



By Way of Introduction

- 1 Editor-Publisher
- 1 14+ Years of Reading Literature
- 1 High-Quality Editorial Pages
- 1 Will Build a Leadership Team
- 1 Ask the Obvious Question
- 1 First, Do No Harm

Issues of Immediate Interest

- I Communication**
 - I Editorial Jobs; Resource Allocation; Measurement**
 - I Peer Review**
 - I Web Presence; Production Platforms**
 - I Membership/Volunteering Tomorrow**
 - I What Kind of Press?**
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Overview of Pubs

- I Staffing**
 - I Transactions**
 - I Magazines**
 - I Advertising**
 - I Press**
 - I MMS**
 - I Web Redesign**
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Staff Changes

- **Three recent resignations of Magazine/Transactions Assistants; two other Transactions resignations**
- **Hired: Tammi Titsworth, Transactions production editor**
- **Promotion: Dennis Taylor, associate editor**

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Staffing Plan

- **Increase in acquisitions support for Computer**
- **Pooled staff had positive effect on nets**
- **Achieve full staffing and stability in Transactions**
- **Other changes are possible**

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Circulation Trends

- ① **Membership +7.2%; retention is 78%**
- ① **Average member subs -14%**
- ① **Average individual nonmember subs -8%**
- ① **MDLS subscribers ~6300**
- ① **CSLSP/CSLSP-e subs +15%**

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Transactions

- ① **3B2 in place**
- ① **Full staff not yet in place; productivity gains uneven**
- ① **Printing costs are reduced**

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Magazine Schedule

- 1 **Performance overall is good**
- 1 **More lateness than in recent past**
- 1 **Launch; late materials**

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Magazine Budgets

- 1 **Budget performance is fair**
 - 1 **Writing: all but one underspent**
 - 1 **Editing: five overspent**
 - 1 **Travel: all but one on budget**
 - 1 **Fixed costs: some overages**
- 1 **Many overages attributed to change in staff groupings; others to product development**

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Advertising

- 1 Down cycle: trade mags -11%
- 1 CS sales -6.3%
- 1 *IT Pro* sales did not materialize
- 1 Classifieds sales +11%
(36 pp. Nov.; 37 pp. Dec.)
- 1 CS employees handling sales

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CS Press/Books

- 1 22 new titles; 21 reprints in 1999
- 1 Very few books in pipeline for 2000
- 1 Standards Series first book in review
- 1 Series editors identified for
CS-ComSoc books; agreement
awaiting signature

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CS Press/Proceedings

- I 154 conferences; 59K pages, 6 CDs**
- I 111 projects complete, all on time**
- I All archived and posted to Web
by conference date**

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MMS Phased Development

Phase I

- Framework
- Limited implementation of Web-based review

Phase II

- Universal use of Web-based review
- Standard review forms

Phase III

- Person-record update

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Adjustment to Phase II

- Secure access to articles
- PIN-per-paper scheme
- Only reviewers who accept the assignment will see the paper
- As has always been true, no one can see any reviews submitted by anyone else

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Phase III

- ① Allow reviewers to update their information via the Web
 - ① Contact information
 - ① Areas of expertise
 - ① Periodical association
- ① Allow for ongoing maintenance of their record
 - ① Temporary addresses

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Which Records?

- ① Records in the MMS with some activity on any periodical since 1/1/97
 - ① With an e-mail address
 - ① With any association: author, board member, reviewer, EIC
- ① ~6,500 records
 - ① includes duplicate records
 - ① others will be archived

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How it Will Work

- 1 **An e-mail is sent**
 - 1 informing of the existence of the MMS
 - 1 inviting them to confirm/update their form
 - 1 providing a URL, ID #, PIN
 - 1 instructions, sample ms and review form
 - 1 an e-mail address for questions
- 1 **Two lead editorial staff will sort the questions to reviewers@computer.org**

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Future Development

- 1 **Improved (more standardized) reporting is next**

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Communities

- **Communities – “channels” pages**
- **Dick Price: editorial staff lead**
- **Nancy Hays: CG & Visualization**
- **Dale Strok: Software Engineering**
- **Marie English: Design & Test**
- **Exploratory phase**

