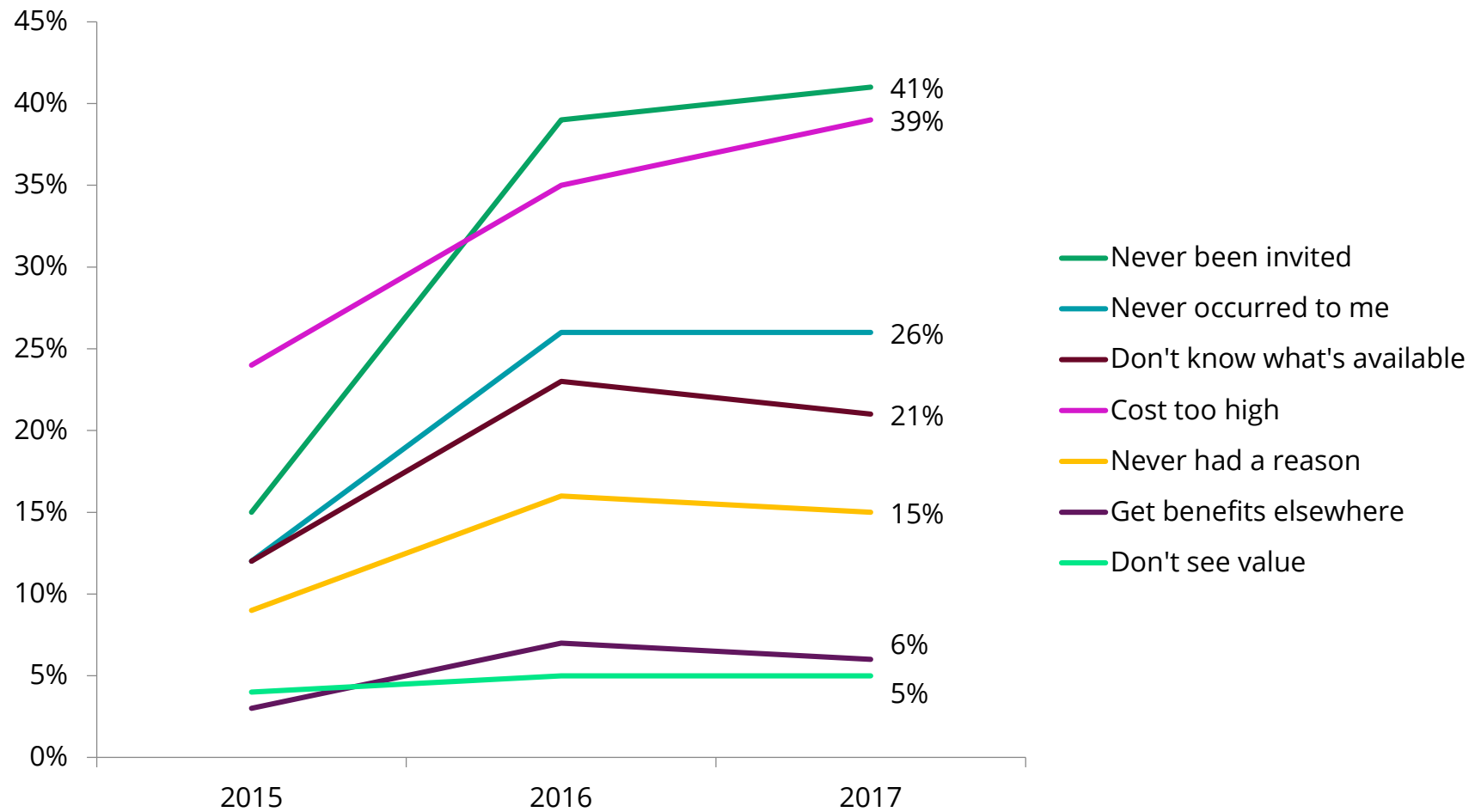
*The question was streamlined this year to reflect the analysis from 2016. As a result, trends cannot be conclusively drawn without additional points of data.

Why don't potential members join?

Building an inclusive community with clear benefits for the price of membership is key to attracting and retaining members.



Top reasons for not joining a society



Those who don't know what's available, have never been invited, or have never thought about joining a society are more likely to consider joining societies in the future.

What do members want?

Career development and access to a global community are among the top features that society members want from membership.





The Strength of Community

Community helps members build personal networks to advance their career and collaborate on research that can impact society.



A Sustainable Future

The value of membership is strong. Researchers from developing regions might represent the next wave of new members.



Powerful communications

A targeted member communication strategy will help members feel engaged and potential members feel welcome.

Thank you!

Gillian Greenough
ggreenough@wiley.com

Steven Ottogalli
sottogalli@wiley.com