



Plenum 2021 Plan

PLENUM Undergraduate Journal

Journal Expansion Plan

Estimated timeline: Autumn 2020 – Spring 2021

Project Proposal

Summary of Goals

Strengthen and organize Plenum's publication process to ensure its survival as it passes from each year's Editorial Board to the next. Narrow the scope of Plenum's focus so that the editorial board can focus primarily on editing, publishing, and sustaining the journal.

Primary Objectives

A. Marketing

- Create effective marketing strategies to increase the number of project submissions.
- Involve faculty in promoting the journal.

B. Sustainability

- Develop a systematic and effective recruitment cycle to grow Plenum's population.
- Build positive social currency and offer other non-monetary incentives for joining.

C. Establish Publication Process

- Establish a consistent, replicable, and sustainable publication process and timeline.
- Redefine the board's titles and responsibilities to clarify roles and expectations.
- Each board builds the following year's board.

D. Fundraising

- Develop and implement an effective program for fundraising.
- Apply for grants and other similar sources of income.

E. Spring Showcase

- Organize and host an end-of-the-year Showcase for following the release of the 2021 Plenum Journal Publication.

Measures of Success

- Recruitment of 5-10 new editorial team members this winter. This includes peer editors and tech officers (i.e. web developer and graphic designer).
- Recruitment of 10-15 project submissions for publication.
- Completion of 2-3 faculty research features for the yearly issue.
- Organization and successful execution of Spring Publication Showcase following the release of the 2021 Plenum Issue.

Objective A: Marketing

Action Items	Description	Purpose
<p>A1. Develop Short Outreach Video and/or Infographic</p>	<ul style="list-style-type: none"> • Develop a short outreach video (5 minutes or less) to send out to the department. • Provide contact information and • Request that instructors show the video in class or post it on Canvas and mention us to their students. 	<ul style="list-style-type: none"> • Introduce (or reintroduce) Plenum to the department. • Communicate to students about the opportunities that we provide. • Spark interest in the journal.
<p>A2. Develop Longer Video or Host Information Sessions</p>	<ul style="list-style-type: none"> • Explain the opportunities we offer in greater detail to interested students. • Provide an opportunity for Q&A. 	<ul style="list-style-type: none"> • Motivate students to submit projects or join our team. • Engage with students so that we can begin to build personal relationships with potential project authors.
<p>A3. Create and Develop Online Platform</p>	<ul style="list-style-type: none"> • Gain access to and develop Plenum's website. • Gain access to and revamp Plenum's social media channels (e.g. Facebook, Twitter, Instagram, LinkedIn, etc.). 	<ul style="list-style-type: none"> • Build Plenum's online persona. • Make Plenum more accessible to all students. • Facilitate outreach and regular communication with students about submission/application deadlines and program requirements.
<p>A2. Promote Instructor Outreach</p>	<ul style="list-style-type: none"> • Contact instructors to request that they mention important messages and deadlines from Plenum to their classes. • Encourage Plenum team members to directly reach out to their class instructors, to make our requests more personal. 	<ul style="list-style-type: none"> • Make Plenum a part of everyday academic life in the department. • Ensure that <u>all</u> geography students are aware of our existence and the opportunities we offer. • Incentivize Plenum membership to students as a way to reach out to and get to know their instructors.
<p>A3. Incentivize Project Submission</p>	<ul style="list-style-type: none"> • Effectively communicate value of being published to students considering submitting projects. • Portray project acceptance as a highly selective process for highly motivated students. But accept most (if not all) submissions. 	<ul style="list-style-type: none"> • Motivate project submissions and engagement with journal. • Build positive social currency for the role of project authors in the journal.

<p>A1. Feature Faculty in Publication</p>	<ul style="list-style-type: none"> ● Highlight a few faculty members' research in the yearly publication. ● Reach out to 2-3 faculty members for interviews. Publish a 1-2 page featuring each interview in the yearly issue. ● This should be a small section of the overall journal. Publishing undergraduate research must remain our primary focus. 	<ul style="list-style-type: none"> ● Foster a relationship between faculty and the journal. ● Make the journal's success personal to our instructors, and thus encourage them to communicate Plenum-related opportunities to their students of their own accord. ● Inspire journal readers by connecting them to research in the broader field of geography, by faculty in our very own department. ● Encourage students to join Plenum as a way to build relationships with faculty by way of conducting interviews.
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Objective B: Sustainability

Action Items	Description	Purpose
<p>B1. Develop Board Membership Track</p>	<ul style="list-style-type: none"> ● Each year's board will train their editorial team (peer editors, tech officers, etc.) to run the following year's board. ● Assign tasks in a way that allows team members to "shadow" board members and learn the ins and outs of each role. ● At the end-of-year showcase (Item E1), the board will nominate promising team members to run the following year's board. 	<ul style="list-style-type: none"> ● Define a sustainable cycle to keep Plenum alive year after year. ● Offer future board positions as incentive for junior students to join the Plenum editorial team.
<p>B2. Define Effective Recruitment Procedure</p>	<ul style="list-style-type: none"> ● Focus heavily on recruiting peer editors and tech officers for each year's editorial team. ● Define a process that can be easily replicated year after year. 	<ul style="list-style-type: none"> ● Ensure that each year's board has enough team members to choose from for the following year's board nominations.
<p>B2. Incentivize Team Membership</p>	<ul style="list-style-type: none"> ● Effectively communicate the value of joining the team. ● Portray team membership as a unique and exclusive opportunity for highly motivated students. But remain inclusive in accepting students onto the team. 	<ul style="list-style-type: none"> ● Attach social currency to Plenum membership to motivate students to join and foster a tight-knit community. ● But do not let it turn into a clique! We must always be inclusive and accessible for all Geography students.

	<ul style="list-style-type: none"> ● Offer other meaningful incentives for joining the team, e.g. board positions, volunteer hours, awards, etc. 	<ul style="list-style-type: none"> ● Encourage junior students to join the board, so that we may train them to run the journal in future years.
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Objective C: Establish Publication Process

Action Items	Description	Purpose
C1. Standardize Peer Editing Process	<ul style="list-style-type: none"> ● Develop a template for the timeline and process of editing each paper. ● Facilitate regular meeting scheduling for each editor-author pair. This will be part of the Managing Editor's role. 	<ul style="list-style-type: none"> ● Ensure quality editing for all future papers. ● Pace out the editing process so that it does not overwhelm editors or authors.
C2. Host Monthly Program-Wide Editing Check-Ins	<ul style="list-style-type: none"> ● Host monthly meetings for all Plenum contributors (authors and team members) to share progress updates, feedback, and other ideas. 	<ul style="list-style-type: none"> ● Create an event that is inherently exclusive to Plenum members to foster strong community. ● Having an event that is exclusive to Plenum will also help it to feel like its own little community.

Objective D: Fundraising

Action Items	Description	Purpose
D1. Offer editing services to non-Plenum students	<ul style="list-style-type: none"> ● Edit non-Plenum papers for department students to raise money. ● Paying for each edit would be expensive, so a student can "register" a paper/project with us for some fee and we will assign them an editor to work with for the duration of the project. ● Fee would be based on duration, length, and scope of the student's paper or project. 	<ul style="list-style-type: none"> ● Fundraise for Spring Showcase and awards for team members and authors.
D2. Pursue Grant Funding	<ul style="list-style-type: none"> ● Research and apply for grants of other similar forms of fundraising. 	<ul style="list-style-type: none"> ● Fundraise for Spring Showcase and awards for team members and authors.

Objective E: Spring Showcase

Action Items	Description	Purpose
E1. Host Spring Publication Showcase	<ul style="list-style-type: none">● Nominate peer editors for awards.● Use fundraised money (see Item E1) to reward peer editors and/or raffle gift cards or other prizes to all authors and peer editors in the publication.	<ul style="list-style-type: none">● Thank and reward everyone for their participation in the program. Recognize peer editors who go above and beyond.● Encourage them to rejoin or lead Plenum next year.