

## **BASOR Action Plan January 2015**

**Goal: 1,000 subscribers by 12/31/2018**

**Current number of subscribers: 510** (approx., includes exchange)

- **Long Term Projects**

- Come up with long term recruitment and retention strategy (begin in January)
  - Outreach templates with letter from ASOR or editors to include with invoices, make outreach more personalized
  - Include handouts like Journal Flyer or recent Table of Contents for recently lapsed
  - Provide back issues at discount to catch up subscription for lapsed
  - Discount for Institutions who have been lapsed a long time
  - Reach out to libraries and institutions that don't subscribe with letter from editors, flyer, and possible sample
- Must clarify JSTOR's role and action plans and ways to improve their numbers and revenue (begin in January)
  - Get more information from them on our lapsed subscribers (contact, demographic, etc.)
  - Gather lists to reach out to (for February)
  - More analysis on sales, percentage of subscribers that subscribe through CSP vs direct subscription
  - Get explanation for decreased revenue (breakdown of sales and trends)
- Research libraries and institutions with related departments to reach out to for subscriptions (begin mid-January)
  - Have a work study work on on-going list
  - Identify and target Head of Collection Development
- Work with EBSCO to increase subscriptions (begin in February)
  - Help with transition after Swets bankruptcy
  - Provide back order incentive
  - Provide them with flyer/other outreach material
- Research lists of possibly interested groups
  - Email invitation to read an article, follow up with those who read it with a subscribe link with information on upcoming articles

- **Recurring Actions**

- Increase BASOR presence through indexing and different online databases
  - With help through editors and COP
- Have AM attendees reach out to their affiliated organizations
- Have journal authors reach out to their affiliated organizations (current and past authors)
- Improve and push out journal content on social media and website

- Promote Table of Contents, podcasts, blog posts on popular articles
  - Follow up on JSTOR campaigns
  - Make sure all online databases have proper information and tags
- **January**
  - Eric Cline and Christopher Rollston to write 'Letter from the Editor' to be used for library and faculty outreach
  - Set goals to increase indexing with help of BASOR editors and Committee of Publications
  - Research a list of department heads/faculty to reach out to
  - Re-evaluate remaining Swets subscriptions, help with transition
  - Begin publication by publication publishing on JSTOR
    - Advertise this on social media, to our members, and to related institutions
- **February**
  - Mailing geared toward faculty with letter from editor, BASOR flyer, and copy of recent BASOR publication
  - Survey members about BASOR
    - More articles? Book reviews in print? Does your institution subscribe?
- **March**
  - BASOR Education Campaign
    - Educate public about history of BASOR, editors, goals, popular articles, how to submit, etc.
    - Podcasts about recent articles, highlight popular articles
- **April**
  - Outreach campaign for upcoming issue
    - Contact Head of Collections for Departments to subscribe for the first issue of 2015 with new editors
    - Include flyer, letter, and easy to understand invoice
  - Outreach to lapsed members from 12/31/2014
    - Letter from Andy or Susan, "Renew and don't miss an issue!"
- **May**
  - Social media campaign to advertise May issue of BASOR (first issue with Eric and Chris)
    - Include foreword from Eric and Chris that leads to free access token (limited time)
    - Email push of Table of Contents
    - Podcasts about popular article
  - Create e-book sampler of May issue and send it for free to related lists (AJA? BAS?)
    - Image, abstract, author information
    - Breakdown of journal contents
  - Survey members about BASOR after they've received it

- Do you wish to see more articles? What do you think of reviews being posted online? Does your institution subscribe?
- **June**
  - Upsell campaign with JSTOR for very lapsed members (they sign up for 2016 and get the remainder of 2015 for free)
  - This could also be spun to be “complimentary access for remainder of 2015” and then they get an invoice from JSTOR for 2016
  - Turn journal flyer into recommendation form to be included in AM15 program book/tote bag, with additional letter from editors urging them to contact their library/institution

### **BASOR Action Plan Update April 2015**

So far this year, BASOR has instituted another big change for the publication. Articles are now available online ahead of the print issue. We hope this will be attractive to both individual members/subscribers and institutional subscribers. Aviva Cormier met with a Boston University librarian to get feedback for our BASOR information flyer that we hope to use for future outreach to lapsed subscribers as well as new potential customers. While we heard positive feedback regarding the flyer, the importance of having a journal included on various indexes was also mentioned, so we hope to improve upon that as well. Communication with JSTOR, while it was successful in the beginning, has become a little more difficult and frustrating in regards to getting data on our subscribers and getting our payments on a proper schedule. Despite the bankruptcy of Swets at the end of 2014, we have been able to retain a large number of our subscribers and are still gathering more information on those whose addresses Swets never shared. Many have transferred to either EBSCO or JSTOR. For journal promotion, a podcast was completed with the co-editors of BASOR, Eric Cline and Christopher Rollston, in efforts to inform the ASOR public of the change in editorship and the future ahead for BASOR. We also plan on increasing podcasts, article summaries, and additional content on the ASOR blog to direct attention and traffic to ASOR’s flagship journal, as well as a detailed *how-to* for submitting articles to the publication.

There are still a number of tasks to work on due to a slight delay in the release of online articles and communication difficulties with JSTOR’s representatives. We hope to have a letter written by Eric Cline and Christopher Rollston (in a “Letter from the Co-Editors” fashion) to use in journal promotion to prospective institutions and libraries. JSTOR is also gathering demographic information on lapsed subscribers that would allow us to customize a marketing campaign to have them re-subscribe. Office staff and student workers will create an outreach list of department contacts for related fields to contact their respective libraries for a BASOR subscription. We also plan on having the current co-editors of BASOR contact affiliated organizations who do not subscribe to BASOR (this was on hold until the first online articles were posted ahead of the print issue). Once the first BASOR issue of 2015 goes out in May, we would like to survey all those who receive

BASOR through their membership and gain feedback on what they think about the publication in order to improve marketing and content aspects of the journal. There will also be a lot of promotion on social media for the first BASOR issue of 2015. In June, we plan on completing an upsell campaign through JSTOR for lapsed subscribers to subscribe and get the rest of 2015 for free, which will hopefully result in new subscribers as well as providing an incentive for those who have been lapsed.