**Q4 PyrrhicPress.Org, Professionals in Business Journal Advisory Board Meeting Notes Date: December 16, 2024
Location: PyrrhicPress.Org / Zoom**

**Q4 2024 Issue Highlights: The board reviewed the final content for Issue 7, focusing on themes of resilience, innovation, and sustainability. Featured articles include discussions on generative AI in education, corporate social responsibility, and leadership strategies. Announcements regarding the launch of *Pyrrhus* AI and the creation of *PULSE* were confirmed.**

1. **Performance Metrics: The journal achieved a 14.9% readership increase this quarter, marking significant growth and engagement from the professional community. Global and U.S. rankings were noted as 45th out of 1,866,675 publishers globally and 10th out of 170,265 publishers in the U.S., respectively.**
2. **Library Expansion: Pyrrhic Press now offers an impressive 5.4 million titles, including contributions from ERIC, Project Gutenberg, and U.S. Government publications. This positions the journal as a leading independent resource for both scholarly and traditional content.**
3. **New Initiatives:**
	* ***ThePirro.com* launched successfully, offering courses, classes, and curated sales bundles for business professionals.**
	* **Partnerships with Kongtool and PDF24 were discussed, aiming to enhance tool availability for readers and contributors.**
4. **Sustainability Commitment: The board highlighted ongoing efforts to maintain sustainability certifications, including SME Climate Hub Certification and collaborations with NJWW and NJSBDC.**
5. **Future Content Planning: Planning for Q1 2025 was initiated, with a focus on emerging technologies, workplace resilience, and environmental responsibility. The board agreed to prioritize themes aligned with professional development and innovative leadership.**
6. **Author Engagement: The *Author Spotlight* program continues to thrive, providing a platform for celebrating contributors. Discussions were held on expanding opportunities for author recognition and engagement.**
7. **Tool Integration: The integration of *Pyrrhus* AI into editorial and contributor workflows was discussed. The board emphasized leveraging AI to enhance productivity and streamline processes.**
8. **Action Items:**
	* **Assign editorial roles and deadlines for Q1 2025 issue preparation.**
	* **Finalize marketing campaigns for *Pyrrhus* AI and *PULSE*.**
	* **Strengthen partnerships to expand resources and tools for the journal.**

**The meeting concluded with unanimous agreement to incorporate these discussions into the planning and operations for 2025, ensuring continued growth and excellence for *The Professionals in Business Journal* and PyrrhicPress.Org.**

**Next Meeting: January 20, 2025, at 7:00 PM EST**