



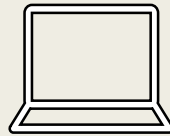
FINDING YOUR VOICE

EJA and AES Blog editors

WHAT WE'LL COVER



Tips for getting published in the EJA



Tips for AES bloggers



Amplifying & repurposing content



Over to you

EJA AIMS & PURPOSE



EJA aims

To further the aims of the AES in promoting the theory, research and practice of evaluation.

To do so it publishes articles of professional merit on any subject connected with evaluation, together with book reviews and examples of professional practice.

AES aims

- Establish and promote ethics and standards in evaluation practice
- Encourage advances in the theory and practice of evaluation
- Provide education and training related to evaluation
- Provide forums for networking, professional development and the discussion of ideas
- Increase understanding of evaluation and advocate for quality evaluation
- Be inclusive of Indigenous and all other cultural perspectives
- Have governance systems that reflect and incorporate best practice
- Provide a forum that allows the diverse voices of the community to be heard

AES Strategic Priorities - Evaluation Knowledge Transfer 2010-2020

Maintain and develop the AES Journal as a flagship of the Society

EJA HISTORY

- 1977-84 evaluation newsletter published
- 1987 Bulletin of AES launched, from 1989 called 'EJA'
- 1992 Evaluation News & Comment launched alongside EJA
- 2001 the two publications above were merged
- 2015 EJA moved to 4 issues a year
- 2018 EJA agreement with SAGE announced
- 2018 accepted for indexing in Scopus and applied for ESCI (Emerging Sources Citation Index)
- 2019 Growing international readership

ABOUT THE EJA

- Quarterly publications, online and hard copy (approx 60-80 pages)
- Subscribes to Committee on Publication Ethics principles (COPE)
- Double-blind peer review (with incentives for reviewers)
- Type of papers (academic, practice, student, narrative, book reviews, other).
- Special issues (forthcoming December 2019)
- ScholarOne online submissions (SAGE) and SMART Production system
- Altmetric scores/online and social media presence

Contribute to the journal – get involved!

❖ Authors

❖ Peer-Reviewers

TIPS FOR GETTING PUBLISHED IN THE EJA

- Familiarise yourself with the EJA (i.e. keywords, category of writing)
- Read the criteria for submitting a manuscript to the EJA (e.g. reference style)
- Observe word length (5000 words for practice or academic papers)
- Draw on (cite) previous EJA articles that your work relates to – how does your work build on this body of work? Does it address an absence?
- What is the ‘so what’ factor - contribution to the field of evaluation?
- Ground your paper in evaluation theory / literature
- AES Guidelines on Ethical Conduct of Evaluation and Code of Ethics
- COPE guidelines and resources
- Cultural protocols

TIPS FOR GETTING PUBLISHED IN THE EJA

- Context
- Detail in methodology
- Structure (Title, Abstract, Intro, method /framework, findings, analysis, lessons learned, where to from here/conclusion)
- Engage with peer review feedback

STARTING OUT – FINDING YOUR VOICE

Ways of writing

- Sole authorship
- Collaborative writing
- Social writing - interacting with others about ideas and plans is valuable.

Different to collaborative writing but writing with others in a room.

TIPS FOR AES BLOGGERS

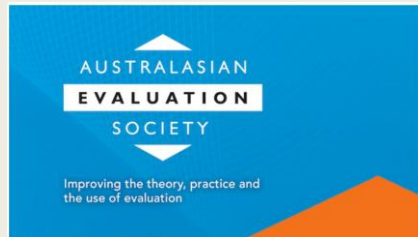
What we look for

- **No jargon or bureaucratese.** Keep it conversational.
- **Keep it short and sweet.** Aim for somewhere between 500 words and 1,000 words
- **Make it practical.** This might include links to tools or resources, as well as practice tips and tricks.
- **Write in your own voice. And make sure it's your own content**
- **Well-structured.**
 - *Make the title match the content.*
 - *Use section headings to break up the text when it makes sense.*
 - *Keep each section as contained and coherent as possible so the reader does not feel lost for not having read what came before.*
 - *Include a clear conclusion, such as a call to action for comments/sharing, or food for thought.*
- **A picture is worth a thousand words.** Try to send your blog through with a picture..
- **Self-edit.**

TIPS FOR AES BLOGGERS

The context that speaks to us

AES events



**Practice
experience &
learnings**



**Tips, tricks &
tools**



**Hot & trending
topics**



**Diverse voices
Inc emerging
evaluators**



AMPLIFYING & REPURPOSING

Share through social



#eval
#evaluation

Plus use #EvalTwitter
to test ideas

Cut it different ways



- Expand a blog into a journal article through more research
- Cut a journal article into a blog series

Use what you have



- Your Justification Statement for AES is a good starting point for a journal article
- AES events can spark content ideas

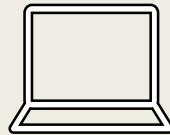
OVER TO YOU



WHAT NEXT



Contact the EJA to become a peer reviewer eja@aes.asn.au



Contact blog@aes.asn.au to become an editor



Keep an eye out for ideas during the conference



Join us on Wednesday to take your idea and make it speak

A person wearing a red coat is standing next to a vintage suitcase. The person's hand is visible, resting on the suitcase. The suitcase is light-colored with dark brown leather straps and buckles. The background is blurred, suggesting an outdoor setting. The text "THANK YOU" is overlaid in the center in a white, sans-serif font. Large white L-shaped brackets are positioned on the left and right sides of the image, framing the central text.

THANK YOU