Does the Journal Reflect Global Society Goals?

A Case Study from the American Society of Clinical Oncology

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Disclaimer

Opinions expressed in this presentation are solely my own and do not express the views or opinions of the American Society of Clinical Oncology.
This is the story of…

jgo
Journal of Global Oncology

A new online-only, open-access journal from the American Society of Clinical Oncology
Opportunity assessment

A framework for assessing alignment between journals and global society goals.
Begin with the big picture

The big picture should drive strategy and decisions.
Environmental scan

• Cancer is a global phenomenon

Est. New Cases of Cancer

- Low Middle Income
- High Income

Est. Cancer Deaths

- Low Middle Income
- High Income

Source: IARC, Globocan 2012
Environmental scan

Engage non-members!

Source: http://blog.socious.com/bid/64175/Online-Communities-Two-Ways-to-Increase-Customer-Engagement
Environmental scan

Funding

Academia

NGOs

Societies
Environmental scan

Try to play nicely in the sandbox!

Understand your organization

Know your organization. Avoid working in a silo.
ASCO: A Global Organization

There are over 35,000 ASCO members in 100+ countries.

Over 30% of members are international.

More than half of meeting attendees are international.

1,291 medical professionals trained

147 volunteers

36 award recipients

54 countries

46 meetings

11,582 international members
Finally…publications

- Environmental scan
- Organizational scan
- Publications scan

Define scope and don’t miss the forest for the trees.
The most meaningful data may be the absence of data.
Options

Global research

OR

Audience, brand, and scope.
Takeaways

• The Big Picture should be the foundation of your assessment and decision-making.

• Your current member demographics, strategy, and programs are important but don’t discount your reputation, resources, and ability to lead in your field.

• Clearly define organizational and editorial scope of “global.”

• Don’t get lost in the publications data and fail to see the forest for the trees.