

# Aggregating Society Content for Member Retention and Growth



STM Annual US Conference 2017

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# Key Facts About ASHA

- 191,500 members and affiliates
- Annual growth of ~5-6k members
- Retention rate > 98% for over a decade
- 4 journals, 1 magazine, 19 Special Interest Group (SIG) publications
- Publications rated as one of the most valued benefits



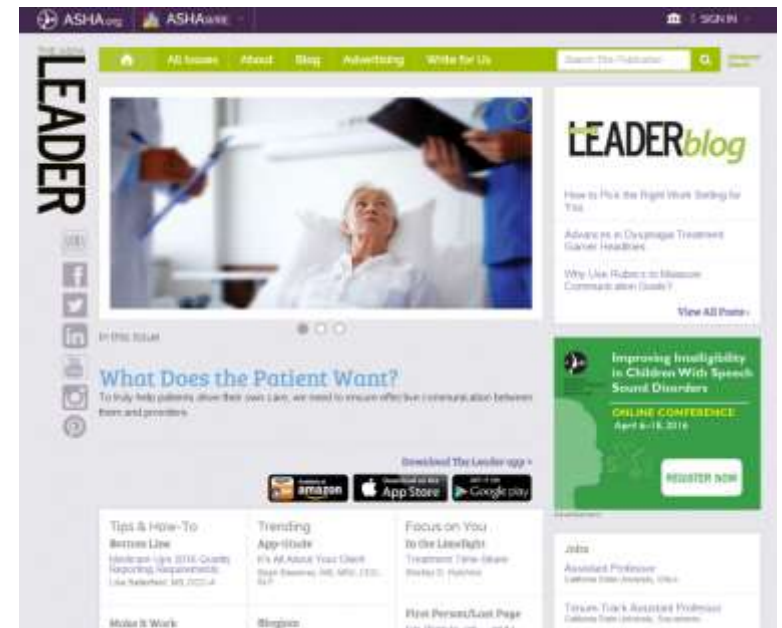
AMERICAN  
SPEECH-LANGUAGE-  
HEARING  
ASSOCIATION

# Challenges (circa 2012)

- Vast majority of members based in clinics and schools
- Pressure to grow the evidence base for practice
- Caseload and setting not conducive to reading research
- Rapid growth in amount of research being produced
- Journals available as a member benefit to all 191,500
- Multiple locations (platform, ASHA website, SIG pages) and multiple sign-ins

# Initial Goals

- Increase relevance, visibility, and usage of journals
- Enhance value of membership
- Get on a platform with more flexibility



# Step 1: Launch ASHAWire (January 2014)

- Semantic taxonomy developed
- All publications in one location: [pubs.asha.org](http://pubs.asha.org)
- Journals launched continuous publishing model
- All content fully interconnected
- Related article recommendations
- 40 topic collections within each publication and across all
- Fully responsive design
- Improved handling of supplemental materials

## Step 2: Enhance Platform and Workflows, 2014-present

- Iterative development throughout 2014
- Backfile conversion to 1990 (more full text gives the semantic tagging engine more to work with)
- More powerful alerts (new content, topic, as well as eTOC)... but each is essentially a publication event
- Add integrations and secondary tools: Altmetric badges, Altmetric Explorer, ReadCube PDFs, metadata support

# Step 3: Strategic Planning, 2015-2016

- Timing not ideal, but proved valuable
- More powerful tools in place to execute grander vision
- Big achievement as precedent helps
  
- Main objective: Maximize knowledge transfer potential of published research

# Results and Next Steps

- Usage up 15% at end of 2016
- Usage up 30% YTD 2017
- Very favorable feedback from faculty and librarians
- Submissions continuing to rise
- Switch to monthly publication for one journal

...but aggregation and connectedness are just half the story.



# Results and Next Steps

- In-house focus has switched to content development and curation... content marketing
- All production outsourced
- Author interviews, GrowKudos explanations and sharing, social media, blog launch
- Special issues
- Launching in May: Figshare
- On tap: plain language summaries

## Researcher Tools

Translating Knowledge. Building Impact.

ASHA Wire provides a range of tools and opportunities to help scientists share their findings and engage a broader audience.



### CSD Researchers

A Twitter list by @ASHAJournals

... outcomes, so I'll try to talk to this tomorrow.

4h



**WeSpeechies** @wespeechies

Evening from NZ. My plan of talking re unrealistic hope has changed. I'll do that tomorrow when I'm not being distracted by small beings.

4h



**Dorothy Bishop** @deevybee

.@OLEary\_Noreen To be honest, I think p-hacking is an even greater problem, i.e. correlation probably spurious [ora.ox.ac.uk/objects/uuid:d...](https://ora.ox.ac.uk/objects/uuid:d...)

4h



Tricia McCabe Retweeted



**Amy Fielding** @eduspeech

Fascinating insight into the Aust. Speech Path demographic-hope to join this in a few years!  
[@SpeechPathAus](#) #slp2b



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# Key Lesson From Our New Direction

- Be nimble, opportunistic, and connected.

Things you'll need:

- Content calendar
- Visuals (logos, banners, etc.)
- The right channels (Twitter, Facebook, blog)
- Partners (potentially)
- People willing to change

# Questions?



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