

# ISMTE 2020 and Beyond



**By Julie Nash**  
ISMTE President



**Erin Landis**  
ISMTE President-Elect

Just before ISMTE's North American meeting in Durham, North Carolina, the Board of Directors spent a full day and a half planning for the Society's future. Board members reviewed feedback about ISMTE from Society members and non-members as well as representatives from the Industry Advisory Board. To facilitate the review of the feedback, the comments were written on oversized sticky notes and hung on the walls throughout the room (Figure 1). While making an incredible visual impact, the feedback also made an emotional impact on the Board—spelling out what members and industry leaders value most about ISMTE. Rated highest was engagement. You—our members—see ISMTE as a place to engage, either in person at a conference or local group meeting or online with the discussion forum or website.

Looking to the future, the Board wants to continue and enhance opportunities for Society members and the publishing community to engage with each other and the wonderful resources the Society has to offer. With that, the Board developed a strategic plan (Figure 2) that includes seven goals to pursue during the next three years. Those goals are:

- **Enhance ISMTE conferences** as one of our most highly valued offerings.
- **Re-imagine the ISMTE website** as the go-to resource for members.
- **Boost usage of and reorganize ISMTE's resources** into an easy-to-discover format.
- **Increase the visibility of ISMTE** as the “go-to” society for professionals in the peer-review publications field.
- **Invest in early-career professionals and the future leaders of ISMTE.**
- **Promote financial sustainability** by creating a structured and maintainable sponsorship and funding strategy that will support ISMTE's financial future, allowing it to expand and thrive.

- **Engage and grow membership** by demonstrating the value of being a part of ISMTE, inspiring continued membership year after year.

As a board, we were excited by our discussions about where the Society can and should head between now and 2022 (Figure 3). We would like to discuss each of these goals and talk about some enhancements members will see during the next year.

**Enhance ISMTE conferences.** Without a doubt, our conferences were the most talked about in the feedback from you. Many of you saw it as the top member benefit. Others only engaged with ISMTE by attending the conference. We recognize that maintaining the quality and value of our conference is important. At the same time, we would like to make it so that more members can utilize the benefit. To do that, we plan to explore virtual/alternative opportunities to attend and present at our three conferences.



Figure 1. ISMTE strategic planning meeting. Photo courtesy of Jim Booth.



Figure 2. ISMTE Strategic Plan. Graphic created by Sarah Williamson, MA.

In addition, we would like to hear from members to find out what they want to learn about and who they want to listen to at future conferences. We hope to crowdsource content in advance of our future conferences to give all members an opportunity to engage in the process.

**Re-imagine the ISMTE website.** Not too many years ago, ISMTE went through a rebranding process in which we created a new logo and website. While the site was much improved at that time, we think there is more we can do to optimize our members' experience with it. We encourage members to join our soon-to-be-formed website committee to help audit our website and make it a go-to resource for members.

**Boost usage of and reorganize ISMTE's resources.** ISMTE's Education & Standards Committee has done a phenomenal job of creating resources for members on our website. We have amazing resources available to all members, but many—if not most—members don't know the information is available to them. Going hand in hand with the website reorganization, we want to do a better job of letting members know about what we have available online. Be on the lookout for resource promotions

as well as repackaged content. In the meantime, check out all the information available under the resources tab on our website.

**Increase the visibility of ISMTE.** Despite having been around for more than 10 years, we still find people in the publishing community—managing editors and publishers alike—who haven't heard of ISMTE. We also hear from potential members who work on journals but aren't called a managing or technical editor and aren't sure if ISMTE is a society for them. We would like to change all this. In the next year we plan to convene a task force to research the possibility of changing the Society's name to better reflect our membership. We also plan to enhance the role of our Marketing Committee to increase the visibility of ISMTE in the publishing community.

With work on our website, resources, and visibility, we want ISMTE to be the society home for professionals working on peer-reviewed publications.

**Invest in early-career professionals and the future leaders of ISMTE.** Reviewing data about who our members are and who attends our meetings, we recognize that many people who participate in ISMTE events are early-career professionals. As such, we started the Early Career Award this year to recognize those members. In the next year, we will facilitate more early-career networking opportunities with conference events as well as in person/virtual meetups.

We would also like to invest in the future leaders of ISMTE. A long-term goal of ours is to create a program that supports the development of such leaders. In the meantime, committees are a great way to get involved and move into society



Figure 3. ISMTE strategic planning meeting. Photo courtesy of Jim Booth.

leadership roles. We will be starting two new committees—website and sponsorship—in 2020 and will be looking for members to lead those efforts.

**Promote financial sustainability.** ISMTE is incredibly lucky to have supportive and loyal sponsors. We rely on this sponsorship support to keep the Society running and to provide quality conferences, online resources, webinars, and networking opportunities. As mentioned above, to maintain our Society's strong sponsorships, we plan to form a Sponsorship Committee in 2020. This group will focus on new, creative funding options as well as working with our long-time sponsor organizations.

**Engage and grow membership.** Achieving the above goals is only possible with a thriving membership. Many of ISMTE's members join via their employers and might not know all of the membership benefits. We want to do a better job communicating ISMTE's member benefits, which will

inspire our members to reinvest in ISMTE year after year. In 2020, we plan to develop a "welcome packet" for new members to outline all that ISMTE offers. We are also committed to demonstrating to our returning members why being a part of ISMTE is a critical element to their careers. One way we will do that is to promote our members' professional activities and accomplishments in *EOJ* and on our website.

The ISMTE Board of Directors is excited about where ISMTE is going in 2020 and beyond. We hope all members will find a new way to engage with the Society in the next year—whether it means getting involved in a new committee or finding a new resource online.

Ideas from members are always welcome. Please feel free to contact our officers and directors at [info@ismte.org](mailto:info@ismte.org) to discuss any of these goals, new efforts, and thoughts you have about how ISMTE can reach these goals in the next three years.

## YOUR CONTENT. OUR SERVICES.

From manuscript submission to published journal. At every stage of the continuum - expect more from Sheridan.



[www.sheridan.com](http://www.sheridan.com)

**Sheridan**   
Ideas. Delivered.