

# Envisioning the Journal

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*Envisioning the end is enough to put the means in motion.*  
(Dorothea Brande)

At the 43rd Annual Congress of the Canadian Neurosciences Federation (CNSF), held in Victoria, B.C. in June of this year, the Boards of the Federation and the Journal each unanimously approved in principle a plan to enhance the web-based component of The Canadian Journal of Neurological Sciences. This allows us to move forward with enhancements that will, I think, greatly benefit members of the Federation's 4 societies. The initiatives and their implications that we envision include:

1. Monthly publication of the Journal in electronic format. This is in addition to the bi-monthly publication of the print-based Journal. The electronic Journal would contain the same information, but would be published ahead of print, allowing for more rapid publication of articles and dissemination of knowledge. In addition the electronic version would offer more.

2. Enhancement of Continuing Medical Education (CME). The Journal can and should serve the Professional Development Committee (PDC) of the CNSF. With modern technology "the sky is the limit": imagine videos of neurosurgical operations, seizures and movement disorders, neuropathology in color, interactive diagnostic challenges, CPCs and Grand Rounds, Powerpoints and syllabi, the opportunity to present cases and images to colleagues, more in-depth reviews of basic and clinical neuroscience topics and links to other sites of interest. These can be used for Royal College MCERT credits.

Over the past decade I have performed peer reviews of neurologists for the Colleges of Physicians and Surgeons for Ontario and the Atlantic provinces. Many of the community neurologists wish to enhance their CME activities, but it is difficult, time-consuming and expensive to travel to meetings, to spend time in an academic centre to upgrade skills, to attend grand rounds, to chat with colleagues and subspecialists about cases and special topics and to set aside time to read journals. The neurologists I have visited all have computers at home, office and hospital with Internet connections. We should optimize this technology to meet their needs. The enhanced web-based Journal, with above-mentioned links can meet these needs through the above-mentioned web enhancements.

3. More timely announcements: meetings, special presentations, job opportunities and residency and fellowship programs.

4. Greater national and international profile. A strong, monthly electronic Journal should have greater international appeal for authors to submit quality papers.

5. Increased impact factor and revenues: the enhancement of the web-based Journal should be a win-win phenomenon. With more timely publications, more quality reviews and papers, the Journal will be more attractive to authors. The impact factor should increase. This will make the Journal yet more attractive to

basic and clinical neuroscientists, and the impact factor should be further enhanced, in a positive feedback manner. With greater profile and increased impact factor, the Journal will also be more attractive to industry for advertising, increasing our revenues and supporting our endeavours.

Because of the unique arrangement with the CNSF, the Journal will be truly unique and will offer more than any other neuroscience Journal. To "make it happen" requires vision and commitment. However, there are further challenges, decisions, opportunities and threats. Should we continue the paper-based Journal, which is expensive and more limited in what it can offer? Should we allow open access to components of the web-based Journal? This could make the Journal more open to the world, allowing for more submissions of articles and more advertising revenues. We are interested in your opinion on these ideas.

We still need to fully operationalize the web-based Journal. We have the Canadian talent, beginning with the recruitment of Dr. Mandar Jog as Web-Master and Associate Editor. Working with the CNSF and the PDC, we shall assess additional personnel and technology needs and develop a plan to acquire them.

Please give us your feedback and suggestions of what you want the Journal to do for you and "stay tuned". Email to [journal@cjns.org](mailto:journal@cjns.org).



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