The Journal is Born

In January, 1956, the National 4-H Evaluation Development Committee submitted a report to the Extension Committee on Organization and Policy (ECOP) calling for creation of a journal to disseminate Extension research. In 1962, the work of ECOP resulted in a nonprofit corporation, Extension Journal Inc., to oversee and publish the Journal of Extension (JOE). The first board and all subsequent boards have included representation from all Extension professional organizations.

Milestones

- The first issue was published in spring 1963, and in its first year, JOE had 8,788 subscribers.
- The fall 1987 issue was the first published entirely with a Macintosh desktop computer.
- In the summer of 1988, the JOE used a “party line” to provide Extension professionals across the country the opportunity to speak with the authors of the lead feature article.
- JOE went to online publishing in 1994, available at joe.org.

Anniversary Celebration

The Extension Journal, Inc. Board of Directors kicked off the 50th anniversary commemoration in March, 2013. The group met in Nashville for their annual meeting where they reviewed the strategic plan and made progress on technical, editorial, and marketing goals. Board members were welcomed to Music City by Dr. Latif Lighari, Dr. Tim Cross, Mr. Jim Stewart, and Dr. Joseph Donaldson. Other celebrations and plans include:

- The JOE homepage includes a 50th anniversary logo and an invitation to browse the JOE archives online.
- A “milk and cupcakes” reception for State Extension Directors and JOE reviewers was held at the Galaxy Conference.
- One feature article will be selected as the 2013 Outstanding Feature Article since the feature section has been a JOE mainstay.
- The December, 2013 issue of JOE will include a special commentary on the anniversary.

Please direct questions about the Journal of Extension to your University Liaisons:

Dr. Latif Lighari
University Liaison, Journal of Extension
Tennessee State University
llighari@tnstate.edu

Dr. Joseph L. Donaldson
University Liaison, Journal of Extension
University of Tennessee
jldonaldson@tennessee.edu
JOE Successes

The JOE remains a rigorous, refereed journal for Extension professionals. It has over 2 million visitors annually with a five-year article acceptance rate of 27%. Our editor annually processes almost 300 manuscripts!

We continue to publish six issues per year with 39 articles per issue. We continue to adopt new technologies, like using adaptive design to make JOE user-friendly and visually appealing. JOE is read easily from smartphones and tablets.

We continue to automate and use technology. In 2011 we initiated Manuscript Fast Track. This software has streamlined submissions, reduced the time we spend handling manuscripts, and allowed authors to see the status of articles under review.

We have updated the JOE university liaison program by identifying one JOE liaison for every land-grant institution.

JOE Expands Reach through Social Media

JOE is making extensive use of social media. Our home page now allows readers to subscribe/follow JOE through Facebook, twitter, and Google+. Since June, 2013, links to all articles have been tweeted via Twitter and posted to Facebook.

Twitter

JOE has 42 followers in its first five months with a Twitter account.

Facebook Impressions

The total Facebook impressions include a composite of all likes, fans, user posts, page posts, mentions, shares, etc. The top five impressions are (June to November, 2013) by location:

1. Knoxville, TN
2. Columbus, OH
3. Starkville, MS
4. Celina, TN
5. Crossville, TN

Guidelines

A comprehensive set of guidelines are available at joe.org. Highlights follow:

Authors

Article categories include feature (max 3,000 words), research in brief (max 2,000 words), ideas at work (max 3,000 words), tools of the trade (max 1,000 words), and commentary (max 1,500 words). Authors are encouraged to use bulleted lists, and hypertext links may be included in manuscripts.

Reviewers

Reviewers need breadth and depth of subject-matter expertise. They must have published in JOE or other refereed journals. Reviewers are appointed for a three-year term, renewable one time, and they review about six to 10 manuscripts annually. You can apply to become a reviewer by sending your vita and the name and contact information of one reference to the Editorial Committee Chair, Dr. Deborah Maddy, Deborah.maddy@orst.edu.

Board Members

The Extension Journal, Inc. Board of Directors consists of 17-21 individuals representing the five Extension professional associations plus ACE, USDA/NIFA, 1890 institutions, 1994 institutions, ECOP, and peer reviewers. In addition, four members represent the institutions where the editorial and technical services are located. At-large directors are appointed to represent specific interests, such as eXtension.

National Job Bank

To support the operations of the JOE, the Board of Directors operates the National Job Bank for Jobs in Extension, Outreach, Research and Higher Education. It is available at jobs.joe.org.

Postings from employers have increased over the past year, and a 30-day posting fee is still 90% less expensive than posting on Monster.com and related sites. Presently, 34 job postings are listed. We have approximately 300 employer accounts.

Job seekers can register on this site at no cost, indicate their preferences for jobs, and receive email notification when a relevant job becomes available. We have more than 1,700 registered job seekers.

The Job bank has more than 10,000 monthly page views (daily average of 356 views). The ten top states for visits to the Job Bank are: Illinois, Colorado, Ohio, Tennessee, Wisconsin, California, Michigan, Pennsylvania, Kansas, and Kentucky.

Joseph L. Donaldson, Ph.D.
November 27, 2013

Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development. University of Tennessee Institute of Agriculture, U.S. Department of Agriculture and county governments cooperating. UT Extension provides equal opportunities in programs and employment.