

31st Annual

Textbook & Academic **Authoring Conference**

Santa Fe, New Mexico • June 15-16, 2018

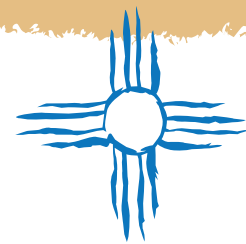
**Welcome to TAA's
2018 Conference!**

*Get Connected • Gain Knowledge
Leave Inspired*

**Follow the 2018 TAA Conference
on Twitter #TAAConf2018**



Schedule at a Glance



Friday, June 15

- 7:00 – 8:15 **Registration & Continental Breakfast** Lumpkins Ballrooms
- 8:00 – 8:15 **Opening Remarks** Lumpkins Ballrooms
- 8:15 – 8:45 **GeoPrimer: TAA, Enchantment, and Santa Fe** Lumpkins Ballrooms
- 8:45 – 9:00 **Making the Most of Your Conference** Lumpkins Ballrooms
- 9:00 – 10:00 **Keynote Presentation: The Critical Importance of Scholarly Discipline** Lumpkins Ballrooms
- 10:15 – 11:15 **Royalties: Past, Present, and Future** Lumpkins North
Hunks, Chunks, & Bites: Plan Writing Projects So You Actually Complete Them! Lumpkins South
- 11:30 – 12:30 **What You Need to Know About Rights and Permissions** Lumpkins North
The Journal Article Writing MATE: A Tool For Beginners Lumpkins South
Independent Publishing: Securing a Return on Your Investment, A Practical Approach to Indie Publishing Stiha Room
- 12:30 – 2:00 **Lunch on Your Own**
- 2:00 – 3:00 **The Book is Just the Beginning: Repurposing Your Content** Lumpkins North
Publish & Flourish: Become a Prolific Scholar Lumpkins South
Video Creation for Textbook Authors and Instructors Stiha Room
- 3:15 – 4:15 **The Ed-Tech Book Report 2018** Lumpkins North
A New Publishing Landscape: The Curiosities, Opportunities, & Pitfalls of Open Access Publishing Lumpkins South
- 4:30 – 7:00 **TAA Textbook Awards Ceremony & Reception** La Terraza Room

Saturday, June 16

- 7:30 – 8:30 **Networking Breakfast** Lumpkins Ballrooms
- 8:15 – 8:30 **Saturday Welcome** Lumpkins Ballrooms
- 8:45 – 9:45 **Anatomy of a Textbook Contract** Lumpkins North
A Personal Writing Team for Productivity and Accountability Lumpkins South
Wrangle Your Book Project Stiha Room
- 10:00 – 11:00 **Special Features of TAA Award-Winning Textbooks: From the Awardees** Lumpkins North
Tailoring Time for Writing: Creating Opportunities in Your Hectic Academic Life Lumpkins South
Getting Started With Social Media Stiha Room
- 11:15 – 12:15 **Beyond e-Books: Writing and Designing for Mobile Users** Lumpkins North
Discover How to Deliver What Editors and Publishers Need: Demystifying the Publishing Process Lumpkins South
- 12:15 – 1:45 **Lunch on Your Own**
- 2:00 – 3:00 **Emerging Publishing Practices and You, the Author** Lumpkins North
Moving from Pesky to Productive: Developing a Healthy, Sustainable Writing Habit Lumpkins South
- 3:15 – 4:15 **Roundtable Discussions** Lumpkins Ballrooms
(See pages 12-14 for roundtable topics and descriptions.)
- 4:15 – 4:30 **Conference Raffle, Closing Comments, Group Photo** Lumpkins Ballrooms

Friday, June 15



7:00 – 8:15

Registration & Continental Breakfast Lumpkins Ballrooms

8:00 – 8:15

Opening Remarks Lumpkins Ballrooms

Mike Kennamer, TAA President; Michael Spinella, TAA Executive Director

8:15 – 8:45 Kick-Off Session

GeoPrimer: TAA, Enchantment, and Santa Fe

Lumpkins Ballrooms

Presenter: Robert Christopherson, author of *Geosystems*

Santa Fe is a spectacular place for our 2018 TAA meeting. The state is home to two million people, yet is fifth in size among states. The average elevation in the state is 5,692 ft. (1735 m); Santa Fe exceeds this at 7,199 ft. (2194 m). Santa Fe is the fourth-largest city in the state, the oldest and highest state capital in the U.S., and the oldest city in New Mexico. In this region, the traditions of Native Americans date to the Clovis Culture and Tiwa people. Santa Fe was founded in 1610, 96 years before Albuquerque—Yooté to Navajo. From the rich history of the Taos region, to White Sands, to the caverns of Carlsbad, to the Roswell myths, to the Trinity Site and the dawning of nuclear weapons, to a rich history of cliff dwellers, pioneers, spectacular backdrop for many movies, and now TAA in Santa Fe a land of diverse enchantment.

8:45 – 9:00

Making the Most of Your Conference Lumpkins Ballrooms

Laura Frost, TAA Vice President

9:00 – 10:00

Keynote Presentation: The Critical Importance of Scholarly Discipline

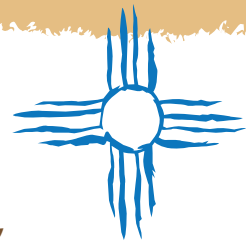
Lumpkins Ballrooms

Presenter: Kent Anderson, CEO of RedLink, past-President of the Society for Scholarly Publishing

Kent Anderson, CEO of Redlink, will discuss how scholarly practices are of critical importance as we face an information economy that has become increasingly overwhelmed with self-interested distortions of fact presented on an equal footing with facts and research findings. As the current environment evolves, scholars who seek to express and share findings based in observable reality are increasingly challenged or, worse, dismissed. Kent will argue the need for new approaches, governance, and practices by researchers, educators, and publishers in order to preserve quality information, the relevance of science, and the ascendancy of objective reality.



Kent Anderson



10:15 – 11:15

Royalties: Past, Present, and Future

Lumpkins North

Presenters: Juli Saitz, Senior Managing Director, Ankura Consulting Group; Sean Wakely, Vice President of Product and Editorial, FlatWorld

Royalty auditor Juli Saitz and veteran publishing insider Sean Wakely will talk about how royalty rates are determined by publishers and how they are applied to sales in practice. The presentation will address the different rates applied to various disciplines and types of sales. In addition, Juli and Sean will discuss royalties in the digital age, rental books, packaged content, and the differences between prices found in the marketplace versus prices on which royalties are calculated.

Hunks, Chunks, & Bites: Plan Writing Projects So You Actually Complete Them!

Lumpkins South

Presenter: Meggin McIntosh, Professor Emerita, University of Nevada, Reno

How many writing projects do you have that are partially completed? Do you feel overwhelmed even thinking about your writing (along with your teaching and service commitments)? Would it help you to have a structure for getting your writing projects planned with an eye toward completion? If you apply what you learn in this practical, strategic, and focused session, you will: assess and acknowledge your writing project inventory; know what your next steps are toward completion of those projects; have repeatable structures and mindsets to use throughout your writing career; and be able to work with collaborators effectively and efficiently when you plan with the hunks, chunks, and bites system. Until your writing is out there, it's not working for you as far as graduation, tenure, contracts, grants, and the like. Attend this content-rich session to learn how to conceptualize and complete your writing projects so your writing is out there!

11:30 – 12:30

What You Need to Know About Rights and Permissions

Lumpkins North

Presenter: Steve Gillen, Partner, Wood, Herron & Evans, Intellectual Property Attorney

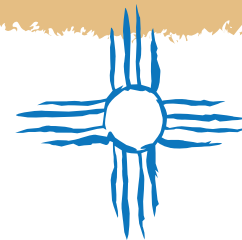
Your contract provided by your publisher will probably put the burden of securing permission for the use of third party material solely on you. How much of this is negotiable? What are the possible compromises? And regardless of whether you end up doing it or the publisher does it, under what circumstances do you need permission and how do you best go about getting it? Get answers to these questions from, and ask your own of, Steve Gillen, a lawyer with more than 40 years of experience in and around the publishing business.

The Journal Article Writing MATE: A Tool For Beginners

Lumpkins South

Presenters: Patricia Goodson, Presidential Professor, Texas A&M University; Katherine L. Wright, Assistant Professor, Director of the Boise State University Literacy Lab

In this session, participants will learn how to use (or teach their students how to use) a simple tool for writing academic research reports: the Journal Article Writing MATE (where MATE stands for Most Awesome Tool Ever! A label coined by its first users).



The MATE combines the techniques of copying and deliberate practice (using a model, slowing down, paying attention, obtaining feedback) to facilitate composing a journal article for publication. The MATE tool is especially useful for academics who are inexperienced in writing research reports for publication, as it teaches how to follow adequate models. The tool is structured for articles using the IMRAD format (Introduction, Methods, Results and Discussion), but can be adapted to fit other formats/structures, as well. Participants will receive a copy of the MATE at the presentation.

Independent Publishing: Securing a Return on Your Investment, A Practical Approach to Indie Publishing

Stiha Room

Presenter: Margaret Thompson Reece, CEO, Reece Biomedical Consulting

Hear how to navigate the maze of independent publishing for a modest investment of time and money from someone who has done it. There is a wealth of information and advice online for those who have a book that they truly want to publish. Maybe the book fills a niche that is not of interest to established publishing houses but would be a blessing for students in your field of expertise. Some money, of course, will be needed but how much? Is it possible to cut the costs without cutting quality of your book? What is the likelihood that the return on investment will be positive? Where can help in editing, interior design and cover design be found for free or for a modest investment? A list of low-cost resources will be provided. The speaker has no financial relationship other than customer with those on the list.

12:30 – 2:00

Lunch On Your Own

2:00 – 3:00

The Book is Just the Beginning: Repurposing Your Content

Lumpkins North

Presenter: Karen Morris, Professor and Judge, Monroe College

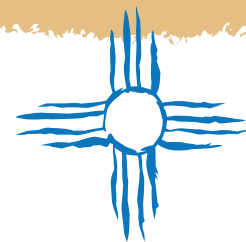
Once the hard work of authoring a textbook is completed, consider other outlets that may exist for your content. Possibilities include magazine articles, blogging, trade books, a treatise, scripts for TV shows, and more. The presenter/textbook author is also a magazine columnist, a blogger for Cengage Publishing, a trade book writer, and a treatise co-author. Learn how to expand the markets for your work.

Publish & Flourish: Become a Prolific Scholar

Lumpkins South

Presenter: Tara Gray, Associate Professor, New Mexico State University

Increase your productivity by a factor of three. Write prose that is clearer, better organized, and more compelling. Many scholarly writers are educated at the School of Hard Knocks, but it's not the only school, or even the best. Much is known about how to become a better, more prolific scholar and anybody can. When you complete this session, you will leave with the skills to: triple your productivity by writing daily, even 15-30 minutes/day; create effective outlines after you write; write research that is clearer, better organized and more compelling; and solicit meaningful feedback before formal peer review.



2:00 – 3:00 (con't)

Video Creation for Textbook Authors and Instructors

Stiha Room

Presenter: Sasha Vodnik, Lead Instructor, General Assembly in San Francisco

Videos are increasingly integral to the learning process. As a textbook author, you can increase the value of your book for both students and instructors by creating and publishing videos linked to your content. As an instructor, videos you create to supplement your course can help students review and retain material outside the classroom. In this session, we'll survey free tools for recording and production, as well as popular paid alternatives, and we'll examine the tradeoffs. We'll also walk through the steps to record video and audio, put it together, and publish it online. If you want to explore and use recording tools on your own laptop, be sure to bring it to this session.

3:15 – 4:15

The Ed-Tech Book Report 2018

Lumpkins North

Presenter: June Jamrich Parsons, Author, Educator, and Digital Book Pioneer

From textbooks to digital books; from courseware to virtual reality; the face of educational publishing continues to evolve. Join in for an annual update on the educational publishing industry that includes publishers, consumers, technologies, and authors. You'll get a quick overview of the current financial status of our industry and the strategies publishers are rolling out to bolster sales. Publishers are also turning to new technologies to enhance learning. What are these technologies and what kinds of opportunities do they present for authors and content developers? Our customers are instructors and students. How are their opinions evolving? Do they value the work authors produce? This annual update from veteran author June Jamrich Parsons, offers wide-ranging insight and context for strategizing your writing career.

A New Publishing Landscape: The Curiosities, Opportunities, & Pitfalls of Open Access Publishing

Lumpkins South

Presenters: Kristen Cvancara, Associate Professor, Minnesota State University, Mankato; Laura Jacobi, Assistant Professor, Minnesota State University, Mankato; Heidi Southworth, Assistant Professor and Digital Initiatives Librarian, Minnesota State University, Mankato

Open access (OA) publishing is a unique model for disseminating academic work to a larger readership that is not controlled by traditional publishing/subscription gate-keepers. This panel provides an informative session reviewing OA as a new publishing landscape ripe with opportunities and potential pitfalls. To help you navigate this uncharted terrain, three presenters will guide you through a discussion covering OA's origin story, models under which OA operates, pros and cons of the OA landscape, and differing perspectives on OA from a variety of academic stakeholders. The goal of the session is to educate participants about OA publishing and generate an open dialogue of the virtues and vices it offers academics. By the end of the session you will walk away with a mental map equipped to chart your own path into (or away from) OA territory.

TAA Awards Ceremony & Reception

Friday, June 15 4:30 – 7:00

La Terraza Room, 3rd Floor

Join us in honoring the 2018 Textbook Award Winners. Twenty-six textbooks were awarded McGuffey Longevity Awards, Textbook Excellence Awards or Most Promising New Textbook Awards, in eight subject categories. Works are judged by textbook authors and subject matter experts for their merits in four areas: Pedagogy, Content/Scholarship, Writing, and Appearance & Design.



View the books on display in the Mezzanine area throughout the conference.

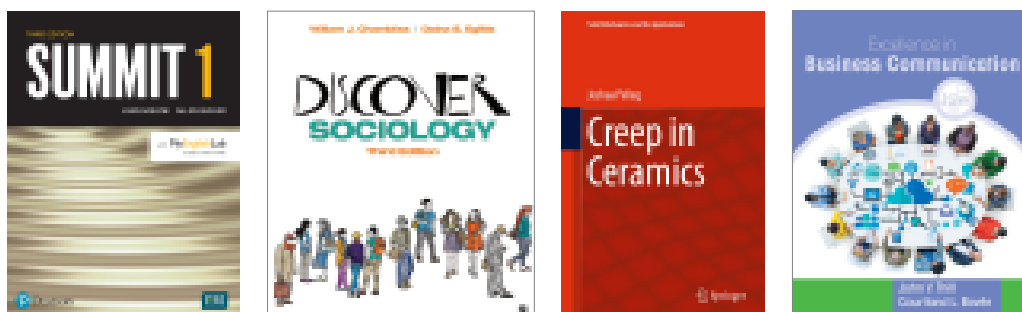
The awards ceremony will be followed by a reception with drinks and hors d'oeuvres.



2018 McGuffey Longevity Award Winners (College)

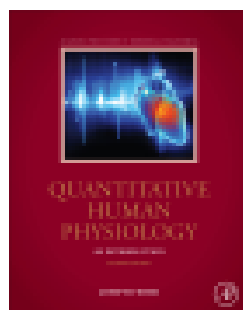
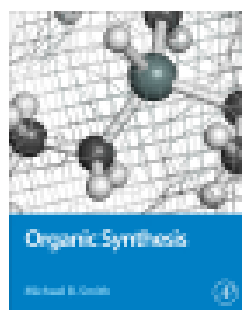
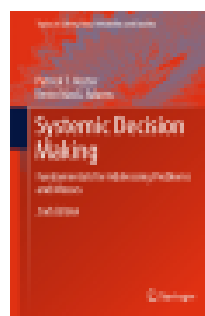
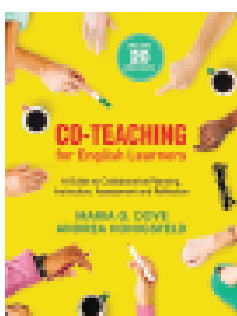
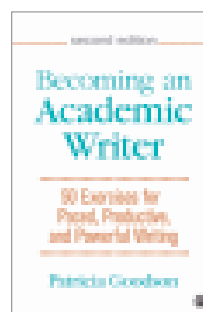
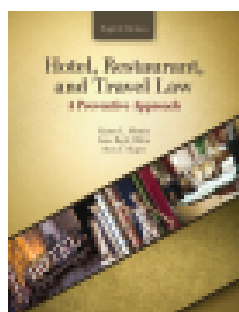


2018 Textbook Excellence Award Winners (College)

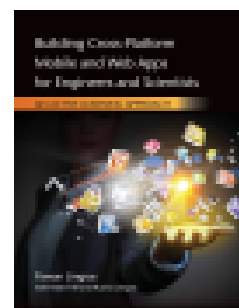
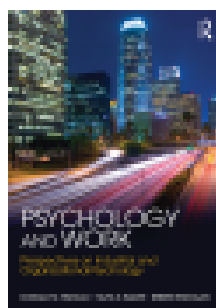


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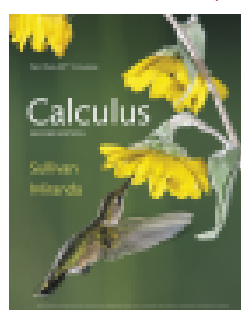
2018 Textbook Excellence Award Winners (College)



2018 Most Promising New Textbook Award Winners (College)



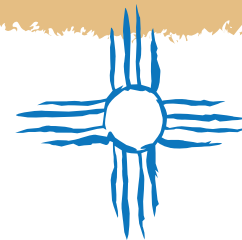
2018 Textbook Excellence Award Winner (K-12)



2018 Most Promising New Textbook Award Winner (K-12)



Saturday, June 16



7:30 – 8:30

Continental Breakfast Lumpkins Ballrooms

8:15 – 8:30

Saturday Welcome Lumpkins Ballrooms

8:45 – 9:45

Anatomy of a Textbook Contract

Lumpkins North

Presenter: Brenda Ulrich, Partner, Rubin & Ulrich, LLC, Intellectual Property Attorney

This is a workshop session in which we will walk through a standard textbook publishing contract clause by clause to dissect and explain what the language means, what is significant, what to look for, what is worth trying to change and what is not. We will discuss different ways that ideas or elements in a contract can be phrased, and how and why these variations matter (or don't). This session is intended for both established authors trying to interpret their contracts as well as more junior authors contemplating or hoping to get their first contract. Authors are encouraged to bring along specific clauses or questions from their own contracts, though we will not have time to walk through each person's contract individually.

A Personal Writing Team for Productivity and Accountability

Lumpkins South

Presenters: Felicia Moore Mensah, Associate Dean, Teachers College, Columbia University; Dakota King-White, Professional Licensed School Counselor/Professional Counselor; Martinque "Marti" Jones, Postdoctoral Research Fellow, Teachers College, Columbia University

In this session, presenters at three different career stages discuss how they came together to form a "personal writing team" that supports writing goals, productivity, and accountability. We share our roles on the team to provide encouragement and wisdom during the process of writing and keeping focus. We also utilize technology to check-in and to document progress. Though our team was a pilot over four months, which started at the end of the TAA 2017 Conference, the format has allowed us to continue to work and support each other over the year. The format, structure, and technological tools have extended to other team writing groups with students and scholars. Unique to this group is the support that Women of Color can provide and the need for increased mentorship for early career scholars.

Wrangle Your Book Project

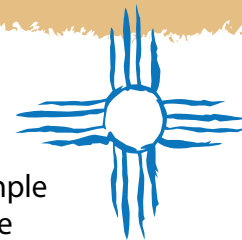
Stiha Room

Presenters: Janet Salmons, Independent Researcher, Writer and Consultant, Vision2Lead, Inc.; Cole Keirse, Technical Writer

This session will explore best practices and software tools for content management geared to TAA writers. How can current technologies for version control, collaboration support, content reuse, collecting notes and references, and organizing content make writing easier and more effective? How do you plan a writing project to take advantage of these technologies? The goal of the session is to help answer these questions. The session will take the form of a

(continued on page 10)

(continued from page 9)



workshop. Guided by the session leaders, participants will share writing experiences that can be addressed by available technologies. Leaders will demonstrate how some example applications might be used in situations that participants have experienced. Finally, the session will discuss how to tailor tools and practices to particular projects. Participants will consider factors that affect planning a writing project: the type and size of publication, the number of contributors, the editorial process, and the media used for publication.

10:00 – 11:00

Special Features of TAA Award-Winning Textbooks: From the Awardees

Lumpkins North

Presenters: Al Trujillo, Distinguished Teaching Professor and Co-Director of the Oceanography Program, Palomar College; Dave Dillon, Professor of Counseling, Grossmont College

Each year TAA honors textbook authors in categories that include excellence, longevity, and promise of their textbooks. Ever wonder what it is about those texts that make them award winners? Join session hosts Al Trujillo and Dave Dillon for a series of mini-presentations from TAA award-winning textbook authors, who will share special features of their texts that contributed to the success of their textbooks. Audience members will have the opportunity to examine unique characteristics of these texts up close as well as ask authors questions about the awarded works.

Tailoring Time for Writing: Creating Opportunities in Your Hectic Academic Life

Lumpkins South

Presenters: Dannelle D. Stevens, Professor Emerita, Portland State University, Oregon; Micki M. Caskey, Professor, Portland State University; Laura Jacobi, Assistant Professor, Minnesota State University, Mankato; Claudia Sánchez, Professor, Texas Woman's University

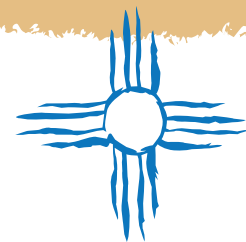
Thirty minutes a day is the mantra to build a successful writing practice. Yet, each institution has its challenges like a heavy teaching load or vague institutional expectations or lack of writing support. Four faculty from three different institutions will share their creative secrets that downplay the challenges and take advantage of the opportunities to have a sustainable and successful writing practice. Participants will be invited to share their own unique ways of tailoring time for writing given their institutional constraints. Following the session, we will email the list of quick tips to all.

Getting Started With Social Media

Stiha Room

Presenter: Katie Linder, Director, Ecampus Research Unit, Oregon State University

Engaging in social media can be an effective strategy for authors to share about their work and build relationships with their readers. However, many authors feel overwhelmed by the range of social media platforms available and may not know how to get started. In this session, the facilitator will provide an overview of social media platforms for academics such as Twitter, Facebook, Instagram, ResearchGate, Academia.edu, and others. Participants will also hear about time-saving tips and tactics for getting up and running on social media platforms and maintaining a presence with minimal time investment.



11:15 – 12:15

Beyond e-Books: Writing and Designing for Mobile Users

Lumpkins North

Presenters: Michael Greer, University of Arkansas at Little Rock, Editor, *Research in Online Literacy Education*; Maxwell Riggsbee, Chief Product Officer, Gadget Software; Christopher Kenneally, Director of Business Development, Copyright Clearance Center

How do authors write and design for mobile users? How do we change the ways we think about content when the medium is mobile? Panelists will describe our experiences working together to create a mobile publication. Author Michael Greer and product designer Max Riggsbee have been collaborating on a product designed specifically for students to use on their mobile phones. This product was published in August 2017, and Michael used it as a required text in a course taught in the 2017 fall term. Students not only read the text on their phones, they contribute to the project as co-creators, writing and posting their own case studies. Our panel will reflect on what we have learned about authoring and designing for this exciting new medium, and we'll share some insights and lessons to help other authors make the leap into mobile.

Discover How to Deliver What Editors and Publishers Need: Demystifying the Publishing Process

Lumpkins South

Presenter: Kathleen P. King, Professor, University of Central Florida, Orlando

Reaching the finish line of publication is difficult when you are not sure of the targets, finish line or the many intermediary hurdles and challenges along the way. This interactive and dynamic session demystifies and explains what journal editors and book publishers expect and need in order to move your work forward to publication. Having published 30+ books, Kathleen is a professor, author, and editor, member of TAA's Council of Fellows, and motivating speaker. She has helped many faculty and students successfully navigate the publishing maze. Bring your writing project ideas and potential publishing forum ideas with you for in-session activities. Join us for this session, which will provide new strategies for your current and future writing projects.

12:15 – 1:45

Lunch On Your Own

2:00 – 3:00

Emerging Publishing Practices and You, the Author

Lumpkins North

Presenters: June Jamrich Parsons and TAA's Publishing Practices Committee

Educational publishing is in a period of rapid evolution, driven by technology, consumer attitudes, and emerging pedagogies. Not only are the products produced by publishers changing, so are publishing practices. Production schedules, contracts, workflows, and editorial roles are just a few publishing facets that are refracting change in educational publishing. How are emerging publishing practices likely to affect authors and the work they produce? Members of TAA's Publishing Practices Committee are hosting a panel discussion about emerging publishing practices, followed by an interactive session in which TAA members are encouraged to share the narrative and help the committee establish an action plan for the coming year.

2:00 – 3:00 (cont.)

Moving from Pesky to Productive: Developing a Healthy, Sustainable Writing Habit

Lumpkins South

Presenters: Erin McTigue, Research Scientist, Norwegian National Reading Research Center, University of Stavanger; Tracey Hodges, Assistant Professor, University of Alabama; Sharon Matthews, Clinical Assistant Professor, Texas A&M University

Ack — that pesky writing habit! When have you heard a writer say that? While writers are generally pro-habit and possess deep knowledge of the writing process, myths about habit formation can be misleading. Cognitive psychologists, however, possess the keys to habit formation. In this session, we dispel mythology and translate recent psychology findings specifically to writing habits. We present habit formation as a multi-phased feedback loop starting with a trigger, growing from a micro-habit (e.g., writing for 5 minutes), and being reinforced by rewards, including social reinforcement and tracking. Using this framework, participants will analyze each phase of their writing habits. In small group discussions, participants will then consider what aspects of their writing habits are robust and which areas could use reinforcement. We will conclude with additional resources to extend learning after the session.

3:15 – 4:15

Roundtable Discussions

All Roundtable discussions are held in the Lumpkins Ballrooms.

Challenges and Successes of Bringing On a Co-Author

Moderators: Frank M. Carrano, Professor Emeritus, University of Rhode Island; Timothy M. Henry, Associate Professor, New England Institute of Technology

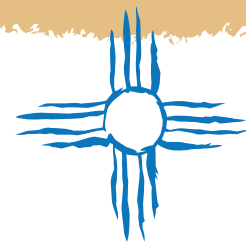
Are you and a colleague thinking of writing a book together? Are you a textbook author and considering working with a second author on your next edition? Or are you contemplating retirement as an author at some point, but want to see your textbook continue to stay current? The successful authoring team of Frank Carrano and Tim Henry invite you to a roundtable discussion about our experiences. These authors have been effective in tackling many of the challenges in the co-authoring process, such as finding the right co-author, allocating each author's responsibilities, determining a strategy to use when writing, reviewing each other's work, handling disagreements, and deciding royalty percentages. Each of us will present a short description of our experiences and then answer your questions, offer some advice, and learn from you!

Exploring Creative Writing Strategies to Boost Your Academic Writing

Moderator: Dannelle D. Stevens, Professor Emerita at Portland State University, Oregon

Creative writing strategies can help you generate fresh connections and ideas for new meaningful content, bring voice to your writing, and move academic writing from the formulaic to writing that is more personally meaningful, expressive and insightful. Allowing ourselves to take risks, be more playful, and open to the serendipitous leads to refreshing insights that spring forth from our whole self. In this roundtable Dannelle will share a repertoire of creative strategies to offer you something to do when you feel disengaged with your topic, or when you don't know where to go next. Why not try a new approach?





Indexes in Digital Publications

Moderator: Steve Ingle, President and CEO, WordCo Indexing Services

Nonfiction publishing, like publishing in general, continues to venture into digital product lines. If your print book is already digital, or is going digital, will users still be able to use the index to locate information quickly and efficiently? In this presentation Steve will discuss user tools: “search” vs. Amazon X-Ray vs. the index. What makes an index different? What is the current state of digital indexes? What are the production workflows, and how does index creation fit in? Hyperlinked vs. embedded indexes: what’s the difference? Nonfiction publishing: mired in the past, or poised for the future? Can digital indexes help move textbook and academic publishing forward?

Maximizing Writing Productivity: Perspectives from an Author and an Editor

Moderators: JoAnn Danelo Barbour, Professor and Chair of the Doctoral Program in Leadership Studies at Gonzaga University; Claudia Sánchez, Professor, Texas Woman’s University

The purpose of this presentation is to share strategies for boosting writing productivity from two different, but connected, perspectives: author and editor. First, a veteran academic author will share strategies for enhancing writing productivity and for dealing with editors. The presenter’s advice is directed to novice writers going into the world of academe, to early-career academics seeking tenure, and finally, to associate/full professors who mentor new generations of scholars.

Second, a seasoned editor will focus on a key piece of advice for maximizing writing productivity: the process of conceptualizing/framing one’s writing project from inception to submission. Framing, or conceptualizing, is an iterative process that enables one to develop a project from a holistic focus, seeing the big picture, before and during the writing process. Framing promotes clarity and flow, helping an editor easily find the argument, key points, and internal consistencies in a written piece.

Not for the Faint of Heart: The Art of Truly Understanding Your Royalty Statement

Moderator: Richard Wessler, Senior Director, Ankura Consulting Group

Royalty auditor and former royalties manager at a major higher education publisher, Rich Wessler, will lead this workshop that will dive into actual royalty statements and show authors how to read them. Not all statements are the same, but most should contain certain basic information. This is meant to be an interactive discussion where authors walk away armed with more tools to read their statements and feel comfortable when their checks come in the mail.

Team Creation: How to Mentor Multiple Students in Academic Writing

Moderators: Erin McTigue, Research Scientist, Norwegian National Reading Research Center, University of Stavanger; Tracey Hodges, Assistant Professor, University of Alabama; Sharon Matthews, Clinical Assistant Professor, Texas A&M University

Today’s faculty often feel overwhelmed with managing the many demands of their jobs, including mentoring graduate students with their writing. Although mentorship can pay dividends in terms of writing, research productivity, and morale; mentoring students often requires individualized guidance — and one-on-one mentorship can be nearly infeasible. How can faculty streamline their mentorship processes? We propose harnessing the power of collaboration, by creating writing

(continued on page 14)

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teams of graduate students and faculty. In this interactive session, three members of a successful team, each bearing unique roles, share their experiences regarding the benefits and challenges of participating in a collaborative space. We will share specific vignettes to illustrate key challenges and these will provide impetus for group discussion focused on solutions. We conclude by sharing ideas for maintaining a virtual, collaborative writing space, as members change institutions.

Twenty-One and a Half Ways to Promote a Textbook at No or Low Cost

Moderator: John Bond, Riverwinds Consulting

In 2018, the promotion of a textbook or monograph can rest equally on the author's shoulders as on the publisher's. Marketing and promotion, however, does not have to be expensive. Publishing consultant John Bond presents twenty-one and a half ways authors can promote their textbook, whether newly released or already on the market. Facebook group postings, conference presentations, academic social media sites, curriculum roundtables, online Q&A sessions, simple videos, listservs, and other ideas will help authors get started on promoting their books. The session concludes with audience ideas that have been successful for them or unique ones that caught their attention. Authors spend countless hours ensuring the quality of their work. Promoting a book can be as important of a task.

You Got This: Marketing Strategies to Build a Signature Platform

Moderator: JoNataye Prather, Assistant Professor, Tarleton State University

This roundtable discussion will empower academicians with resources to discover their signature brand, provide social media tips and Internet marketing strategies to engage students and build an audience to publish scholarly content inside and outside the classroom. The session goals are to equip educators with resources to develop a marketing mindset. Get branding tools and discover social media secrets to attract followers and build an audience. Gain awareness of Internet marketing techniques to engage students and deliver your message to the masses. Get technology tips to automate, produce creative materials, stay organized and deliver consistent content to build your platform.

4:15 – 4:30

Conference Raffle, Closing Comments, Group Picture

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One-on-One Mentoring

For all attendees who preregistered for mentoring appointments, the mentor sessions will take place in the Santa Fe Room on the first floor. (See map on back cover.) A schedule of the mentoring appointments is available at the registration desk. Please note that all mentoring appointments were scheduled in Mountain Time.

Thank you to our conference mentor panel: Steve Gillen, Michael Greer, Tamara Bertrand Jones, Katie Linder, Meggin McIntosh, Juli Saitz, Janet Salmons, Dannelle Stevens, Mike Sullivan, Brenda Ulrich, Sean Wakely, and Richard Wessler.



Steve Gillen



Michael Greer



Tamara Bertrand Jones



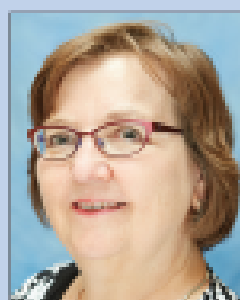
Katie Linder



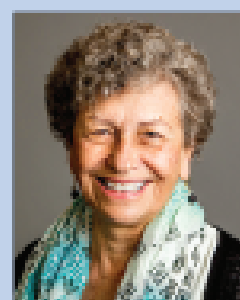
Meggin McIntosh



Juli Saitz



Janet Salmons



Dannelle Stevens



Michael Sullivan



Brenda Ulrich



Sean Wakely



Richard Wessler

Free Professional Headshots For Conference Attendees

Stop by the TAA Photo Booth on Friday or Saturday morning between 7:15 – 8:15 for a free professional headshot by Ladybug Photography by Bekky Murphy, LLC. TAA's Photo Booth will be located in the Stiha Room, to the right of Lumpkins Ballroom South. See map on back cover.

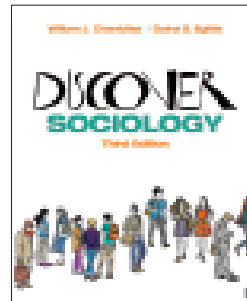




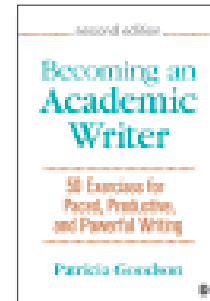
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Illustration by Ben Wiseman





FEATURED SESSION

**Saturday June 16
11:15 – 12:15**

**Beyond E-Books:
Writing and Designing
for Mobile Users**

*Including panelist
Chris Kenneally of
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The proposal deadline is October 8, 2018. For more information please visit:

TAAonline.net/taa-conference-call-for-proposals



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FIRST FLOOR:

Santa Fe Room: Thursday Reception, Mentoring

SECOND FLOOR:

Lumpkins North: Sessions

Lumpkins South: Sessions

Stiha Room: Sessions, Photo Booth

THIRD FLOOR:

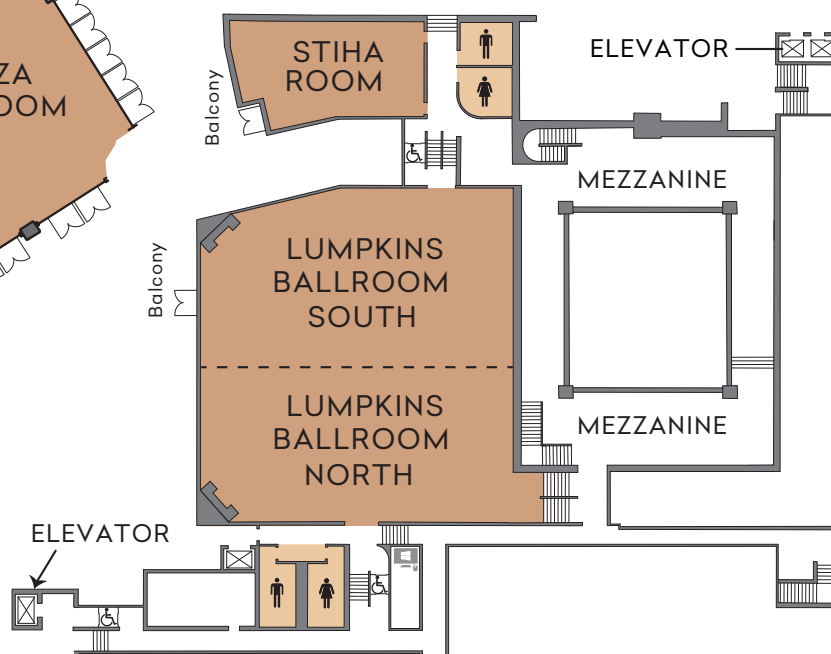
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