

32nd Annual



Textbook & Academic AUTHORING CONFERENCE

JUNE 14-15, 2019 ★ OLD CITY, PHILADELPHIA

Welcome to TAA's 2019 Conference!

*Connect, Communicate, Collaborate,
and Prepare to be Inspired!*



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Schedule at a Glance

Friday, June 14

- 7:00 – 8:15 **Registration & Continental Breakfast** Foyer, Franklin Ballrooms
- 8:00 – 8:15 **Opening Remarks** Franklin Ballrooms
- 8:15 – 8:45 **GeoPrimer: Philadelphia, A City of Firsts** Franklin Ballrooms
- 9:00 – 10:15 **Legal Issues for Independent Contractor Authors and Self-Publishers** Franklin
From the Blank Page to the Published Journal Article: Let's Practice Strategies to Ensure Success Hancock
- 10:30 – 11:30 **Textbook Features You May Not Be Thinking About—But Should!** Franklin
Managing to Collaborate on Your Writing Projects Hancock
- 11:30 – 1:00 **Lunch on Your Own**
- 1:00 – 2:00 **Organizing for Writing Productivity and Publication Success** Franklin
We Have the Code: Using Qualitative Coding Software to Enrich Data Analysis Hancock
Safeguarding Your Scholarship: A Librarian's Guide to Avoiding Predatory Publications Sherman
- 2:15 – 3:15 **Promoting and Marketing Your Book on a Budget** Franklin
Getting Started with Conducting and Writing a Systematic Review Sherman
Prevention, Detection, and Enforcement Against Digital Piracy of Copyrighted Scholarly and Pedagogical Works Hancock
- 3:30 – 4:30 **The Textbook Report 2019** Franklin
How a Faculty Scholarship Community Can Contribute to Your Scholarly Productivity and Personal Well-Being Sherman
Enhancing Your Writing with Visuals: The Benefits of and How to Design, Select, and Create Effective Visuals Hancock
- 4:45 – 7:00 **TAA Textbook Awards Ceremony & Reception** Franklin Ballrooms

Saturday, June 15

- 7:30 – 8:30 **Networking Breakfast** Franklin Ballrooms
- 8:15 – 8:30 **Saturday Welcome** Franklin Ballrooms
- 8:45 – 9:45 **Can My Publisher Do That?** Franklin
Efficiency with Style: Revising Your Manuscript at the Macro & Micro Levels Hancock
- 10:00 – 11:00 **Mergers and Acquisitions Among Publishers: Authors Need a Life Jacket** Franklin
Creative Scheduling: Strategic Tools to Optimize Productivity and Well-Being Hancock
Textbook Writing 101: Writing Basics for Aspiring Textbook Authors Sherman
- 11:15 – 12:15 **Why I Chose to Publish OER, What I Learned, and Do I Have Regrets** Franklin
Writing and Publishing Together: Strategies for Successful Professor-Student Collaborations Hancock
Sharpening Your Writing Tools Sherman
- 12:15 – 1:45 **Lunch on Your Own**
- 2:00 – 3:00 **Special Features of TAA Award-Winning Textbooks: From the Awardees** Franklin
New Options for Authors: University Press-Library Partnerships and the Impact on Scholarly Publishing Hancock
A Crash Course in Creative Commons Licensing Sherman
- 3:15 – 4:15 **Roundtable Discussions** Franklin Ballrooms
(See pages 13-14 for roundtable topics and descriptions.)
- 4:15 – 4:30 **Conference Raffle, Closing Comments, Group Photo** Franklin

TAA reserves the right to cancel or replace any session as circumstances require.

Friday, June 14

7:00 – 8:15

Registration & Continental Breakfast Foyer, Franklin Ballrooms

8:00 – 8:15

Opening Remarks Franklin Ballrooms

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

8:15 – 8:45 **Kick-Off Session**

GeoPrimer: Philadelphia, A City of Firsts

Franklin Ballrooms

Presenter: Robert Christopherson, author of *Geosystems*

TAA gathers in one of America's essential cities, primal in our history, source of so many threads that are in our country's cloth. Philadelphia nicknames portray this: "Cradle of Liberty", "Birthplace of America", "Athens of America", "Quaker City", "City of Brotherly Love and Sisterly Affection", and "Filthadelphia", a testament to industrial legacies. This is a city of U.S. firsts, among many: the first library, first hospital, first medical school, first stock exchange, first zoo, first business school, first Continental Congress, and of course, first national capital. This year's GeoPrimer captures this unique place and experience— "...youse want a cheesesteak, wit or witout whiz? Or, some scrapple? Whateva..."

9:00 – 10:15

Legal Issues for Independent Contractor Authors and Self-Publishers

Franklin **TEXTBOOK TRACK**

Presenter: Brenda Ulrich, Partner, Archstone Law Group PC, Intellectual Property Attorney

The world of textbook publishing is changing, and with it many of the legal issues authors need to consider. This session will explore legal issues in the "Post-traditional publishing contract world". Topics covered will include 1) Nontraditional contracts with major publishers: work for hire contracts, alternative contributor or independent contractor arrangements; 2) Contracts with smaller or non-traditional publishers and content providers: some things change, some things stay the same; 3) Self-publishing: wearing many hats; and 4) Open Source/Creative Commons. This will be an interactive session where Q&A will be encouraged.

From the Blank Page to the Published Journal Article: Let's Practice Strategies to Ensure Success

Hancock **ACADEMIC TRACK**

Presenters: Dannelle D. Stevens, Professor Emerita, Portland State University; Micki M. Caskey, Professor, Portland State University; Julie Reeder, Senior Research Analyst, Oregon WIC Program, Associate Editor, *Journal of Nutrition Education and Behavior*; Tamara Bertrand Jones, Associate Professor, Florida State University

In this hands-on workshop you will practice three key strategies designed to take you from the blank page to the published piece. From four accomplished faculty including three journal editors, you will engage in activities to identify the most compatible journal for your work, to structure carefully your article to meet its expectations, and, then, to respond appropriately to feedback from journal editors. In small groups, you will analyze a series of case studies so we can all share our wisdom and insight into a complex process.

10:30 – 11:30

Textbook Features You May Not Be Thinking About—But Should!

Franklin TEXTBOOK TRACK

Presenter: Kevin Patton, Professor Emeritus, St. Charles Community College

Many kinds of learning tools have been in mainstream textbooks for many decades: chapter objectives, review questions, problems, word lists, and more. But as instructional design of textbooks advances, informed by contemporary learning science, we realize that there are many more tools in the toolbox that are now available for use. This session explores some textbook features that you may not be thinking about—but should!

Managing to Collaborate on Your Writing Projects

Hancock ACADEMIC TRACK

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

This hands-on session will explore best practices and software tools for content management geared to academic 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. 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.

11:30 – 1:00

Lunch On Your Own

1:00 – 2:00

Organizing for Writing Productivity and Publication Success

Franklin TEXTBOOK TRACK

Presenter: Kenneth Campbell, Distinguished Teaching Professor, Monmouth University

This session will focus on helping authors and prospective authors meet their writing and publication goals through organizational advice and tips based on the presenter's personal experience completing and publishing a variety of works ranging from online essays to a number of textbooks and anthologies. This session will focus on both research and writing strategies, as well as time management techniques related to achieving your writing goals. The presenter will share insights from his experience working with editors and publishers, responding to the criticisms and suggestions of peer reviewers, and meeting deadlines. The session will also cover ways in which authors can present themselves that will enhance their chance for publication, the difference between a proposal that is accepted and rejected, and how to recognize times when an author needs to demonstrate flexibility and when to remain firm regarding your writing and vision for the project.

We Have the Code: Using Qualitative Coding Software to Enrich Data Analysis

Hancock ACADEMIC TRACK

Presenters: Laura Jacobi, Assistant Professor, Minnesota State University, Mankato; Felicia Moore Mensah, Associate Dean, Teachers College, Columbia University

Many people are apprehensive about using qualitative coding software for fear of missing important themes or concepts in their data. In this session, we will explore some of the pros and cons of employing such software. More importantly, we will offer strategies based on our experiences with using university or self-funded programs such as NVivo and MAXQDA, and also free programs such as QDAMiner, Microsoft Word, and Microsoft OneNote. Please come ready to share strategies you have found most beneficial in utilizing such programs and your process of qualitative data analysis.

Safeguarding Your Scholarship: A Librarian's Guide to Avoiding Predatory Publications

Sherman GENERAL TRACK

Presenters: Danielle S. Apfelbaum, Senior Assistant Librarian, Farmingdale State College; Derek Stadler, Assistant Professor, Web Services Librarian, LaGuardia Community College

With the recent launch of Europe's Plan S, an initiative mandating the open-access publication of all research funded by public grants by the year 2020, open access (OA) publishing is approaching a watershed moment. While OA has afforded legitimate publishers the opportunity to expand the reach and impact of their journals at no cost to readers, the same technology has also afforded predatory publishers an opportunity to exploit authors and their works. This presentation will provide easy-to-implement strategies for safeguarding your scholarship while embracing OA publishing. By the end of this session, attendees will be able to define the term "predatory publication," recognize indicators commonly associated with predatory publications, and utilize free and subscription-based tools for investigating publications. The principles of Plan S, as well as the implications of this initiative for scholars in both Europe and the United States, will also be discussed.

2:15 – 3:15

Promoting and Marketing Your Book on a Budget

Franklin TEXTBOOK TRACK

Presenters: John Bond, President, Riverwinds Consulting; Diane M. Harnish, Global Commercial Director, Primal Pictures at Informa; Kathleen Reid, Vice President, Medical Learning Commercial Leader, Clinical Solutions, Elsevier

Promotion and marketing of a book by the author is integral to the project's success. Who knows the book better than the author! During this interactive session, three marketing professionals from academic publishers will discuss ideas on how an author can become a partner in marketing at low or no costs. Suggestions will include promotional ideas, publicity, social media, digital initiatives, speaking, and other writing projects. Attendees will come away with over 21 ideas that they can implement, incrementally, to get started once the meeting concludes.

2:15 – 3:15 (cont.)

Getting Started with Conducting and Writing a Systematic Review

Sherman ACADEMIC TRACK

Presenter: Julie Reeder, Senior Research Analyst, Oregon WIC Program, Associate Editor, *Journal of Nutrition Education and Behavior*

Systematic reviews are an increasingly popular manuscript style, often garnering many citations when published. Yet more than 85% of these manuscripts get rejected at submission. In this workshop, taught by a journal editor who co-authored a set of systematic review guidelines, participants will actively engage in the initial steps of the systematic review process and learn to avoid the most common pitfalls that lead to high rejection rates. Through an interactive format we will work together to a) clearly differentiate a systematic review from other types of literature reviews, b) assemble your optimal review team, c) identify the 3 Ps to get your review started, d) use PICO to write a strong research question, and e) explore different methods for grading study quality. Participants will leave the workshop with the initial steps completed towards creating a publishable systematic review.

Prevention, Detection, and Enforcement Against Digital Piracy of Copyrighted Scholarly and Pedagogical Works

Hancock GENERAL TRACK

Presenters: Henrik Strandberg, Director, IP Protection Program, Pearson Education; Maureen Garry, Manager, IP Protection Program, Pearson Education

In this session, Henrik Strandberg and Maureen Garry from the IP Protection Program at Pearson Education will describe the shape and trends of digital piracy, and the nature and efficacy of detection, prevention and enforcement efforts both individually, and as an industry. Attendees will take away insights applicable to all types of content publishing. This session will cover:

- The mechanics and impact of automated search & enforcement services
- The rise and threat of digital counterfeit sites, and effective ways to stop them
- The impact of industry collaboration to fight piracy
- Changing business and delivery models to suppress demand for pirated works

3:30 – 4:30

The Textbook Report 2019

Franklin TEXTBOOK TRACK

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

In educational publishing, technology has become both a disruptor and a springboard for innovation. For today's authors, an understanding of the dynamic educational publishing industry is just as essential as subject matter expertise. Join veteran digital author and industry analyst June Jamrich Parsons for a top-level update on the forces currently shaping the textbook market. This year's presentation includes boutique publishers as well as the big five, and highlights issues, ideas, and trends that provide authors with the broad perspective necessary to negotiate, innovate, and create successful academic content.

Enhancing Your Writing with Visuals: The Benefits of and How to Design, Select, and Create Effective Visuals

Hancock GENERAL TRACK

Presenter: Janet Salmons, Independent Researcher, Writer, and Consultant, Vision2Lead, Inc.

While we typically focus on writing books, articles, and other materials, studies indicate that going beyond the written word to include images can greatly enhance the learning process. Images can help readers make sense of important points, see key relationships between

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concepts, show examples of the ideas in context, aid in better comprehension, and help the learner store information longer. This session will focus on generating original images specific to your content and constructed with your readers in mind, including drawings, diagrams, visual or geographic maps, and photographs. We will discuss and demonstrate both analog and digital approaches to generating images as well as review requirements for including images in publications and ways to work within constraints.

How a Faculty Scholarship Community Can Contribute to Your Scholarly Productivity and Personal Well-Being

Sherman ACADEMIC TRACK

Presenters: Amy Gratch Hoyle, Assistant Professor, Cabrini University; Alia S. Sheety, Associate Professor, Cabrini University; Dawn M. Francis, Associate Professor, Cabrini University; Lisa A. Ratmansky, Director of the Center for Inquiry, Teaching & Scholarship, Cabrini University; Michelle Yvonne Szpara, Associate Professor, Cabrini University

Faculty Learning Communities (FLC) have been defined as small, trans-disciplinary groups of faculty and staff who elect to focus on enhancing each other's teaching and learning capacities (Cox, 2003). While this framework provides a helpful way of envisioning an engaged learning community, it is largely focused on improving pedagogy and praxis. A small, cohort-based faculty learning group at Cabrini University has envisioned a complementary model that shifts the focus to promoting scholarship. In this interactive panel session, the panelists will lead a discussion about how participating in a Faculty Scholarship Community (FSC) contributes to enhanced productivity and well-being (Francis, Colbry, Gratch Hoyle, Ratmansky, Sheety, & Szpara, 2017; Stivers & Cramer, 2013). Through guided inquiry and reflection, this session will offer participants an approach to developing a community of writers who enable one another to grow their scholarly agenda in ways that can significantly impact their productivity.

Thank You to Our Conference Sponsors



TAA Awards Ceremony & Reception

Friday, June 14 4:45 – 7:00 Franklin Ballrooms

Join us in honoring the 2019 Textbook Award Winners. Thirty-one textbooks have been awarded 2019 Textbook Awards. Four received William Holmes McGuffey Longevity Awards, 17 received Textbook Excellence Awards, and ten received Most Promising New Textbook Awards. Works are judged by textbook authors and subject matter experts for their merits in four areas: Pedagogy, Content/Scholarship, Writing, and Appearance & Design.

Awards reception with drinks and hors d'oeuvres will immediately follow ceremony in the Betsy Ross Ballrooms.



2019 McGuffey Longevity Award Winners (College)



2019 Textbook Excellence Award Winners (College)



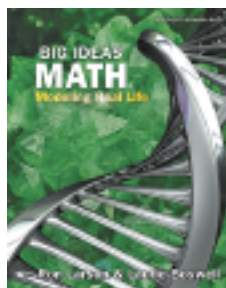
2019 Textbook Excellence Award Winners (College)



2019 Most Promising New Textbook Award Winners (College)



2019 Textbook Excellence Award Winners (K-12)



Saturday, June 15

7:30 – 8:30

Networking Breakfast Franklin Ballrooms

8:15 – 8:30

Saturday Welcome Franklin Ballrooms

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

8:45 – 9:45

Can My Publisher Do That?

Franklin TEXTBOOK TRACK

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

This session will address some common questions authors have about what prerogatives publishers have in respect to publication decisions, calculating royalty payments, marketing, etc. Juli Saitz and Sean Wakely will approach hypothetical examples from an industry insider and third party auditor's point of view.

Efficiency with Style: Revising Your Manuscript at the Macro & Micro Levels

Hancock ACADEMIC TRACK

Presenter: Erin McTigue, Academic Mentor & Writing Coach, The Positive Academic

Fast-writing and allowing messy drafts is often recommended as a productivity strategy for academics. But how do we most efficiently transform the resulting messes into coherent and powerful prose? In this interactive workshop, participants will take a messy draft of their choice and try out 3 macro-level revision strategies to hone overall logic and organization of the manuscript. Next, participants, working at the micro-level, will apply 3 revision tools for coherence and writing style. Participants will leave with both a sequential approach and individual tools for transforming their future drafts with efficiency. For those who don't bring their own messy drafts, two sample messy drafts will be provided to practice strategies and apply the tools learned.

10:00 – 11:00

**Mergers and Acquisitions Among Publishers:
Authors Need a Life Jacket**

Franklin TEXTBOOK TRACK

Presenters: Steve Gillen, Partner, Wood Herron & Evans, Intellectual Property Attorney;
Karen Morris, Judge, Professor, Monroe College

Learn about the recent history of consolidation in educational publishing. How does it impact an author's career? What can you do to prepare for the possibility? What should you do if it happens to you? What options exist if new relationships don't go well? Get answers to these and related questions, and ideas on how to survive well.

Creative Scheduling: Strategic Tools to Optimize Productivity and Well-Being

Hancock ACADEMIC TRACK

Presenter: Katy Peplin, Coach, Editor, and Community Builder

Whether you feel over-scheduled or are desperate for a little structure in your day, a more intentional approach to managing time can be a writer's secret weapon. This session provides a collection of tools to think about time, how you spend it, and how that does or does not align with your life writ large. You will learn how to: diagnose common time management patterns; introduce a wide range of strategies for scheduling, planning, and structuring time; and work through "hot spots" in any schedule (start of day, end of day, transition time).

Textbook Writing 101: Writing Basics for Aspiring Textbook Authors

Sherman TEXTBOOK TRACK

Presenters: Ameer P. Shah, Associate Professor, Stockton University; Laura Frost, Professor, Florida Gulf Coast University; Kevin Patton, Professor Emeritus, St. Charles Community College; Audrey Cohan, Senior Dean for Research and Scholarship, Molloy College

Interested in writing a textbook but don't know where and how to start? Join us for this panel session that will feature leading textbook authors who will address a comprehensive array of need-to-know information for first-time textbook authors. The audience will learn from personal vignettes as well as a contrasting diversity of perspectives within the panel. Questions will shed light on the crucial "A to Z" basics of the textbook writing and publishing process, including topics such as: the pros and cons of writing a textbook, what the process involves from initial idea to the published book, what kinds of ancillary services are needed, how to manage your time while juggling the daily demands in your academic position, what kinds of publishers are out there and how do I find one, and what upfront costs are involved in writing your first book.

11:15 – 12:15

Why I Chose to Publish OER, What I Learned, and Do I Have Regrets

Franklin TEXTBOOK TRACK

Presenters: Dave Dillon, Professor of Counseling, Grossmont College; Jeanne Hoover, Scholarly Communication Librarian, East Carolina University

Join us for a discussion on Open Educational Resources (OER) and open license publishing. Dave Dillon will share his journey in publishing an OER textbook, including what led him to OER; the advantages, disadvantages, and lessons learned; what types of author support was provided; and what he valued as benefits to this publishing option. He will also discuss his experience of remixing and expanding existing OER to publish new resources. Student and faculty responses from these textbooks and success and retention data will be shared. Scholarly Communication Librarian Jeanne Hoover, will discuss the OER adoption process, share how librarians can support faculty using OER, and provide resources for learning more about using OER in the classroom.

11:15 – 12:15 *(cont.)*

Writing and Publishing Together: Strategies for Successful Professor-Student Collaborations

Hancock ACADEMIC TRACK

Presenters: Laura Jacobi, Assistant Professor, Minnesota State University, Mankato; Alyssa Harter, Instructor, Winona State University; Cristy Dougherty, PhD Candidate, University of Denver

Professor-student writing and publishing projects can be a challenging process to navigate with authors at different stages in their careers. What roles should each play in the writing process? What strategies are effective in writing collaboratively? How should authorship order be determined? Such concerns may make professors and students avoid writing collaborations. However, if navigated well, writing together presents mentoring opportunities and likely results in publications. At this presentation, both professors and students will discuss their experiences in writing collaboratively and will share tips on how they navigated the process. This is an interactive session so please come to share what has worked for you.

Sharpening Your Writing Tools

Sherman GENERAL TRACK

Presenter: Eric Schmieder, Membership Marketing Manager, Textbook & Academic Authors Association

It's not enough to have the right tools for the job. You must be able to use them properly! This session will begin with a brief overview of some of the writing tools you may want to ensure are in your tool belt. We'll then focus the majority of the session on an open Q&A about how to get the most from those tools - best practices, quick tips, common pitfalls, and more. Bring your experiences and questions to the discussion.

12:15 – 1:45

Lunch On Your Own

2:00 – 3:00

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

Franklin TEXTBOOK TRACK

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.

New Options for Authors: University Press-Library Partnerships and the Impact on Scholarly Publishing

Hancock ACADEMIC TRACK

Presenters: Mary Rose Muccie, Executive Director, Temple University Press; Annie Johnson, Library Publishing and Scholarly Communications Specialist, Temple University

This session will discuss new opportunities for scholars looking to get their work produced and disseminated through university presses. Attendees will learn about the changes to both

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presses and libraries and how to navigate "library publishing" in partnership with a university press to advance their publishing careers. University presses have long been dedicated to publishing works that further scholarship and advance disciplines. Facing declining sales of scholarly monographs and cuts in financial support from home institutions, many are walking a tightrope trying to stay true to their scholarly mission while earning enough to stay viable. Now university libraries have joined in, not as purchasers but as publishers of scholarly content, offering new options and opportunities. Almost a third of the 140 members of the Association of University Presses now report to the library. And a growing number of libraries are developing publishing programs that support scholarship created within their university community.

A Crash Course in Creative Commons Licensing

Sherman GENERAL TRACK

Presenters: Danielle S. Apfelbaum, Senior Assistant Librarian, Farmingdale State College; Derek Stadler, Assistant Professor, Web Services Librarian, LaGuardia Community College

Did you know that over 1 billion works -- including scholarly articles and a growing number of academic textbooks -- have been licensed with a Creative Commons (CC) license? Though widely adopted, these continually-updated, legally-enforceable tools remain a mystery to academic writers. Many authors are unaware of the permissions afforded to them through the CC licenses, and many are unaware of permissions afforded to users when a specific CC license is applied to their work by an open-access publisher. By the end of this session, attendees will be able to understand how copyright and the CC licenses work in concert to protect authors rights while communicating additional permissions to users, identify and interpret each of the six CC licenses, determine how CC-licensed materials may or may not be used without permission in traditional and open publications, and select a license should attendees wish to openly license their work.

***Roundtable Discussions* 3:15 – 4:15**

All Roundtable discussions are held in the Franklin Ballrooms.

Brand U: Establishing and Promoting Your Professional Brand

Moderator: Amy DeLouise, Director, Producer, and Branding Consultant

If you are a busy textbook, academic or journal article author, this session is for you! Learn the strategies of telling your Brand Story. Find out the three types of social media posts and how to make them stick. Discover tools that can make your social sharing easier to do in a busy schedule. Find ways to build your digital community before you publish, so that you have an engaged audience for new works. This roundtable is led by brand guru Amy DeLouise, and is ideal for new and established authors alike, as well as anyone reinventing themselves in today's digital landscape.

Conquering the Literature Review

Moderator: Julie Peterson Combs, Professor, Sam Houston State University

Literature reviews offer an excellent publishing opportunity for early career academics, but many researchers frequently encounter roadblocks in the literature review process that can lead to frustration and delay in productivity. In this roundtable, we will discuss tips and tools for getting started, managing overwhelm, and organizing materials for greater publishing success.

Roundtable Discussions (cont.)

Developmental Editing for Undergraduate Textbooks

Moderator: Elsa Peterson, Freelance Developmental Editor

A Developmental Editor (DE) may be assigned to your textbook to perform a range of tasks, from analyzing competing books and vetting your proposal, to summarizing reviews, helping establish the chapter template, editing text (substantive edit, which precedes copyedit), selecting art and photos, and inspecting page proofs. The scope of DE tasks and development plan will depend on the publisher's budget and how much DE support a given project requires. As a liaison between author and publisher; the DE delves into the subject matter and sees the project from the author's POV while keeping eyes on the goal of bringing the book to market. Because the process takes many months, author and DE may begin to feel like family. Elsa Peterson, a freelance DE with more than 20 years in the field, will show how you can work productively with a DE as your textbook takes shape.

Project Management for Writing

Moderator: Erin McTigue, Academic Mentor & Writing Coach, The Positive Academic

Are you certain of the status of all your writing projects? How about those co-authors? Do you accurately predict finish dates? Or does writing feel more helter-skelter with deadlines sometimes creating panic? If the latter sounds familiar, join Erin for a discussion of applying project management principles to one's writing life.

Whose Voice? Your Voice? Why Not? You Can Infuse Your Voice Into Academic Writing

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

Why not add more voice to your academic writing? Sounds good, but, how? How do we maintain our scholarly rigor while bringing life and voice into academic writing? One worthwhile approach is to use creative strategies to find your passion and clarify your voice. In this roundtable you will practice freewriting and dialogue writing activities to bring voice and life to your scholarship. In addition, we will analyze examples of how others have maintained the balance between scholarly rigor and voice.

Evidence-Based Pedagogical Elements in Textbooks That Can Improve Student Learning

Moderator: Laura Frost, Professor, Florida Gulf Coast University

Are there elements that can be added to our textbooks that could assist with student retention and understanding? Might these elements encourage students to read our textbooks or faculty to adopt our textbooks? During this roundtable we will look at some textbook pedagogical elements and examine the education and cognitive science literature that underpins those elements, or not!

4:15 – 4:30

Conference Raffle, Closing Comments, Group Photo Franklin Ballrooms

One-on-One Mentoring (Penn)

For all attendees who preregistered for mentoring, the mentor sessions will take place in Penn right off the conference registration area. (See map on back cover.) A schedule of the mentoring sessions is available at the registration desk. Please note that all mentoring appointments were scheduled in Eastern Time.

Thank you to our conference mentors: John Bond, Steve Gillen, Erin McTigue, Felicia Moore Mensah, Katy Peplin, Zick Rubin, Juli Saitz, Dannelle Stevens, Mike Sullivan, Brenda Ulrich.



John Bond



Steve Gillen



Erin McTigue



Felicia Moore Mensah



Katy Peplin



Zick Rubin



Juli Saitz



Dannelle Stevens



Michael Sullivan



Brenda Ulrich

Free Professional Headshots For Conference Attendees (Adams)

Stop by the TAA Photo Booth in Adams on Friday or Saturday morning between 7:15 – 8:15 for a free professional headshot by Ladybug Photography by Becky Murphy, LLC. See map on back cover.



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Pearson

Illustration by Ben Wiseman



7 TAA Awards!



Congratulations to the authors of the seven SAGE titles honored with 2019 TAA awards. Our award-winning content attests to the impact of our authors' voices, as well as our commitment to evidence-based research, quality content, and innovative pedagogy. We look forward to celebrating our authors' success.



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Maureen.Foerster@TAAonline.net**

TAA's 33rd Annual Textbook & Academic Authoring Conference *in San Diego, California* June 12-13, 2020



We invite you to join us in 2020 at the Westin San Diego Gaslamp Quarter located in the heart of beautiful downtown San Diego, California!

The Westin San Diego Gaslamp has a Four Diamond rating by AAA, is ranked by Trip Advisor as one of Westin Brands' Top 10 hotels in North America, and Conde Nast Traveler readers voted San Diego one of the top 10 cities in the U.S.! Located less than three miles from San Diego International Airport, the Westin is just steps from the historic and vibrant Gaslamp Quarter, boasting of more than 150 restaurants, bars, shops, cafes and galleries. Also, only a 15 minute walk or short Uber ride to the popular Waterfront and Little Italy neighborhood!

Call for Proposals

TAA's 33rd Annual Textbook & Academic Authoring Conference

TAA invites the submission of presentations relevant to authoring and publishing textbooks, journal articles, academic books and monographs.

Topics of interest include:

- Time Management and Writing Productivity
- Tech Tools to Enhance Your Works
- Publishing Industry Updates & Trends
- Navigating Copyright and Permissions
- Savvy Contract and Royalty Negotiating & Monitoring
- Marketing Your Works and Creating Your Brand
- Authoring in an Open Access/OER Environment
- Non-traditional Paths to Getting Published

The proposal deadline is October 7, 2019. For more information please visit:
TAAonline.net/taa-conference-call-for-proposals

Thursday Reception:
Franklin & Jefferson

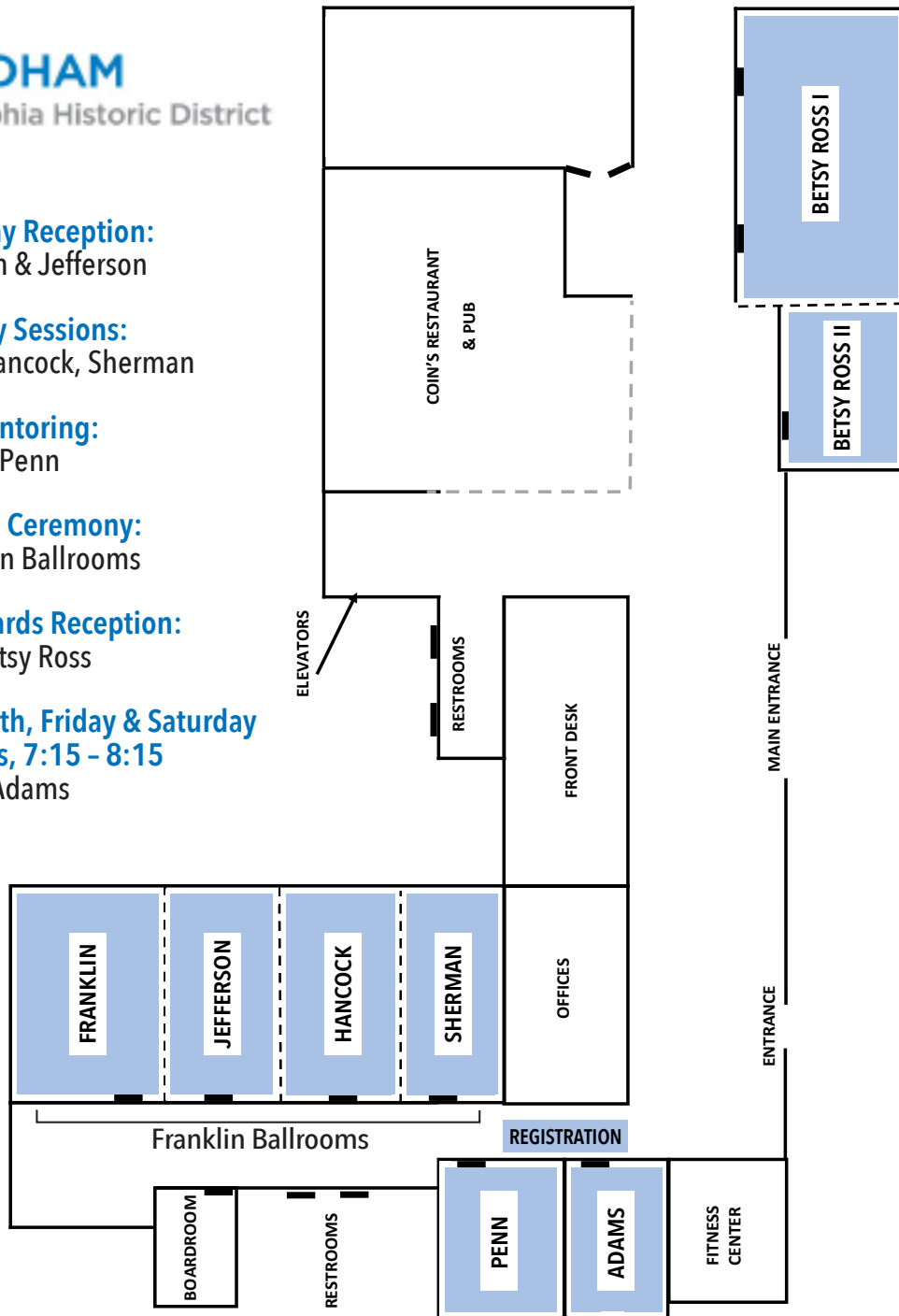
Friday Sessions:
Franklin, Hancock, Sherman

Mentoring:
Penn

Awards Ceremony:
Franklin Ballrooms

Friday Awards Reception:
Betsy Ross

**TAA's Photo Booth, Friday & Saturday
Mornings, 7:15 - 8:15**
Adams



TAA's conference is dedicated to providing a harassment-free conference experience for everyone. We do not tolerate harassment in any form of conference participants, presenters, sponsors, or staff. If you are being harassed, notice that someone else is being harassed, or have any other concerns, please contact a member of conference staff immediately.

