



# Chapter 18

## AICHE and Wiley Publishing Partnership: 2004 – Forward

*By Stephen R. Smith*

### **Journal Publishing Partnership**

AICHE entered into an agreement with John Wiley & Sons to provide all publishing services, including online editions through *Wiley InterScience* (<http://www.interscience.wiley.com>), for *AICHE Journal*, *Environmental Progress*, and *Process Safety Progress*, effective January 2004. AIChE has retained ownership and editorial control of these publications. Additionally, Wiley has created and distributes digital archives of the titles.

At the time the original agreement was signed in the fall of 2003, AIChE President Dianne Dorland, who is Dean of Engineering at Rowan University, said, the partnership will enhance services for both readers and authors. The InterScience platform improved searchability and reference linking, making the online editions even more competitive

with those of larger non-profit and for-profit publishers. Wiley's global operations have also significantly extended the international reach of the journals, since AIChE's own marketing and sales resources were, of necessity, quite limited.

Also at the time of the original agreement, Patrick Kelly, Wiley's then Vice President and Publishing Director for global materials science, said, Wiley was "pleased that AIChE, the pre-eminent membership organization for chemical engineers worldwide, has chosen Wiley as its publishing partner." The partnership has enriched the Wiley InterScience service and advanced Wiley's significant presence in chemistry and engineering publishing.

John Sofranko, AIChE's Executive Director, commented at the time of the initial agreement that, in addition to the technological and financial benefits, he very much appreciated Wiley's interest in and willingness to take on AIChE staff editors who would otherwise have been displaced by the change. Former AIChE employees, Arthur Baulch and Sally Mahon, continue to work on AIChE's titles at Wiley, providing continuity and their special knowledge of the publications' histories, even as AIChE has entered into an amendment that extends the original five-year agreement to 2017 (for additional information on that decision, see below.)

While AIChE's journals program had always performed strongly in financial terms, that performance has been further improved under the Wiley partnership, and up-front, non-refundable grants, in addition to on-going royalty payments, helped stabilize AIChE's financial condition and cash flow, when the original agreement was signed, and, on renewal, provided a special reserve fund for the eventual relocation of AIChE's offices in advance of the expiration of the Institute's sub-lease at 3 Park Avenue in New York City in 2013.

Since AIChE's move from self-publication to partnership, a number of other small society publishers, such as the Canadian Society of Chemical Engineers and the Society for Plastics Engineers, have also decided to partner with Wiley, headquartered in Hoboken, New Jersey, while the

U.K.-based Institution of Chemical Engineers has done so with Reed-Elsevier, the Anglo-Dutch publisher.

In making the decision to find a publication partner, the staff, Publication Committee, and the Chemical Engineering Technology Operating Council realized that having our periodicals accessible on a widely-used publication platform would be key to long-term acceptance by libraries. While PDF versions of most periodicals had been available on AIChE's web site, they were not easily searchable and access was controlled by password, rather than internet protocol address—a solution that was unattractive to librarians, particularly at larger institutions.

The Publications Committee, Operating Council and staff recommended the selection of Wiley to the Board of Directors after reviewing five potential partners, including three non-profit organizations. In terms of service and financial return, Wiley's proposal was judged most favorable, as well as better opportunities for expanding the partnership to other areas, such as books, and maintaining continuity, due to geographic proximity.

The AIChE Journal, which celebrated its 50th year in 2004, has remained its stature as one of the premier research journals in chemical engineering and related fields since the change. The Journal ranking in the Chemical Engineering category of the Journal Citation Reports™ (Institute for Scientific Information) has increased almost every year since 2004, and the number of pages has increased substantially. This peer-reviewed and broad-based monthly journal, currently edited by Stanley Sandler of the University of Delaware, reports the latest technological advances in core areas of chemical engineering, as well as other relevant engineering disciplines, including biotechnology, electrochemical engineering, and environmental engineering.

*Environmental Progress*, a quarterly publication, focuses on practical, industrially relevant coverage of advances vital to engineering professionals whose responsibility includes or is related to environmental issues. Under Founding Editor Gary Bennett of the University of Toledo, and under Martin Abraham, Dean of Engineering at Youngstown State,

it has continued to provide information on environmental management; wastewater; pollution minimization, control and remediation; sustainability, and environmental software, literature, and regulation. In 2009, the editorial scope will be significantly expanded and the quarterly renamed, *Environmental Progress & Sustainable Energy*.

*Process Safety Progress*, another quarterly, provides practical process safety information for engineering professionals. Its focus is on chemical and hydrocarbon process safety, loss prevention and health. In 2004, Dan Crowl of Michigan Technical University and Joseph Louvar of Wayne State University assumed its co-editorship, with Ron Willey of Northeastern University replacing Crowl in mid-2008.

Wiley's innovative online content service, *Wiley InterScience* ([www.interscience.wiley.com](http://www.interscience.wiley.com)) continues to be a leading information resource, integrating quality scientific, technical, medical, and professional journals, reference works, and book and database content with valuable online features and linking. It was a very significant factor in AIChE's decision to enter into the partnership. Wiley InterScience is a powerful research tool designed to enrich the professional and management lives of researchers and practitioners around the globe. Wiley has publishing, marketing and distribution centers in the United States, Canada, Europe, Asia and Australia.

### **Book Publishing Partnership**

In April 2005, after extensive review and discussion by the Publication Committee and AIChE, Center for Chemical Process Safety (CCPS), and Wiley staffs, Wiley and AIChE signed a multiyear agreement to jointly publish books in chemical engineering and industrial chemistry under a new, cobranded imprint. Under the agreement, Wiley and AIChE have been copublishing approximately ten books a year in the broad field of chemical engineering, including books in process safety for which CCPS has become widely known.

Wiley oversees the publishing services for these books including production, marketing, and distribution worldwide. AIChE retains

editorial control of the titles that it brings to the copublished imprint. A special subcommittee of the Publication Committee, chaired by Joseph Alford, reviews and accepts books originating from AIChE sources, as well as titles that Wiley suggests appear under the Wiley/AIChE cobrand.

At the time of the announcement of the book agreement, Janet Bailey, then Vice President of Scientific, Technical and Medical Books and Reference Works for Wiley, said, “We are delighted to be extending our relationship with AIChE.” She added, “by combining AIChE’s status as a global leader in the chemical engineering profession with Wiley’s recognized brand and knowledge of the market, we can ensure that must-have content is reaching AIChE members and the larger chemical engineering and industrial chemistry communities.” This partnership aligned with Wiley’s commitment to expanding its publishing programs in the fields of chemical engineering, process safety, biotechnology, occupational and environmental health and safety, risk analysis and management, and engineering design.

Sofranko, AIChE’s Executive Director, said that the book partnership, building on the success of the partnership in journal publishing, would allow AIChE to expand its book publishing program, which had been reduced in recent years and was underperforming financially due to a lack of resources for distribution, marketing and sales. “We’re especially excited because we’ll be able to offer our members, who will continue to benefit from special member discounts, access to significantly expanded content,” Sofranko remarked at the time of the agreement.

Also effective with the agreement, Wiley took the inventory and began distribution of approximately 70 backlist titles published by AIChE, including the best-selling titles *Guidelines for Hazard Evaluation Procedures, Second Edition*; *Dow’s Fire & Explosion Index Hazard Classification Guide*; *Guidelines for Fire Protection in Chemical, Petrochemical and Hydrocarbon Processing Facilities*; *Guidelines for Design Solutions to Process Equipment Failures*; *Understanding Explosions*; *Layer of Protection Analysis: Simplified Process Risk Assessment*; and *Guidelines for Safe Handling of Powders and Bulk Solids*.

Because of Wiley's marketing and sales resources, AIChE and CCPS volunteer leaders and staff were confident that the partnership would help better achieve their missions of getting superior technical information to the widest possible audience, reaching more people, especially internationally.

Although a bit slow getting started, by 2007 the partnership was reaching hoped-for sales levels and was bringing important new titles to the chemical engineering community. These have included *Distillation Troubleshooting* (Kister), *Identification of Cleaner Production Improvement Opportunities* (Mulholland), *Guidelines for Mechanical Integrity Systems*, *Guidelines for Risk-Based Process Safety*, *Guidelines for Safe and Reliable Instrumented Protective Systems*, *Guidelines for Performing Effective Pre-Startup Safety Reviews*, *Reactive Distillation Design and Control* (Luyben and Yu), *Advanced Membrane Technology and Applications* (Li), *Management of Chemical Process Development in the Pharmaceutical Industry* (Walker), and *Commercialization of Innovative Technologies* (Touhill).

Under the partnership, publication of AIChE's long series of *Equipment Testing Procedures* and a biennial *Directory of Chemical Engineering Faculty* in the U.S. and abroad, has continued, with the latter being expanded to include professors' research specialties.

### **Extension of the Initial Journal Agreement**

In July 2007, AIChE and Wiley renewed and extended their agreement for publication of the *AIChE Journal*, *Environmental Progress*, and *Process Safety Progress*. The renewed agreement extends the AIChE-Wiley publishing partnership through 2017.

AIChE's volunteer leadership and staff enthusiastically supported the extension of the partnership with Wiley, citing impact and global presence of our publications. Additionally, they acknowledged that, working with Wiley, AIChE had achieved what would have been difficult for a small society publisher to accomplish on its own, including enhanced online features and a complete digital archive, which had also brought about stronger financial performance.

## Acquisition of ACS Share of Biotechnology Progress and Further Extension of Partnership

In May 2008, AIChE agreed to acquire the American Chemical Society's (ACS's) 50 percent ownership interest in *Biotechnology Progress*. In taking full ownership of the journal, which it founded in 1985, AIChE ended its copublishing arrangement with ACS and has partnered with Wiley-Blackwell, the scientific, technical, medical, and scholarly publishing business of John Wiley & Sons. As was the case with its other journals, AIChE retains ownership and editorial control of the publication, which has also become the official publication of AIChE's Society for Biological Engineering.

Wiley-Blackwell began providing all publishing services, effective with Volume 24, Issue 4 (July / August 2008) for *Biotechnology Progress*, including offering the online edition through *Wiley InterScience* (<http://www.interscience.wiley.com>). Additionally, Wiley will complete the digitization of the journal's archive.

In announcing the acquisition, AIChE Executive Director Sofranko said that taking full ownership of *Biotechnology Progress* is "another demonstration of AIChE's leadership in and commitment to better serving the biological engineering community." "We're very focused on building for the future, especially in this, the Institute's centennial year," he added. Sofranko noted that AIChE was "glad to be further extending its partnership with Wiley."

"With AIChE assuming full ownership of *Biotechnology Progress*, AIChE's journals' program is poised for a strong future," said Jon Glover, Wiley-Blackwell's publisher of the Physical Sciences Journals, Americas, Unit.

*Biotechnology Progress* continues to be edited by Jerome S. Schultz of the University of California, Riverside. It focuses on the application of biological and engineering principles in fields such as applied cellular physiology and metabolic engineering, biocatalysis and bioreactor

design, bioseparations and downstream processing, cell culture and tissue engineering, biosensors and process control, bioinformatics and systems biology, biomaterials and artificial organs, and stem cell biology and genetics.

Wiley-Blackwell was formed in February 2007 as a result of the acquisition of Blackwell Publishing Ltd. by John Wiley & Sons, Inc., and its merger with Wiley's Scientific, Technical, and Medical business. Through its partnership with Wiley, AIChE sees its publications program as well positioned for the foreseeable future for growth and improved member service and value. Additionally, through the partnership, AIChE is reducing the risks that small non-profit scholarly publishers can confront when dealing with rapid technological advance and investment, variability in library budgets and other publishing financial factors, and issues such as Open Access.