



Strategy for 2018 to 2020

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This document describes DOAJ's strategic objectives for 2018-2020. Most of the work that we undertake during that period will be derived from these 3 focus areas.

DOAJ's Mission

DOAJ's mission is to increase the visibility, accessibility, reputation, usage and impact of quality, peer-reviewed, open access scholarly research journals globally, regardless of discipline, geography or language. DOAJ will work with editors, publishers, journal managers and owners to help them understand the value of best practice publishing and standards and apply those to their own operations. DOAJ is committed to being 100% independent and maintaining all of its services and metadata as free to use or reuse for everyone.

To achieve our Mission, DOAJ is focusing on 3 strategic areas:

A. Funding and sustainability

DOAJ is needed more now than ever. It is cited in documents, policies and mandates across scholarly communications and academia. It must remain funded if it is to survive and that funding must move away from the hand-to-mouth model DOAJ has relied on to date.

Objectives:

1. **Secure a sustainable model of funding.**

At the end of 2017, the SCOSS initiative announced an attempt to secure a large amount of funding to underpin the DOAJ and SHERPA/RoMEO. DOAJ needs to

- a. Implement an accounting and invoicing database to automate the invoicing process and preserve funding contacts.
- b. Build on the awareness and momentum generated by the SCOSS campaign.
- c. Raise awareness that DOAJ is funded only via donations and consider new funding models.

- d. Implement our new sponsorship model for 2018; attract new sponsors.
- e. Continue to work with new leads, especially those in new territories generated by Education & Outreach; and any indicated by improved reporting in Google Analytics.

2. Establish how DOAJ remains relevant and valuable in the long term.

DOAJ's outward profile must meet the expectations of larger funding bodies. DOAJ must be ready to meet new developments in scholarly publishing head on and ensure that it is always relevant across the globe.

- a. Implement a new form of governance as a step towards DOAJ's longevity, a more solid structure with total transparency.
- b. Publish a strategy document.
- c. Survey our account holders to find out how we can better meet their needs.
- d. Do some in-depth analysis on how DOAJ metadata is used downstream.
- e. Commission a SWOT analysis of the current state of the open access arena and DOAJ's position within that.

3. Improve our service and support to account holders of all types and sizes.

- a. Rework and simplify all the instructional content on the site, particularly that aimed at account holders.
- b. Translate relevant parts of the site and supporting documentation into other languages
- c. Cut down turnaround times from submission to decision.
- d. Create a training video on how to submit good applications.
- e. Improve the API documentation
- f. Review the XML and OAI-PMH documentation and investigate CrossRef XML integration.

B. Functionality, stability and scalability

Since 2017, user traffic to the DOAJ database (front end) has doubled. Traffic via the API is higher than ever before. Submissions have increased to more than 80 per week. The foundations of the DOAJ platform must be secured and strengthened to ensure uninterrupted service to end users. Functionality must be developed further to meet researcher and account holder needs.

Objectives:

1. Ensure that the DOAJ platform remains available for at least 99% average uptime for a calendar month.

- a. Ensure that system availability and site performance is improved from 2017.
- b. Reduce the number of 403s (time outs) on the site and via the API.
- c. Implement those elements of the refactoring work earmarked for this year. (All tasks are held in a GitHub repository.)

- 2. Ensure the platform can meet the demands of continued growth of traffic to the web site.**
 - a. Implement elements of refactoring work which will underpin the platform.
 - b. Exclude malicious traffic and safeguard the site against unwanted traffic to increase site responsiveness for genuine users.
 - c. Ensure the site meets basic accessibility standards and upgrade the look and feel of the site.
- 3. Add new features and functionality to improve the DOAJ user experience.**
 - a. Allow account holders to suggest updates to their journal records
 - b. Implement fast-track reject letters to reduce turnaround times.
 - c. Remove duplicate entries from the article database to improve metadata accuracy
 - d. Review journal metadata for broken URLs and other errors that lower metadata quality

C. Education and outreach

Objectives:

- 1. Deliver DOAJ's message in the context of [cognitive justice](#) for the Global South.**
 - a. Create Marketing and Communications document consolidating our activities for 2018-2020
 - b. All DOAJ materials and products produced in 2018-2020 will reflect DOAJ's stance towards a global open access publishing.
 - c. Create and implement brand guidelines
 - d. Workshops and events attended will highlight this message.
- 2. Develop DOAJ's education program across a variety of platforms and in multiple languages.**
 - a. Publish the video training course
 - b. Create and publish follow-up modules
- 3. Expand DOAJ's international presence.**
 - a. Create strategic partnerships with suitable organisations
 - b. Keep having people on the ground in other countries
 - c. Focussing on targeted geographic or language regions, e.g. French-speaking, Japan