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## Michelle Liew's ePortfolio

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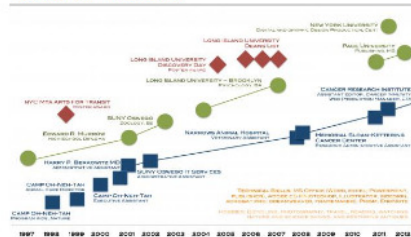
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by Michelle Liew

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Resume Timeline



Open Access Model: PLoS ONE

I had the opportunity to speak with Ms. Donna Okubo, Senior Manager for Community Outreach and Advocacy at PLoS, where we discussed the marketing strategies and financial sustainability issues of OA journals. PLoS, a nonprofit organization, is built on several conceptually different ideas compared to traditional peer-reviewed scientific publishing in that it does not use the perceived importance of a paper as a criterion for acceptance or rejection. The idea is that, instead, PLoS ONE only verifies whether experiments and data analysis were conducted rigorously, and leaves it to the scientific community to ascertain importance, post publication, through debate and comment.

PLoS ONE primarily depends on grants and donations from a variety of foundations and support from institutional outreach and events. But, in contrast to Cancer Immunity, PLoS charges publication fees (\$2,500 average), individual and institutional memberships (the latter varies depending on number of times the institution has published with PLoS in the past and how many articles were deposited into PubMed), online merchandise store, advertisements on their websites (\$40 for homepage banners), and reprints to recover associated costs. Additionally, they rely on voluntary peer review from a large group of established and well-known scientists across many disciplines, who in turn, lend their credibility to draw in manuscript submissions, readership, and consequent increase in visibility, citations, and thus, impact factor.

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**CANCER IMMUNITY**  
a Journal of the Academy of Cancer Immunology  
*Redesigning an open access journal*

www.cancerimmunity.org

Redesigning a science journal's website

Cancer Immunity is a free, peer-reviewed online journal published jointly by the Academy of Cancer Immunology and the Cancer Research Institute. The inception of Cancer Immunity in 2001 arose from a need to provide tumor immunologists an open forum for the exchange of ideas that would enhance fruitful collaboration. Over 225 laboratory and clinical research papers have since been published in the form of articles and reviews, as well as commentaries on important topics, and personal reflections by thought leaders on the origins and history of immunology. Additionally, as an open access journal, Cancer Immunity uniquely provides other valuable resources to its audiences that its competitors do not - links to a vast repository of information, including news, upcoming conferences, funding and grant opportunities, and a variety of databases and analysis web tools that further strengthen scientific knowledge, at no expense to the reader or author.

Yet, there is the challenge of increasing Cancer Immunity's visibility, productivity, and impact factor. Although the space for cancer immunology and immunotherapy gains enthusiastic recognition across all disciplines, the subsequent establishment of a multitude of societies and associated journals narrow the avenues for Cancer Immunity's success. In reestablishing a tradition of excellence, consistency, and comprehensiveness within this niche, the first major obstacle in pushing Cancer Immunity to the forefront is a complete redesign of its website.

Currently, the homepage of Cancer Immunity is simple and clean, but bare. The maroon and cream colors of the logo and background, respectively, although complementary, are institutionally bland and lack aesthetically.



The navigation bar to the various links are the main content of the page, as if to indicate to the viewer that not much else unfolds thereafter. The meaningful content of published papers and links to the multitude of resources are hidden and could only be viewed by a patient viewer willing to click through a number of times.

We recognize that a website's unique and enhanced prominence and functionality will provide a professional, highly sophisticated, yet easy to use online journal, quickly accessible to the global scientific and nonscientific community. In envisioning Cancer Immunity's redesign, the

homepage would feature an eye-catching logo full banner at the top of the page, shadowed by a simple horizontal navigation bar which, when hovered over, pulls vertically to various links and content, and carousel slider of 3-4 images of graphical or histopathological figures that would link to their respective recently published articles. Utilizing a three-column layout, abstracts and links to HTML and PDF versions of the latest published articles would be featured in the left, news snippets of current events relevant to cancer immunology and immunotherapy featured in the middle, and other outlets such as favicons to social media sites, RSS feeds, and a link to Cancer Immunity's top three cited papers.

One of the most important components of a successful peer-reviewed journal is its editorial and production practices. For the last decade, manuscript submissions, communications, and reviews have been managed via e-mail. While this has been a sufficient practice, Cancer Immunity will implement a web-based journal management system that will allow authors to submit their manuscripts online and track its status. I spent my first two months identifying possible database solutions and finally decided that the integration and customization of the open source software, Open Journal Systems from Public Knowledge Project, would also allow editors to designate reviewers based on research focus from a database, who in turn, provide their comments at the east of a drop-down menu. This automated management of all content will speed the communication process, and provide an efficient turnaround. Additionally, by logging in, users can freely access papers and leave comments, further encouraging open dialogue in scientific inquiry.

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Concurrent with this, Cancer Immunity's website will also included added value content, such as news highlights of related interests, synopses of published articles in other journals, as well as video recordings, Slideshare presentations, and podcasts of Cancer Research Institute conference and symposia speakers. Additionally, we will include a jobs board for graduate students, postdoctoral fellowships, and laboratory technician positions. These social tools would allow scientists to readily acquire information from one source, and collaborate more effectively in their research.

Tags: journal, market, redesign, science, STM, visibility, website

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