Taking advice from our stakeholders

Every year in May, two of AIP’s committees convene at Publishing headquarters in Melville, NY. This year was no different, with both the Publishing Policy Committee and the Subcommittee on Publishing Services meeting to hear from AIP Publishing staff about issues of the day, review progress in important areas, and discuss topics of strategic interest in the fast-paced world of STM (Scientific, Technical, and Medical) publishing. Both committees, whose members bring expertise and unique perspectives of various AIP Member Societies, contribute significantly to AIP Journals and Publishing Services.

During its meeting, the Publishing Policy Committee (PPC) reviewed proposed prices for 2010 for AIP journals and conducted a wide-ranging discussion of current market conditions, which included how the next 12 to 18 months are expected to be extremely challenging. Nonetheless, such metrics as price per article, price per citation, and cost per download reveal that AIP and the Member Society journals are among the best in class. And Applied Physics Letters (the world’s largest scientific journal), Journal of Applied Physics, and Journal of Chemical Physics stand out as truly exceptional.

PPC heard full reports on key topics, such as usage statistics, publishing developments in China, scientific social networking, and a project with the National Institutes of Health to ensure that AIP’s authors who are funded by NIH are compliant with that agency’s article deposit scheme. The committee also heard reports on the excellent progress made by AIP’s new title, Journal of Renewable and Sustainable Energy, AIP editorial operations, the latest developments in production, and the recent AIP implementation of CrossRef’s new plagiarism detection software—CrossCheck. (You’ll find more details about CrossCheck in the article below.)

At the midpoint of the two-day meeting, Executive Director Fred Dylla hosted a dinner at a local restaurant. This proved an excellent opportunity to wind down; Fred even spoke about taxonomies in early illuminated manuscripts! I rounded off the last day of my first PPC meeting with a presentation on some key issues related to the physics publishing market as I see them after three months on the job.

I was extremely impressed with AIP colleagues and the quality of preparation and involvement that made this event successful. Last, but by no means least, a very big thank-you to all members of both committees who, through their hard work and dedication to AIP, provide management and staff with much valued insight and guidance on our world-class publishing program.
Systems ready? Check.

Indexing of AIP content is now complete, allowing AIP’s participation in the CrossCheck initiative from CrossRef. CrossCheck helps publishers prevent scholarly and professional plagiarism. Participating publishers deposit the full text of their published content to CrossRef's huge database of current and archival scholarly literature. Newly submitted manuscripts can then be compared with texts in that database to identify matching or similar text. With the planned implementation of CrossCheck within Peer X-Press—AIP’s web-based manuscript submission and peer-review system—AIP will be able to give reviewers and editors a powerful tool for vetting submissions. For more information about CrossCheck, its members, and the titles included in the database, visit the CrossCheck website. Read AIP's press release here.

PTCN representative attends MarketingSherpa

Justin Stewart of the Physics Today Career Network joined hundreds of marketing professionals at the March 15–17 MarketingSherpa Email Summit in Miami, FL. The event included an exhibition, marketing case study analysis, and advance topic presentations. In an intensive e-mail marketing certification course, attendees learned how to augment an electronic marketing campaign and to optimize a website's landing page. Stewart is applying what he learned to e-mail sales efforts for PTCN's five job sites. Stewart (center) and two MarketingSherpa specialists (left and right) also devised several ideas for improving PTCN's employer landing page...stay tuned for the update.

Industrial outreach—all about networking

AIP's most visible event for the industrial physics community is the annual Industrial Physics Forum (IPF), now in its 51st year. Preparations are in full swing for the 2009 IPF, co-hosted by the AIP Corporate Associates and the American Association of Physicists in Medicine (AAPM) this July in Anaheim, CA. AIP Industrial Outreach hosts additional local networking forums throughout the year, typically at Member Society meetings, to facilitate interactions among society members and physicists working on or interested in industrial applications. Each event features an invited speaker on a topic of interest to local industry, and a social event with ample time for networking. Participants are employed across academe, government, and industry. Each sector, in its own way, contributes to the use of physics in corporate R&D and technological advancement. Cognizant of the need to expose the future workforce to a wide range of career opportunities, Industrial Outreach staff often invite local members of the Society of Physics Students (SPS) to participate, and, if appropriate, tie the networking forums in with SPS poster sessions.

Two forums are planned for fall, 2009—on October 18 at The Society of Rheology (SOR) meeting in Madison, WI, and on November 8 at the AVS 56th International Symposium in San Jose, CA. The SOR event features a presentation on the "Shear Thickening in Military Applications" by Norman Wagner of the University of Delaware. The AVS event will focus on photovoltaics and nanotechnologies.
**eTIME upgrades**

There have been some recent system upgrades to eTIME. As of today, May 18, those employees hired in the last six months will see accrued leave hours in parentheses—until they reach their six-month milestone. The look and feel of the system will remain unchanged for everyone else. Please feel free to contact Tammy Ferris or Melissa Liverpool with any questions.

**Who we are—Online Services**

The Online Services team, lead by Paul DeCillis, is responsible for the operation and development of the Scitation platform (see the organizational chart pages 28–30). A leading online publishing platform for science and technology content, Scitation serves a broad customer base and hosts more than 1.6 million documents from scholarly journals, magazines, conference proceedings, and other special publications in fields that include physics, chemistry, geosciences, engineering, acoustics, and more. Online services staff perform all of the functions required to help our partners achieve their online publishing goals and initiatives, including: designing and developing websites and new functionality, project management, product management, content management, website maintenance, testing and integrating new software, generating web statistics and analytics, and online product development.

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*Division managers, from the left:* Robert Wheeler, Bruce Fint, Larry Belmont, and Paul DeCillis

*Online Services’ staff, from the left:* Jesse Binger, Andrew Wanczowski, Christopher West, Carolyn Barry, Melanie Courtier, Li Zhi, Doreen Hall, Rosangela Manfredo, Donna Burke, Christine Greeley, Bridget D’Amelio, Christa Ward, and Adrienne White. Not pictured are George Donnelly, Michael Thamm, and Teresa Stewart.*
We invite your feedback to this newsletter via e-mail to aipmatters@aip.org.

For past issues of this newsletter, visit the AIP Matters archives.