

Publisher's Report for SDS Policy Council (January 2006)

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SYSTEM DYNAMICS REVIEW

Subscriptions/Licences

There are now 1406 institutions worldwide who get the *Review* in either print or electronic form, compared with 1342 in 2004 – a growth of 4.5%. Membership subscriptions have increased by 6.7% to a total of 1030.

Production

The Content Editor responsible for *SDR* – John McCarty – reports that *SDR* issue 21:4 is now in press. Papers have also now been received at Wiley for issue 22:1 so this can get underway soon.

Usage growth in 2005

Overall, online usage on Wiley InterScience during 2005 was up 4% on 2004. (However, had issue 21:4 been available in time to be included in December's numbers, it would certainly have boosted the figures still further.)

New SDS links to online content

We are very pleased to see the Society's latest creation: a new web page that carries a complete cumulative Tables of Contents for the *Review* at <http://www.systemdynamics.org/SDRListOfAllTitles.htm>. Where there is an online abstract on the Wiley InterScience site for a particular *SDR* article, the Society's page links directly to it. This will certainly provide an extra route for people to discover the content.

Wiley proposal to put all *SDR* issues online

Wiley have now sent the Society a short amendment to the existing Wiley–SDS contract, to allow Wiley to digitize and publish online in Wiley InterScience all *SDR* issues right back to Volume 1, Issue 1. Once this is complete, the cumulative Tables of Contents page on the Society site can then link to all the online abstracts. (SDS members will of course enjoy access to the full-text version of all issues on Wiley InterScience.)

Wiley customer service contact

Sarah Stevens (Wiley's Membership Manager in Customer Services) is currently enjoying her maternity leave. During Sarah's absence, please contact her manager Keith Abbott (Journals Fulfilment Manager) with any membership or invoicing queries (email: kabbott@wiley.co.uk).

Marketing Report

by Tracy Clayton, Journals Marketing Manager

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Marketing Objectives 2006

- To increase usage of *System Dynamics Review* through targeted online marketing and promotional activity
- To sustain and grow institutional access through Enhanced Access Licences (EALs)
- To work with the SDS to encourage member subscriptions
- To ensure the *Review*'s visibility at key conferences and events

The above will be achieved through a combination of:

- Online marketing activity, using Wiley InterScience as a hub
- Mailing activity to subscription agents worldwide
- Flyer mailing to sample copy requestors, lapsed and cancelled subscribers
- Advertising in key journals and industry publications
- Promotion via the SDS to potential new members
- Promotion at key and niche conferences attended by Wiley
- Promotion where possible at events not attended by Wiley
- Active promotion by board members at lectures and other events

Subscriptions/Licences

There are now a total of 1406 institutions worldwide who receive *System Dynamics Review* in either print or electronic form, compared with 1342 in 2004 – a growth of 4.7%. Membership subscriptions have increased by 6.7% to a total of 1030.

We are keen to work with the SDS to continue to grow this figure in 2006 and promote increased usage of the *Review* online to the members.

Tactical Summary

- *System Dynamics Review* will appear on a CD-based promotion for Wiley's Business & Finance journals portfolio in 2006. Five top papers from the *Review* have been selected, and will be provided on the CD together with information about the *Review*. The CD will be used as a giveaway at exhibitions and events to inform end users about the benefits of Wiley InterScience, with the aim of collecting customer data to further promote the journals featured on the CD.

- *System Dynamics Review* will be featured in an advertisement in the April 2006 print issue of the Operations Research Society Newsletter. The advertisement will also be included in one of the weekly electronic versions of the newsletter that month.
- Business card-style flyers have been sent out to all board members for their own use and distribution. These have proved to be an excellent way of extending visibility of a journal to interested parties, and will be a valuable asset to *System Dynamics Review*.
- *System Dynamics Review* has been, and will continue to be promoted in all relevant cluster leaflets. Leaflets have internal and external mailing plans and are distributed at major conferences, events, and used in day-to-day promotion. .
- *System Dynamics Review* regularly appears as a ‘feature journal’ on the relevant pages of our website www.wiley.com. Visitors who click on the *Review*’s listing are automatically re-routed to its homepage on Wiley InterScience, where they can access further information such as free sample copies.
- Postcards have been produced featuring clusters of Wiley journals. These are used for events and mailings, and offer a channel for customers to access sample copies and discover the benefits of subscribing. *System Dynamics Review* is featured on the ‘Business journals’ postcard.
- *System Dynamics Review* was actively promoted at the following conferences in 2005

<i>Date</i>	<i>Conference</i>
Feb 2005	UK Chapter of the System Dynamics Society
Apr 2005	European Academy of Management 5th Annual Conference 2005 (EURAM)
Jun 2005	Multi-Conference on the Applications of Systems Dynamics and the Disciplines of Management
Jul 2005	System Dynamics Society Conference 2005
Aug 2005	Academy of Management 2005
Oct 2005	Strategic Management Society Annual International Conference 2005
Nov 2005	International Federation of Operational Research Societies (IFORS 2005)
Nov 2005	International Conference on Information Systems 2005 (ICIS 2005)

- **2005 SDS conference activity.** An advert was produced for the electronic and printed Proceedings. A flyer was placed in the delegates’ packs reminding of the benefits of signing up to Contents Alerts on Wiley InterScience, promoting some new books available to SDS members at 15% discount, and some special issues of *Systems Research and Behavioural Science*, again at a preferential rate to SDS members. A banner poster promoting the *Review* and sample copies was available at the Wiley stand at the conference in July. The June issue of the SDS newsletter included a piece from Wiley in the News from our Sponsors section, to remind members of the ongoing 15% discount that is offered via www.wiley.com. This discount was also available to members purchasing from the stand at the conference.
- **2006 SDS conference activity.** Wiley will be taking a stand at the conference and showcasing the *Review*. We also plan to run a campaign at the meeting to encourage

member usage of the *Review* online. Additional ideas can be discussed at the annual meeting between the SDS and Wiley in March.

- Email marketing campaigns have been run which outline the free benefits of registering with Wiley InterScience, thus driving recipients to the *Review* homepage. Email campaigns will be run throughout 2006: these will promote Wiley InterScience features such as Saved Title/Saved Search Alerts; particular hot articles; and any planned Special Issues.

In addition, monthly Business newsletters are distributed to our own in-house email lists and these can highlight articles from *System Dynamics Review* as appropriate.

- Early notification of any planned Special Issues is welcomed, as there is often potential for promotion and/or publicity of themed single issues, to act as a springboard for increasing awareness of the *Review*.

Prepared by Graham Russel 30 January 2006