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Spotlight on the Sponsorship Committee

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The Sponsorship Committee is one of the newer committees of ISMTE. It was started in July 2020 after strategic planning conversations suggested a need to bring greater organization and clear processes and procedures to our sponsorship arrangements. The purpose of the Sponsorship Committee is to obtain sponsorships for ISMTE, both in general and for our various events such as the annual conferences, webinars, and workshops. After putting together a Committee Charter and gathering some members, our new committee was off the ground.

The Committee Charter, something all of the ISMTE Committees were tasked with last year, is a document outlining the specific purpose, scope, and strategy of the Sponsorship Committee. These items help us, the committee members, to obtain appropriate sponsors to allow ISMTE to offer a variety of activities while keeping member dues low. A portion of this charter deals with the ethics of sponsorship, which ensures the highest standards of ISMTE are upheld within these relationships. Each sponsorship is different, so the committee handles each one on a case-by-case basis. In this way, we can preserve the integrity of ISMTE.

Another task the committee undertook early on was to update and finalize the Sponsorship Prospectus for 2021. This document provides the details and pricing of ISMTE sponsorship opportunities for interested parties. Going above and beyond the Prospectus, one of the things made abundantly clear during our monthly committee calls is that any sponsorships, as long as they were beneficial to ISMTE, and, even better, mutually beneficial to both ISMTE and the sponsor, are welcome. The oft-used metaphor “think outside the box” is an overarching theme of our committee discussions. We view our sponsors as stakeholders in ISMTE, and we want to be able to work with them to provide a symbiotic opportunity benefitting both our members and their audience. Ideas tossed around include working with an entity that provides (or delivers) food and spotlighting sponsors in various membership communications.

A key goal of the committee is to give ISMTE members more information about our sponsors—what kind of business or organization they are, and, more specifically, what do they do that is of interest and/or directly affects our members. Rather than being

simple (and easy to ignore) logos at the bottom of a webpage or on a quickly passed through (and potentially disregarded) slide, the sponsors would become actual, understood entities, a company or group that has something to offer our membership. This benefits the ISMTE community by providing information that they may not have known before, and it benefits the sponsor by getting their name and resources out to a group of experts in the scholarly publishing editorial office field.

Currently the Sponsorship Committee members are in the process of outreach. We are contacting potential sponsors to inform them of our new Prospectus as well as our open-mindedness on our sponsored relationships. We are also working in tandem with the ISMTE webinars and meetings committees to bring sponsorships to upcoming events. We anticipate working with additional ISMTE committees in the months ahead as we look to expand our outreach and appeal to ISMTE supporters and advocates across the industry. This brings in another goal of ISMTE: committee cohesion. By working together, all ISMTE committees can do real good for our community, offering learning and networking opportunities to editorial office staff.

On a more personal note, our Sponsorship Committee members are the perfect example of the entire ISMTE membership: engaged, intelligent, and enthusiastic (this includes our pets, as each has attended at least one meeting). I'm extremely proud of the group we have gathered, and I have high expectations of the good we can do for ISMTE.

If you're interested in joining this wonderful group, please let me know. We'd love to have you!

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