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Hi everyone,

In this newsletter there is a letter from the President (Marlene Thorn) that is most interesting. The main part of the newsletter is devoted to the SPIM Journal: The Psychologist Manager Journal (TPMJ). You might be interested in what has been happening behind the scenes. Please feel free to send me any comments about what has happened (and is happening) to the journal. I will publish your comments (and any book recommendations!) in my next newsletter. There is still more to be done in terms of general communication with SPIM members (such as Facebook, LinkedIn, etc.).

Also, please be thinking of any nominees you might have for the 2012 WE/SPIM award. Remember, the criteria include: having received a Ph.D. in psychology within the last ten years, not been a previous attendee at a SPIM conference, and having been a manager for less than ten years. In addition, the nominees need to have the potential to benefit from SPIM and to make contributions to SPIM and its mission of facilitating the growth, development and interaction of psychologists who work as managers.

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Note from the President

Greetings to all! I hope you are having a fun filled summer. The SPIM Board, Committees and Special Journal Task Force have all been hard at work on a number of fronts important to SPIM.

The Membership under Sara Early's Chairmanship and the Sponsorship Committee John Martello, John Reed, and Al Parchem have been busy planning for the APA Conference in Orlando, Florida, where SPIM will have a Booth. The booth will be staffed by Sarah Early, John Martello, Al Parchem, Rich Ponton, Roger Cooper, and Edward Pauver. In addition, the SPIM Board will meet August 5 in Orlando.

1. The primary work of the Board since May has been to review

- Please consider holding a Regional SPIM meeting in your area. In the past Marlene Thorn and others have been successful in planning such meetings.

There is a website directory listing of members. Names and emails on the website are only posted when the member approves the posting by checking the boxes or emails.

Please check your web address on the website to make sure we have the correct address. If you want to make a change, contact Liz Woodward (liz@lrieff.com).

the work of the Journal Task Force and to decide to move The Psychologist Manager Journal (TPMJ) from our current publisher, Taylor and Francis, to APA starting January 2013. See Mary Zahner's article on this as follows. The Board believes that the move to a co-ownership/partnership between SPIM and APA will open up some new opportunities that would not be possible under Taylor and Francis. These include:

- Access to APA's large subscriber base of about 3400, enabling TPMJ a broader readership.
- Access to APA's membership where SPIM can market its brand to psychologist managers who may not yet know that SPIM exists or the benefits of being a SPIM member.
- The potential to increase the number and quality of research and practice articles in the TPMJ.
- The potential to increase revenue from the Journal.

2. The successful Training Institute for Psychologist Transitioning to Psychologist-Manager: Skills for Leadership and Management Success, has Dale Thompson and Myranda Grahek from Leadership Worth Following, developing and delivering the first module, Leading Self (Understanding Self). The others of us (Dee Ramsel, Rich Ponton, and myself) delivering the Institute again at the SPIM Conference in 2013 are "tweaking" our modules, based on the evaluations that Beth Mitchell is receiving from the first participants. The Training Institute received some positive testimonials from attendees including:

"The courses offered during the Institute were well designed, informative, and presented in a format that promoted learning in a challenging and yet supportive manner. Without question, the Institute was a worthwhile investment and I would recommend it highly to anyone interested in sharpening their management skills within a framework of solid psychological principles."

"Excellent training! I wish I'd had this enriching opportunity sooner."

"The workshop facilitated a paradigm shift in my thinking about managing myself and my employees."

"I learned so much about being a psychologist and a manager, the difficulties in serving in both roles, and developed greater awareness about the differences between the two. All of the workshop facilitators had extensive management experience which was extremely helpful in sharing information and preparing me for this role."

3. John Langhorne has been recruiting nominations for Officer

If you would like to share any news about yourself with SPIM members: publications, new job, etc., please send me the information and I will include in the next newsletter

and Board member positions and for the Distinguished Psychologist in Management Award.

4. For those of you who may not have read the APA Monitor yet, our own SPIM member and “keeper” of our CE’s, Gil Reyes, is now the President of Division 48 the Society for Peace, Conflict and Violence: Peace Psychology Division. Congratulations to Gil Reyes!

Marlene
Marlene Thorn, Ph.D.
President

The Saga of the Psychologist Manager Journal

The Beginning....

The journal was first published around 1997. In the beginning it was a start-up. There was a vision, a founding editor (Rodney Lowman), an editorial board, and (as Rodney noted) “a song and a prayer.” Rodney and Linda Richardson were the sole copy-editing staff. After a few years, Don Clifton got Gallup to take on the publication and marketing of the journal at no charge to SPIM. Once Don died, the journal went to another publisher.

Rosemary Hays-Thomas became editor in 2003. During her tenure, the journal moved publishers to Erlbaum and then later to Taylor & Francis. Bill Siegfried took over as editor in 2008, and a year later the journal began publishing four issues a year. Beginning in 2012, George Yancey and Bill serve as co-editors. The journal is currently being published both in print and online.

Early 2012...

In February, 2012 the managing editor from Taylor and Francis Group presented a financial report to Billie Blair, John Langhorne, Bill Siegfried and George Yancey at the SPIM conference. T & F had been taking a loss every year to publish TPMJ and needed substantial additional

payments from SPIM to continue publishing the journal. Since this was not possible, T & F offered two options to SPIM:

Option 1: SPIM would assume ownership of the journal and continue to publish it, taking on the responsibility of fulfilling perpetual subscriber access, managing article submission, and printing and distributing the journal.

Option 2: T & F would pay SPIM a nominal fee to buy the journal; they would continue to host all previously published content online and give content to EBSCO, but would not sell subscriptions or produce new content. SPIM would not be able to publish a journal under its current name in the future.

Under either option, T & F agreed to publish the remaining two issues of 2012 online. T & F needed a decision from the SPIM Board before September.

The Task Force...

After the SPIM conference in February 2012 a task force was formed to address the future of the journal. This task force included Marlene Thorn, Bill Siegfried, George Yancey, Rosemary Hays-Thomas, and Mary Zahner. The task force discussed reasons for keeping TPMJ and reasons to stop publishing it.

Reasons to stop publishing a journal:

- Financial drain rather than an asset
- Difficulty in getting article submissions
- Limited circulation and revenue (making it unlikely that another publisher would be interested)

Reasons to keep a journal:

- SPIM has a special niche and members have unique expertise (e.g., psychologists in management)
- A vehicle for academicians to publish
- Expectation that it might become a financial asset
- Members expect the journal as part of their dues

Also important is the obligation on SPIM's part to continue making the journal content available through online providers so that authors of articles can retrieve their work, and researchers and practitioners will be able to access the information.

Advice was sought from SPIM board members as well as others in the academic publishing world. It was learned that it takes much to publish even an online journal – such as setting up a system to track and to manage reviews, marketing, editing, typesetting, sending drafts and proofs to authors, etc.

A survey was sent out to SPIM members in April to solicit input about the journal. There were 37 responses. Although members indicated that they would like to see a journal continued and few were interested in contributing to it. Members were interested in practice oriented articles and were willing to accept an online only version. More specifically, the survey questions and results are below (percentages are rounded):

1. The journal comes out four times a year. How often do you read it?
 - a. 38% - every issue
 - b. 30% - about 50% of the time
 - c. 19% - less than 50% of the time
 - d. 13% - never

2. As a member of SPIM, how important is having a journal to you (whether in print or online)?
 - a. 11% - very important
 - b. 46% - important
 - c. 27% - not so important
 - d. 16% - unimportant

3. Publication in any form requires resources: both time and money. Would you rather:
 - a. 64% - See SPIM continue a professional publication
 - b. 36% - Discontinue publishing efforts and have

dues reduced accordingly

4. If the journal is maintained, how interested and willing are you to submit an article for publication at least once every 2 to 3 years? Submissions include Management Principles (The Theory of Management), Live from the Firing Line (The Practice of Management), Research Tools for the Psychologist Manager, and Book Reviews.
 - a. 22% - very interested
 - b. 22% - interested
 - c. 39% - slightly interested
 - d. 17% - completely uninterested

5. If we keep a journal or newsletter, which kinds of articles are you interested in reading?
 - a. 19% - case studies
 - b. 3% - quantitative research studies
 - c. 68% - practitioner articles
 - d. 11% - book reviews

6. If we do not continue to publish a journal, what other types of publications would you like SPIM to consider?
 - a. 38% - an expanded newsletter similar to the Industrial – Organizational Psychologist
 - b. 30% - one or two 'special issues' a year each devoted to a topic selected by members
 - c. 22% - one publication each year containing the presentations from the annual conference

7. What publication frequency do you prefer?
 - a. 11% - four times a year
 - b. 32% - twice a year
 - c. 27% - 'open sourced' so that articles appear online when accepted
 - d. 30% - I don't care

8. Which media format do you prefer?
 - a. 51% - online journal only
 - b. 5% - printed journal only
 - c. 19% - both print and online versions
 - d. 24% - I don't care.

The Numbers....

SPIM has budgeted about \$6000 a year (mainly from membership dues and a few institutional subscriptions) for the journal. In 2011 there were 22,205 online downloads of journal articles. Most of the downloading came from subscribers, SPIM members or students/professors with institutions having access to the journal through EBSCO or a Consortia deal.

The Solution....

The Board decided to end the contract with Taylor and Francis in June. Members of the task force approached other publishers and organizations. After considering a variety of options, the task force recommended to the Board that the journal be moved to APA. Two options were offered by APA:

Option 1: APA owns the journal outright.

Option 2: APA and SPIM have co-ownership of TPMJ for a ten year time period. SPIM remains in control of the journal content through the editor. There would be a potential for an income stream/revenue.

Marlene was authorized by the SPIM Board of Directors to pursue Option 2 with APA.

Why go with APA?

TPMJ will be part of APA's full-text database, PsycARTICLES. The journal will generate the majority of its revenue through full-text downloads. The way the APA business model works is that they take the pool of annual profits from sales of the database. Subscriber institutions (over 3200 of them) download articles throughout the year. At the end of the year, APA allocates revenue from the pool of profits to each journal proportionate to the amount of downloads received that year. All past journal

articles that are not online would be digitized by APA to be made available electronically in the PsycARTICLES database.

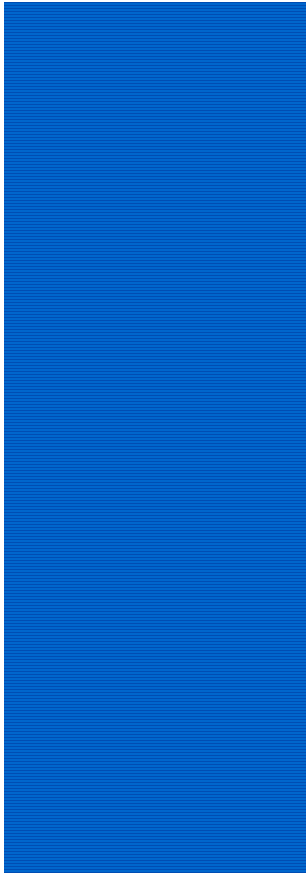
One of the Managing Directors of the Educational Publishing Foundation program will be assigned as the main point of contact for SPIM. This director liaises with SPIM and with APA marketing – providing updates to both on a regular basis. Also APA would host regular conference calls with the SPIM Board of Directors, Managing Director, and the journals Marketing Manager. And they would meet annually at the APA Convention with SPIM Board of Directors to discuss the journal's performance and marketing plans.

As co-owners, APA and SPIM begin to receive profits from the journal once it has retired all of its losses. APA will incur all expenses beyond the \$45 per member and carry all losses forward through the ten year contract until those losses are retired. There is a good possibility for profit to start coming in after three years with a five year total net projection at \$15,000. Also the total (potential) net loss incurred by the journal within ten years would be capped.

There are some risks involved in this decision because there will be an increase in the net cost to SPIM of the journal and there is a fiduciary responsibility to ensure that funds are available to cover the incremental loss.

There are a number of benefits of co-ownership with APA. There would be greater visibility for SPIM, which means marketing potential for the journal and new SPIM members. APA will undertake marketing efforts to increase journal subscriptions both to individuals and institutions. TPMJ would be included in the APA journals catalogue and marketed to all APA members.

The ten year timeframe to the co-ownership provides an opportunity for both APA and SPIM to “renew their vows” (as per APA representative) and discuss if the current contract needs to be updated. APA will invest a lot in the



journals and do not foresee a scenario in which they would no longer want to publish the journal.

This clearly is a big change for the Journal and for SPIM as an organization. It brings the chance for us to find a broader audience for our journal and gives us the opportunity to introduce SPIM to a whole new cadre of Psychologists. The benefits of co-ownership of the journal with APA outweigh the risks.

What do you think? Email me and I will publish in the Fall SPIM newsletter. Mzahner3@earthlink.net