



Following the Path

In the last decade, organizational management guru Jim Collins has researched firms in the for-profit and not-for-profit sectors and found some common measures of success that in Collins's words create great organizations that are *Built to Last*. It is clear from his research that one of the measures of success consistently found in the *Built to Last* organizations is a lofty organizational mission or purpose similar to that of ECS. These organizations have a mission that provides their stakeholders with true meaning and a passion for their work, and the opportunity for them to reach extraordinarily high levels of

accomplishment. Similar to the "great" organizations identified by Jim Collins, ECS has a lofty mission and the success of ECS can be attributed to our leadership's integrity and commitment to satisfy the mission.

ECS did not get to be 105 years old and in better health than ever without having such a mission. Yet, in our world of science and engineering research, there has never been more opportunity (and risk) and more urgency to satisfy our mission than we are experiencing right now. From the standpoint of the ECS Board of Directors, this means they have to make decisions to implement action plans to satisfy the ECS mission. More specifically, they will have to

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improve the value of the products and services offered to our institutional and individual members, which will ultimately improve our ability to satisfy the ECS mission, and in turn, benefit the entire electrochemistry community.

These improvements will involve numerous new publication opportunities available through titles in the ECS Digital Library (see sidebar). The focus will be on making more electrochemistry content quickly accessible through more sources worldwide. This means we will have to be sensitive about the price of our membership dues and publications to enable participation from new communities of scientists and engineers. It also means we will have to improve the benefits for both institutions and individuals, to insure that the ECS Digital Library content can be found and accessed through the widest possible audience, which is defined as anybody and everybody engaged in electrochemical and solid state science and technology.*

Following the path defined by our mission makes ECS authentic and responsible. It differentiates us from commercial publishers, whose pricing practices have been a detrimental force on all fields of scholarly publishing. Because the large commercial publishers have succeeded in acquiring all the relevant journal titles in our scientific discipline, ECS is on an important path as a steward of the science. This path is guided by the ECS mission, which is not about recognition or the inurement of benefits or profits; our mission is to disseminate knowledge... to advance solid-state and electrochemical science and technology... to ultimately make the world a better place.


 Roque J. Calvo
 Executive Director

* The ECS Board will meet in October during our 212th Meeting in Washington DC, and the specific changes approved will be discussed in the next addition of Pennington Corner.



The **ECS DIGITAL LIBRARY** presents all ECS content, in one seamless resource, available all the time. Our obligation to our broad constituency is to provide the "connectivity" so essential in the scientific community. The online content continues to grow in quantity and richness, with more legacy and current content added each year. Providing this high-quality content in an integrated, easy-to-use way is the key, unique benefit that ECS provides to the scientific community. The following are the titles offered.

Journal of The Electrochemical Society

—the most highly cited journal in electrochemistry; articles date back to 1955, with more to come.

Electrochemical and Solid-State Letters

—the first rapid-publication electronic journal dedicated to covering the leading edge of research and development in the field of solid-state and electrochemical science and technology.

ECS Transactions

—online database of full-text content of proceedings from ECS meetings and ECS-sponsored meetings; over 3,000 articles are now online.

Meeting Abstracts

—extended abstracts of the technical papers presented at the spring and fall meetings of ECS for ECS-sponsored meetings; abstracts are free to all readers.

Interface

—technical articles about the latest developments in the field, and news and information about and for members of ECS; the online edition is free to all readers.