

## Request for Proposal To Publish Print and Online Editions of the *Journal of School Health*

The American School Health Association (ASHA) seeks proposals for a publisher of its premiere, peer-reviewed, scholarly publication, the *Journal of School Health* (JOSH), effective January 1, 2022.

### I. Overview

ASHA is the only multidisciplinary organization that is focused on PreK-12 school health. Our mission is to transform all schools into places where every student learns and thrives. ASHA envisions healthy students who learn and achieve in safe and healthy environments nurtured by caring adults functioning within coordinated school and community support systems. Our membership includes but is not limited to administrators, counselors, dietitians, nutritionists, health educators, physical educators, psychologists, school health coordinators, school nurses, school physicians, and social workers.

The JOSH is ASHA's flagship publication and every one of its 600+ members may access JOSH either via print or online as part of their membership benefits. Additionally, the JOSH's current institutional subscription list includes more than 9,000 institutions (academic libraries and other organizations). The JOSH seeks an annual volume size of not less than 960 pages (an average of 80 pages per issue/12 issues per annum).

Additionally, ASHA has developed a proposal for a new journal focused on Whole Child Education (please see the proposal attached). We believe this journal will be unique within the broader market of education-focused journals. As such, there is an optional scope of work within this RFP for providers interested in both JOSH and the new journal. Providers are not required to include the new journal in the scope of work; however, doing so will be considered favorably during the selection process.

It is anticipated, but not guaranteed, that a three-year contract will be awarded to the successful RFP submission, to begin on January 1, 2022.

### II. Overview of 2018 JOSH Sales, Circulation, Readership and Revenue

- 5,965 subscriptions, 795 of which are in the US
- Subscription type includes 98% "online licensed"
- Nearly 400,000 full text downloads, 44% of which are international
- Total subscription revenue: \$243,055
- Total non-subscription revenue: \$83,475
- Total profit share paid to ASHA: \$136,798
- Total special projects stipend (additional revenue) publisher paid to ASHA: \$72,000

### III. Scope of Work

The successful applicant will:

- Build on the JOSH's current institutional subscription list of more than 9,000 institutions (academic libraries and other organizations), and propose a plan that seeks an annual increase of  $\geq 2.5\%$  during the life of an anticipated contract.



- Include a work plan for promoting the JOSH within its existing cadre of professional publications, identifying specifically how this promotion will occur that enables the JOSH to be placed on at least an equal basis with existing publications against which its content may compete in part.
- Provide final copyediting and production services consistent with the most current edition of the publication manual of the American Medical Association.
- Submit a hypothetical "publishing calendar" of key events in the publishing cycle – i.e., submission of accepted manuscripts, production of page proofs, presentation of completed papers in an online format, and publication/ mailing of a print edition, etc.
- Provide a conceptual plan for the display and regular updating of the JOSH on its host website that is updated regularly to match information on the website of the ASHA.
- Provide a hosting site for authors and reviewers to upload and download manuscripts for electronic review, and for editors to track the progress of manuscripts from submission through to production.
- Provide an option for and a cost estimate for ASHA to reprint manuscripts or entire issues of the JOSH at an additional fee.
- Assist ASHA in identifying and procuring advertisers to raise association revenue (specificity needed here as to how and what the "revenue split" is; you might want to target an annual number of published advertisements and/or dollar figure as well).
- Sponsor an annual pre-conference session at the Annual School Health Conference about how authors can get their work published in JOSH.
- Describe the plan for transferring and archiving past issues for the 91 volumes of JOSH.
- Describe a plan for moving the JOSH from print to online publishing should this contract be extended beyond December 31, 2024.

### III.B. Optional Scope of Work: Establishing a New Journal

The successful applicant may also:

- Provide an optional description for how they would support establishing a new, quarterly, online-only journal focused on Whole Child Education (see proposal attached).
- Please include the following key elements in the section of the proposal related to the new journal:
  - A plan for building institutional subscriptions at a level similar to JOSH.
  - A plan for promoting this unique new journal within the broader education journal market.
  - An agreement to provide final copyediting and production services consistent with the most current edition of the publication manual of the American Psychological Association.
  - The submission of a hypothetical "publishing calendar" of key events in the publishing cycle – i.e., submission of accepted manuscripts, production of page proofs, presentation of completed papers in an online format.
  - A conceptual plan for the display and regular updating of the new journal on its host website that is updated regularly to match information on the website of the ASHA.
  - A description of the hosting site authors and reviewers will use to upload and download manuscripts for electronic review, and for editors to track the progress of manuscripts from submission through to production.
  - A plan for assisting ASHA in identifying and procuring advertisers to raise association revenue (specificity needed here as to how and what the "revenue split" is; you might want to target an annual number of published advertisements and/or dollar figure as well).
  - Revenue and expense projects over the length of the contract.



#### **IV. ASHA Support**

For both JOSH and the proposed new journal (if included in your proposal), ASHA will administratively support the publisher as follows:

- Appoint, compensate, and evaluate an Editor-in-Chief for JOSH who will solicit and track manuscript submissions, select reviewers, communicate with authors and reviewers, make manuscript publication decisions, initiate copyright assignment activity, schedule and assign articles for issues, communicate with the Publisher's production staff, provide formatted and copy-edited manuscript to the Publisher's production staff, select at least one article per issue for continuing education/professional development credits, and provide review of page proofs prior to final publication of all materials in a given issue.
- Appoint associate editors and assistants as necessary.
- Appoint a committee of officials from the ASHA membership to provide guidance and feedback to the Editor-in-Chief.
- Appoint an individual from the ASHA Board of Directors to oversee the committee's functions.
- Provide resources for the Editor-in-Chief to attend the annual face-to-face meeting of the Editorial Advisory Council at the ASHA annual conference.
- Provide leads for potential advertisers.
- Seek external sponsors for scheduled or supplemental issues of JOSH.
- Schedule in-person or telephonic meetings with the Publisher's representatives, the ASHA Executive Director, the JOSH Editor-in-Chief, and other ASHA officials on an as-needed basis.

#### **V. The Proposal Document**

ASHA will conduct a fair, impartial and comprehensive evaluation of all proposals in accordance with the criteria set forth below. To apply for this project, please submit a proposal document that includes all of the following items, clearly labeled in the proposal:

- Executive Summary of the application to include Publisher's credentials in the area of academic publishing, with particular attention to the Publisher's experience with the production and dissemination of peer-reviewed scholarly publications, including but not necessarily limited to journals in the areas of health education and promotion, health services and healthcare, other health-related areas, general education, and other disciplines pertinent to the breadth of ASHA's mission.
- Describe how Publisher will address the items outlined in the Scope of Work section.
- Describe how Publisher will ensure a seamless transition of JOSH from the current Publisher.
- Provide Publisher's suggested approach for encouraging distribution of JOSH throughout the K-12 school community and the proposed new journal (optional).
- The proposed annual fee for the services to publish JOSH and the new journal (optional). Please include itemized costs and budget for all services provided, including expenses, and a pricing summary on a per issue basis of JOSH and the new journal (optional).
- Proposed profit share and other revenue/benefits to ASHA.
- Three publication samples.
- References for which you have performed similar types of work. Associations and nonprofit organizations are preferred.

#### **VI. Evaluation Process**



ASHA's Editorial Advisory Committee, in conjunction with ASHA's Finance Committee, will review the proposals and recommend a publisher to ASHA's Board of Directors. ASHA's Board of Directors will make the final award decision.

#### **VII. RFP Timeline**

- RFP released: Friday, December 18, 2020
- Proposal Deadline: Monday, January 15, 2021, 4:30pm ET (electronic submission of the full RFP response, minus publication samples, is due to ASHA; additional submission details are below)
- Proposals will be reviewed in January-February 2021.
- Notification of selection will be made approximately March 1, 2021
- Contract for selected publisher to start on January 1, 2022

Samples of past issues of *Journal of School Health* will be made available upon request.

#### **Submission Details**

Materials must be submitted electronically by 4:30pm EST on 01/15/21 to [jalter@ashaweb.org](mailto:jalter@ashaweb.org). Please indicate "RFP – ASHA" in the subject line of your email.

**\*\*Please Note:** This Request for Proposal does not commit ASHA to award a contract. ASHA reserves the right to reject all proposals and at its discretion, may withdraw or amend this Request for Proposal at any time. If, in the opinion of ASHA, revisions or amendments will require substantive changes in proposals, the due date may be extended.

