

## Editorial: Measuring Success

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Based on past experience, I thought *The Journal of Social Work Values and Ethics* would need about three years to build a subscription rate of 300. Prior to the end of 12 months, the subscription rate was over 1,000. At the time of this writing, the subscription rate is approximately 4,500. In my mind's eye, that is a success.

Another way of assessing the success of *The Journal of Social Work Values and Ethics* is to examine how and when articles are cited in other publications. Recently, I reviewed a new social work ethics book and was happily surprised to see numerous citations from JSWVE. In my mind's eye, that is a success.

Are students, practitioners, and professors reading *The Journal of Social Work Values and Ethics*? Unlike paper journals, we can count hits for each issue and each article. Of course, counting hits is not absolute assurance that JSWVE is being read. What would be a better way to assess the impact of JSWVE on readers? How about a reader's willingness to write a detailed commentary regarding a recently published article? In this issue, Paul Adams, from the University of Hawaii, contributes a commentary on the work of Spano and Koenig entitled, what is sacred when personal and professional values collide? In addition, within this issue, Spano and Koenig respond to Adams. In my mind's eye, that is a success.

If you have thoughts you would like to share with our readers, I am interested in receiving them. Send your commentary to [smarson@nc.rr.com](mailto:smarson@nc.rr.com).