



Dr. Kim Robinson-Walcott

EDITOR/HEAD, CARIBBEAN QUARTERLY

Caribbean Quarterly (CQ), launched in 1949 by the then Extra Mural Department of the University College of the West Indies and long regarded as the flagship journal of the University, was revamped in 2010/2011. An editorial board appointed by then Vice-Chancellor Professor E. Nigel Harris formulated a new vision and strategic plan for CQ, sharpening its identity as a peer-reviewed “journal of Caribbean culture”, while encouraging a livelier diversity of material, therefore giving CQ a special place in the family of journals at The UWI, and a special place in the global arena. CQ’s management is committed to supporting the continued development and international exposure of The UWI as mapped in its Strategic Plan, particularly as a tool for promotion of research and for global outreach.



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OUTREACH

The academic year 2016/2017 marked the start of the second year of CQ’s publishing partnership with Routledge/the Taylor and Francis group, which became effective in January 2016. In recognising CQ’s role in “marketing the UWI brand internationally and within the region”, while being keenly aware of the necessity of strong marketing and branding in support of strong content in order to ensure the journal’s continued viability despite global contractions in scholarly publishing, CQ was happy to entertain Routledge’s initial expression of interest in having CQ join its family of some 2,000-plus journals. Under the partnership, Taylor and Francis publishes CQ online as well as in print and markets it internationally, while CQ retains full editorial and design control. The partnership promised significantly increased global outreach for CQ, and more critically, for Caribbean scholarship, especially that of The UWI; and indeed, after only a year, CQ has already benefitted from Routledge’s existing marketing structure, extensive sales reach, and network of global offices, as well as its technical expertise in electronic

publishing, enabling **CQ** to showcase its Caribbean cultural scholarship to a dramatically wider global audience, while safeguarding its integrity as a journal of high quality. In the first year of the partnership, there was modest growth in the subscriber base with new subscriptions coming from Germany, Italy, the UK, and the USA. Through Routledge, some 3,600 institutions had access to **CQ** in 2016.

Meanwhile, in continuing its policy of strategic attendance at select international conferences in order to promote **CQ** internationally as The UWI's flagship journal and a premier journal of Caribbean culture, as well as to expand its subscriber base and bank of contributors and to develop new international scholarly and business partnerships, in 2016/2017, **CQ** had a presence at several conferences including the 42nd annual conference of the US-based Caribbean Studies Association (CSA), the largest international Caribbean studies conference, held in 2017 in Nassau, Bahamas.

INTERNAL OPERATIONAL PROCESSES

In playing its part in the fulfilment of the mandate of The UWI's strategic plan for the "development of university strategies and initiatives for information, communication and marketing that are technology-driven and achievable", **CQ** continued to ensure high-quality and timely publication of issues in both electronic and print formats (with two double issues and one single issue published during the year under review) so as to establish and sustain The UWI's reputation as an institution of excellence.

FINANCIAL

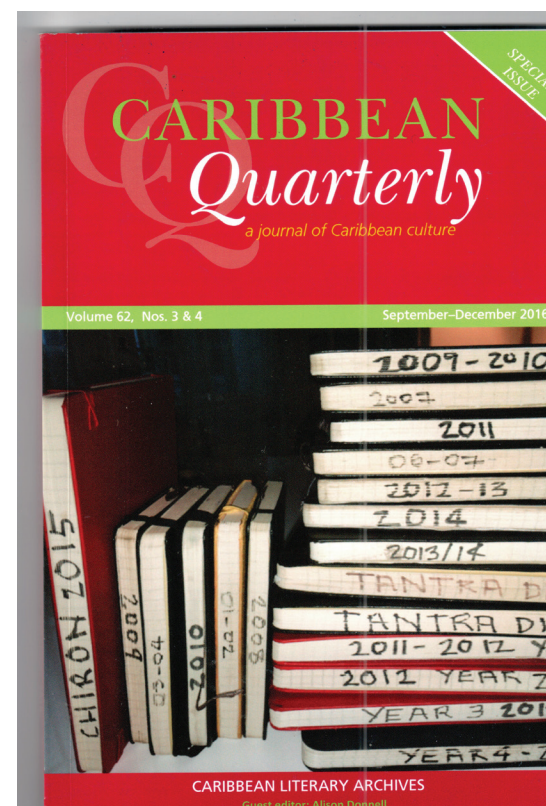
CQ continues to be self-funded, with all production and promotion expenses being covered by royalty and subscription revenues. The contractual agreement with Routledge includes their provision of an annual contribution towards **CQ**'s editorial expenses.

RESEARCH AND INNOVATION

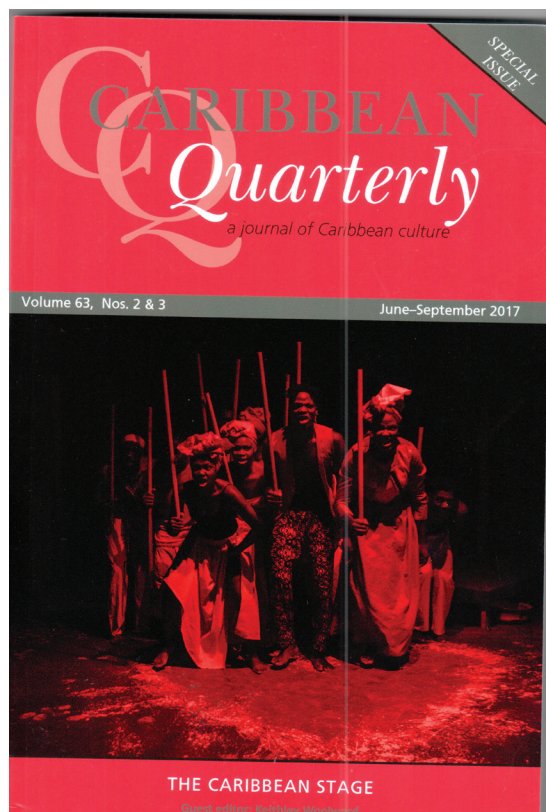
In following the mandate of The UWI's strategic plan of "increasing the number of peer-reviewed publications" of faculty members, **CQ** continued to encourage/promote The UWI faculty's utilisation of **CQ** as a high-quality peer-reviewed publication with an international audience.

EMPLOYEE ENGAGEMENT AND DEVELOPMENT / STUDENT DEVELOPMENT

During the year under review, through informal collaboration with the Department of Literatures in English, at The UWI Mona Campus, **CQ** continued to employ a student trainee editorial assistant, with the long-term aim of building a bank of editorial talent for the publishing industry as well as providing skills training for employability in an area of need throughout the region.



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