
The 2008 editorial board meeting of Baylor University Medical Center Proceedings

The annual meeting of the editorial board was held on February 12, 2008. William C. Roberts, MD, reviewed what was published in 2007. In its 20th anniversary year, *Proceedings* published 448 pages, just slightly more than the number published in 2006. Numerous topics were covered in an attempt to appeal to our general medical audience, with 11 articles in cardiovascular disease, 5 in dermatology, 1 in emergency medicine, 4 in endocrinology/diabetes, 6 in ethics/professionalism, 1 in history, 6 in internal medicine/family practice, 1 in neurology, 4 in oncology/hematology, 2 in orthopedic surgery, 1 in pathology, 6 in pharmacology, 1 in psychiatry, 5 in radiology, 4 in surgery, 3 in transplantation, 1 in urology, and 4 in medicolegal issues. In addition, volume 20 featured 8 interviews, 10 book reviews, and 16 editorials/commentaries. Of the 147 people who were named authors in 2007, 95 (65%) were affiliated with Baylor Health Care System.

Dr. Roberts then provided several updates to the board:

- In June 2007, *Proceedings* received an international publication award from the Society for Technical Communication after being named Best of Show in the local chapter earlier in the year.
- In addition to being picked up by Thomson Gale's Academic OneFile, *Proceedings* was included by EBSCO in its premium subscription-based research databases for libraries. Researchers use these library tools to find articles, so being part of these databases should increase the usage of the journal.
- A readership survey, whose results were published in the July 2007 issue, gave positive feedback as well. Although only 88 individuals responded (a response rate of 1.6%), they had favorable impressions of the journal's overall editorial quality (65% rating it as very good, 29% as good, and 3% as fair) and design and presentation (68% rating it as very good, 24% as good, and 5% as fair).
- Several articles, text excerpts, and figures were reprinted by other sources in 2007. Two of Dr. Robert Fine's ethics

articles were used in courses, for example, and one pharmaceutical company ordered numerous reprints of an article.

- *Proceedings* had a major change this year with the resignation of Beverly Peters, who had handled layout and assisted with editing for 20 years. The layout was contracted out to Flying Colors Studios, with Lyle and Edie Miller, and Cindy Orticio continues as the journal's (and Scientific Publications Office's) only staff member.
- The changes in personnel and space rental decreased the journal budget by \$20,000. The annual budget now stands at about \$200,000. An ongoing Foundation endowment covers \$120,000 of journal expenses annually. Through the fundraising effort of November 2007 through January 2008, about \$29,000 was raised.
- *Proceedings* is about to sign a contract with an ad representative through Allen Press, our full-service printer. They estimated that they would be able to bring us \$10,000 in ad revenue in 2008, \$15,000 in 2009, and \$25,000 in 2010.
- In 2007, the *Proceedings* website had 314,647 visitors from outside Baylor-networked computers, and a quarter of those visitors were international. Most visitors found their way to the journal site through search engines like Google and through searches on specific medical conditions. In terms of the general landing pages, the home page received 14,384 hits; the past issues page, 3698; and the current issue page, 2466.

Discussion by the board members focused on better featuring the research being done at Baylor. Efforts will be made to follow up on the Focus on Research monthly meetings, with articles drafted by the presenters, by the journal staff, or by residents interested in that field (possibly done in conjunction with interviews of the researchers). Additionally, *Proceedings* will consider offering ethics articles for CME credit in 2008 or 2009, as done in the past.