

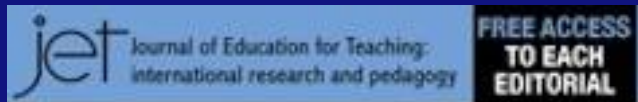


# Tips on Recruiting & Retaining Reviewers

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# Recruiting - the easy part



1. Prefer to ask those who have written for us, so have experience of our reviewing process - every 3 issues/6 months contact authors
2. Careful and personal explanation of requirements
3. If have problems with identifying a reviewer then ask a key authority used by author



# Recruiting

4. Encourage Guest Editors of Special Issues to identify their own reviewers – then add them to the data base
5. Use my networks + Conference presenters
6. Ask existing reviewers for alternatives
7. Send formal email inviting reviewers to join the 'International Review Panel'



# Retaining – the hard part

1. Filter out obviously inappropriate papers
2. Explain why we have sent them a paper
3. Explain that they will never have more than 2 papers per year, if that
4. If a new reviewer tell them the decision of the second reviewer and overall decision
5. Add the T&F discount voucher





# Retaining

6. We use a contact data base to match reviewers' profiles to papers' topics
7. We always use the personal touch in correspondence with reviewers
8. We regularly ask reviewers to check:
  - They are happy to continue reviewing
  - Their interests are unchanged





# The Result?

We have a very committed Review Panel  
Many ask for more papers to review  
Few are late with reviews or need reminding  
Those that are tardy are asked if they wish to continue

BUT

This approach is very time consuming – though worthwhile in the long run.