



# JOURNAL MATRIX: A TOOL FOR EXTENSION SCHOLARSHIP

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# Journal Matrix: A Tool for Extension Scholarship

Throughout their careers, faculty make multiple decisions about which journal to submit their manuscripts to. More often than not, the journal review process can take several months to over a year. In a 2015 survey of Washington State University Extension faculty affiliated with the Youth and Family program unit, 60% of respondents reported that on average it has taken 12 or more months from the time an article is submitted until the time it is published. Considering the length of time and effort it takes to publish a manuscript, it is crucial for authors to select the appropriate journal (Knight and Steinbach 2008). At minimum, writers should pick a target journal before they begin writing (Silvia 2015). Choosing a journal before you begin writing allows you to better understand your audience and tailor writing to that group (IOP Publishing n.d.). Researchers recommend using a systematic process to evaluate potential journals by using a standard set of questions to help guide the analysis of prospective journals (Glatthorn and Joyner 2005; Belcher 2009).

## Why Publish?

Extension and departmental faculty are working in communities conducting applied research and program delivery based on needs identified through evaluation and assessment. Programs are evaluated and assessed to determine multiple aspects such as program satisfaction, learning gains, short- and long-term impacts on the community, and changes in community need. The results can provide rich learning and teaching to different audiences who may be considering adaptation or implementation. There is increased pressure from administration on faculty to publish high-quality findings for academic and practitioner audiences (Enfield and Lee 2004; Llewellyn 2013).

The benefits of publishing include increased visibility of successful programming being conducted in the community, and lessons learned during implementation that would benefit others who are considering adaptation and implementation. Publishing results of research contributes to the discipline and bodies of literature where faculty can find information and understand emerging trends and innovative practices.

## The Journal Matrix

The Journal Matrix is a tool that faculty can use in collecting consistent information about a journal to aid authors in comparing features of multiple journals and ultimately selecting a journal that best fits the author's need. The original tool was developed by an Extension specialist with a strong record of publishing in peer-reviewed journals and used by an Extension collaborative writing group (Teuteberg et al. 2016). Extension faculty with a range of experience piloted the Journal Matrix and revised the tool to include the most critical elements for Extension faculty interested in publishing in peer-reviewed journals.

The Journal Matrix is designed with sections that include basic contact and journal information; specific information and guidelines for authors preparing a manuscript for submission; journal specifications such as publication frequency, acceptance rate, and impact factor; and a section to include representative articles which are beneficial to faculty in determining if the prospective manuscript fits the journal being considered.

Instructions for how to use the adapted Journal Matrix and a blank template are in Appendices A and B.

## Conclusion

The Journal Matrix is an example of a professional development tool for faculty who are publishing to meet tenure and promotion requirements or looking for a systematic way to compare and select journals. The model is scalable and translatable to other possible academic and non-academic areas where there are publication and scholarship requirements.

## References

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## Appendix A. Journal Matrix Instructions

Adapted from “Collaborative Writing as a Scholarship Activity: A Framework for Extension Faculty,” by D. Teuteberg, A.D. Martinez, J. Crawford, L. Hrcirik, R. Overath, and D.L. Betz, 2016, *Journal of Extension* 54(6). [Available here.](#)

<b>Journal Name</b>	Include full journal name and URL to Journal’s main page. Note if the journal is associated with a publishing house.
<b>Contact Information</b>	Include Editor in Chief and contact information: direct email, phone numbers, and website if available.
<b>Link to Author Guidelines</b>	This sections provides a direct path to the guidelines which provide direct instructions for authors. Include both a hyperlink and a spelled-out URL to this address.
<b>Audience</b>	Include the audience the journal intends to reach.
<b>Affiliate Association</b>	Note here if the journal is affiliated with a particular professional association and include appropriate link if available. Make note if the journal requires one of the authors to be a member of the association in order to publish.
<b>Topic Areas Covered</b>	Concise list of subjects the journal publishes as articles or specialized pieces.
<b>Article Categories (e.g. Research in Brief; Ideas that Work)</b>	Include a brief 1–2 sentence description for each article category, including number of words, and a description of the review process (e.g., peer-reviewed, # of reviewers, editor reviewed, non-refereed). This information may be embedded in various locations on the journal website.
<b>Print or Online Journal Access</b>	Describes which options are available for your manuscript.
<b>Publication Frequency</b>	Include the schedule of publications for the journal.
<b>Acceptance Rate and/or Impact Factor</b>	Include date if possible.
<b>Time to Review</b>	Include approximate length of time for review process to take place.
<b>Representative Extension Article</b>	Include URL and article citation. Search the journal for an article that is similar to what you intend to research or write.
<b>Process for Becoming a Journal Reviewer</b>	Describe the application process to become a reviewer for the journal: if you must be an author on an article published in the journal, if they accept unsolicited requests; etc.
<b>Other</b>	Include other notable details; upon emailing draft journal matrix to the journal editor ask for any other “notable items” they would like to share about the journal for consideration in the matrix review.

## Appendix B. Journal Matrix Blank Template

Adapted from “Collaborative Writing as a Scholarship Activity: A Framework for Extension Faculty,” by D. Teuteberg, A.D. Martinez, J. Crawford, L. Hrcirik, R. Overath, and D.L. Betz, 2016, *Journal of Extension* 54(6). [Available here](#).

Journal Name	
Contact Information	
Link to Author Guidelines	
Audience	
Affiliate Association	
Topic Areas Covered	
Article Categories (e.g. Research in Brief; Ideas that Work)	
Print or Online Journal Access	
Publication Frequency	
Acceptance Rate and/or Impact Factor	
Time to Review	
Representative Extension Article	
Process for Becoming a Journal Reviewer	
Other	



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