

publicationethics.org

| C | O | P | E |

PROMOTING INTEGRITY IN SCHOLARLY
RESEARCH AND ITS PUBLICATION

COPE Strategic Plan 2020–2023

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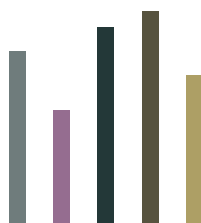
This is **COPE's** second formal strategic plan. We began our process with an environmental scan and a survey of our members. This plan reflects what we learned through that information as well as the consensus opinion of our Council members and Trustee Board. It is consequently the reflective views of many for building on strength and leading the dialogue and services in publication ethics as our contribution to scholarly integrity in the future.

We will continue to provide the services that we currently offer while focussing on growth, diversity and inclusivity in our membership, in our disciplinary and interdisciplinary breadth and in the regions in which we offer services. We intend to deliver more timely responses to the evolving and challenging issues faced by our members. As well, we are moving forward with the implementation of our university membership and partnership plan.

We invite you to join us and participate in this new strategic phase in **COPE's** development.



Deborah Poff
Chair



OUR PURPOSE:

Educate and advance knowledge in methods of safeguarding the integrity of the scholarly record

OUR VISION:

**To create a future in which
“ethical practice in scholarship is the cultural norm”**

Conceived by just 3 editors in 1997, **COPE** is now a fully multidisciplinary international organisation with more than 12,000 members worldwide – primarily editors, but also publishers and some related organisations and individuals. We provide resources and support to all our members on all aspects of publication ethics and, in particular, on how to handle cases of research and publication misconduct that arise at their journals. One of the main benefits of **COPE** is the Forum where members can bring individual cases for discussion and advice.

OUR MISSION:

COPE’s mission is built around three core principals:

SUPPORT



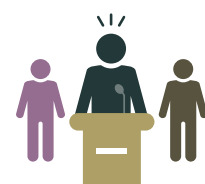
Providing practical resources to educate and support our members.

LEADERSHIP

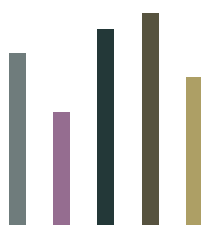


Providing leadership in thinking on publication ethics.

VOICE



Offering a neutral, professional voice in current debates.



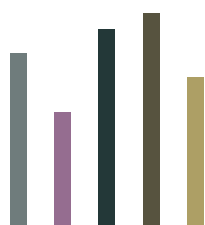
STRATEGIC PLAN 2020–2023

Following a period of consultation with the Trustees, the Council and feedback from our members via a wide ranging membership survey, COPE is committed over the next three years to delivering on four strategic priorities. These priorities are designed to help us achieve our mission through the work of our Council, supported by a dedicated staff.

OUR FOUR STRATEGIC PRIORITIES ARE:



UNDERLYING OUR PRIORITIES ARE THE THREE PARTS OF OUR MISSION.



OUR FOUR STRATEGIC PRIORITIES ARE:

1

RANGE

Our measures of success – by 2023, we will have:

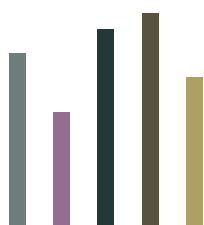
1. Delivered at least two educational resources on publication ethics in at least three languages (English, Spanish and Chinese) that are used by universities.
2. Created educational resources that are actively used by editors and publishers beyond **STEM** disciplines, specifically in the arts, humanities, social sciences, computer sciences and technology based disciplines.
3. Developed resources that meet the needs of producers of non-journal scholarly products, such as book publishing and conference proceedings.

2

REACH

Our measures of success – by 2023, we will have:

1. Increased awareness of **COPE** among our current membership to 100% by the creation of focused and relevant communications across different mediums and channels.
2. Increased annual usage of all of **COPE's** resources by 20% year on year.
3. Increased membership in all disciplines, with a specific focus on increasing membership in the arts, humanities and social sciences by 50%, and the computer sciences and technology based disciplines by 20%.
4. Increased membership from all regions, with a specific focus on increasing membership by 30% from China (excluding Hong Kong), by 30% from South Asia and by 20% from South America after providing educational resources to help support them and ensure that they meet membership requirements.
5. Representation on Council from: universities; arts and humanities disciplines; and China, South America and South Asia.



OUR FOUR STRATEGIC PRIORITIES ARE:

3

RESPONSIVENESS

Our measures of success – by 2023, we will have:

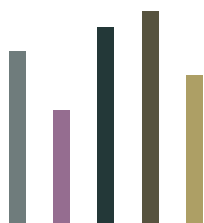
1. Annually reviewed emerging trends in publication ethics, and provided a report for the benefit of our members.
2. Reviewed and streamlined our structure, processes and procedures, to enable COPE to respond more quickly to external drivers.

4

REVENUE

Our measures of success – by 2023, we will have:

1. At least 10% of COPE's revenue from universities.
2. At least 30% of COPE's revenue from new publisher or journal members.



CONTACT US:

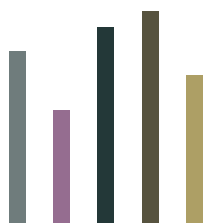
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Registered charity No 1123023
Registered in England and Wales, Company No 6389120
Registered office: COPE, New Kings Court,
Tollgate, Chandler's Ford, Eastleigh, Hampshire,
SO53 3LG, United Kingdom

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