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ADVANCING TENNESSEE

# Journal of Extension

## Celebrating 50 Years

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

### 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.

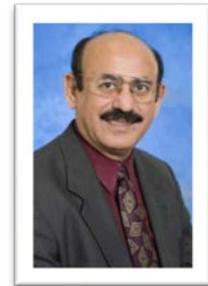
### Milestones

- 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 50<sup>th</sup> 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 50<sup>th</sup> 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.



**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 41 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](http://joe.org). Highlights follow:

### Authors

Article categories include feature (max 3,000 words), research in brief (max 2,000 words), ideas at work (max 1,000 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](mailto: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.

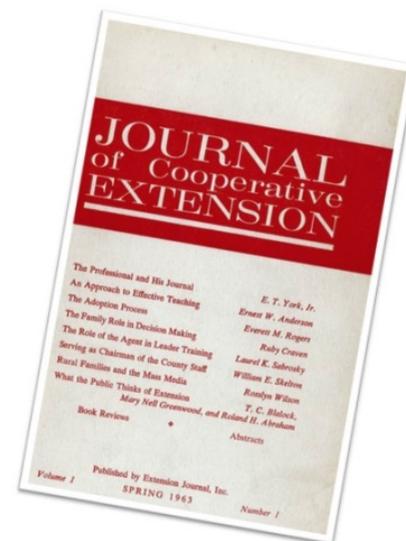
## National Job Bank

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](http://jobs.joe.org).

Postings from employers have increased over the past year, and a 30-day posting fee is still 30% 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