

2012 Annual Report
Journal of Language & Literacy Education
Lindy L. Johnson, Principal Editor

1. Development of Infrastructure

There have been a number of new developments since January of 2012. We began developing an infrastructure that we hoped would help grow and strengthen the journal in the future. To this end, we recruited a number of new Editorial Board Members, revised the JoLLE constitution, created specific board member positions, clarified roles and responsibilities, and developed a number of protocols and databases related to the reviewing and production process associated with producing a high-quality journal.

2. Tracking JoLLE's impact and status

Members of the editorial board worked to get JoLLE indexed on EBSCO and indexed in ERIC. We also began keeping track of all manuscripts submitted so that we could calculate our acceptance rates. In the past 8 years, there have been no records kept of how many manuscripts had been submitted or rejected. In 2012, we received 65 manuscripts. We accepted 10 of these manuscripts for publication. This calculates to a 16% acceptance rate. We have had numerous authors (past and present) request information on JoLLE's acceptance rate and now can provide specific information for them. We have begun a JoLLE wiki for both historical and current purposes and have begun archiving.

3. Redesign of the JoLLE Brand: New logo and website

The JoLLE website was created in 2004. Other than adding new content, the site had not been updated in 8 years. My goal for the redesign was to make JoLLE a more user-friendly, aesthetically-pleasing website. In addition, I wanted the JoLLE website to take advantage of the affordances of an online journal including opportunities to comment and interact with the content, easily share content through social media, and to include more multimodal information (images, photography, graphs, sound, and so on). We worked with graphic designers to create a new logo for JoLLE, and created a Wordpress website with a more professional and informative layout to promote consistency of the JoLLE brand. The redesigned website has been featured on the COE main webpage and we have received very positive feedback from former JoLLE Editors, and faculty from other institutions.

4. Promotion of JoLLE through social media

We created a Facebook page and Twitter account for JoLLE and we began promoting the Spring 2012 issue through these social media platforms. In addition, an email campaign was designed and sent out to a variety of networks and listservs. Following the announcement of the Spring 2012 issue, our website recorded over 700 different visitors accessing the articles and taking advantage of other features. In the days following the announcement of our Fall 2012 issue, our website recorded over 3300 unique visitors. We are currently averaging 100 visitors per day to the JoLLE website and are confident this number will continue to increase. The Editor of JLR proudly announced at LRA that their companion website (voiceofliteracy.org), which hosts podcasts of authors of JLR articles, averages 200 visitors per day. We aspire to continue to grow the JoLLE website to reach this level of traffic and interest.

5. Publication of Spring 2012 and Fall 2012 Issues

In some years (e.g. 2005, 2007, 2009, 2011), JoLLE has only published one issue. In 2012, we were pleased to publish two issues 8(1), and 8(2). Our publication rate this year matches the original publication rates established by the founding editors of JoLLE.

6. Established the inaugural JoLLE@UGA Spring Conference

The Spring Conference is a new JoLLE feature that invests its budget as a UGA Student Organization in activity designed to promote JoLLE and LLED and also generate content for the Spring issue. We have developed numerous community partnerships for the conference. Our partners include LiteracyHead, the Athens Literacy Council, and Avid Bookshop. We received over 60 proposals for the conference from all over the world (including Australia). Due to space constraints, we were only able to accept 30 proposals. We wrote and submitted two grants (an AERA conference grant and Wilson Center for Humanities grant) to help fund the conference. Unfortunately, we were not awarded either of the grants. We deeply appreciate the LLED's contribution of \$1000 to help fund the conference.

The conference will be held February 22-23, 2012 at the Georgia Center. We have secured three keynote speakers: Professor Glynda Hull from UC Berkeley, and Professor Nat Turner from the University of Massachusetts, Amherst, and Chris Faltis from UC Davis. Their travel to the conference is funded by JoLLE's Student Organization budget, funds contributed by Dr. Smagorinsky from his Distinguished Research Professor budget, and the \$1,000 contribution from LLED.

7. Activist Literacies Themed Issue

The final highlight in 2012-2013 will be the Activist Literacies Special Issue which will be published in Spring 2013. We will elicit manuscripts from presenters at the JoLLE conference to publish in this special issue. In addition, we will include photographs and video recordings of conference sessions on the JoLLE website.

8. Established JoLLE course

9. Began development of a new submission management program

10. Created a children's Literature section in JoLLE

We have met with Jenn Graff and Denise Davila to discuss opportunities for inclusion of more children's literature research articles and book reviews, and plan to provide space to accommodate their goal of including a section dedicated to Children's Literature, including articles, book reviews, and other features. It's important to understand that they approached JoLLE with this proposal, and have taken on all labor associated with developing this section. One ongoing challenge for JoLLE is to maintain its labor force. We will do as much work as our personnel can take on. We welcome all initiatives, but should caution that any plan to enhance JoLLE must be accompanied by a labor force. We greatly appreciate Jenn and Denise's energy and recruitment of doctoral students who can do the work necessary to make Children's literature a regular component of JoLLE and an attraction that can both bring new readers and contributors to JoLLE and in turn fill a void in their field. We are looking forward to working with them in the future and invite other faculty to think of how their own scholarly interests may be enhanced through involvement with JoLLE—provided that any plan includes the recruitment of a vital group of student workers to undertake the tasks.