



# ANNUAL REPORT 2023



# PRESIDENT'S MESSAGE

Paul A. Krieger



**It's my privilege to enthusiastically report that we have had a banner year at TAA in 2023!** Thanks to the tireless efforts of our amazing new Executive Director, Kim Pawlak, and our two other new full-time staff members, Sierra Pawlak and Kiley Thornton, TAA has been flourishing and the future looks brighter than ever. I'm proud to report that we reached a record 3,000 members in the first week of December!

Allow me to highlight some important accomplishments this year. We sent out a membership survey that revealed that thirty-one percent of responders said they joined the organization for our benefits and services. The top three benefits rated as most valuable were: (1) educational webinars (31%), (2) our annual conference (18%), and (3) our monthly print newsletter, *The Academic Author* (14%). With the emergence of generative artificial intelligence (AI), we formed an AI Committee and sent out another survey to our members. Forty percent of responders reported using AI for various purposes. In response to the question "How have you used Generative AI?", the top three responses were: (1) to make my writing process more efficient (48%), (2) to improve the quality of my writing (35%), and (3) to write a first draft (30%).

In our fund-raising efforts, Michael Sullivan amazingly donated \$100,000 to fund a lecture series at the annual conference. This is the largest donation that TAA has ever received. Thanks so much, Michael! With the help of an attorney, we also updated our policies and procedures, bylaws, and standard forms to be sure that we are in compliance with what other 501 (c) (3) non-profit organizations are doing.

## President's Message cont.

In late January of 2024, we are planning a council member-staff retreat in Nashville, where we will be discussing and planning for the future of TAA. Most importantly, we are also very excited to be preparing for our first in-person conference since the pandemic! It will be held in Nashville in June of 2024 and we hope to see you there. We have a fabulous conference planned and the schedule is already posted on our new and improved website.

My hope is for TAA to remain true to its mission while also being at the forefront of all issues related to academic and textbook authors. It is truly inspiring to work with such a talented and dedicated group of leaders on TAA's Board of Directors. We make a wonderful team and I am excited to do my part to make TAA even better.

Sincerely,

**Paul A. Krieger**

*"I'm happy to say that after reading TAA's book on textbook publishing contracts and receiving advice from TAA members, I was able to make a counter-offer and receive a much better contract that I have now signed! Thanks again for your help and to TAA for being there. :-)"*

- Dr. Beverly Stein, Professor, Department of Music, California State University, Los Angeles

# TAA COUNCIL

## OFFICERS



**Paul Krieger**  
President



**Dione Taylor**  
Vice President



**Juli Saitz**  
Treasurer



**Brenda Ulrich**  
Secretary



**Kevin Patton**  
Past President

## COUNCIL MEMBERS



**Stacie DeFreitas**



**Nicole Dillard**



**Laura Frost**



**Laura Jacobi**

## AUTHORS COALITION REPS



**Rick Mullins**



**Jamie Pope**



**Michael Sullivan**



**Kim Pawlak**  
Executive Director

# TAA STAFF



**Kim Pawlak**  
Executive Director



**Kiley Thornton**  
Director of Membership  
& Programs



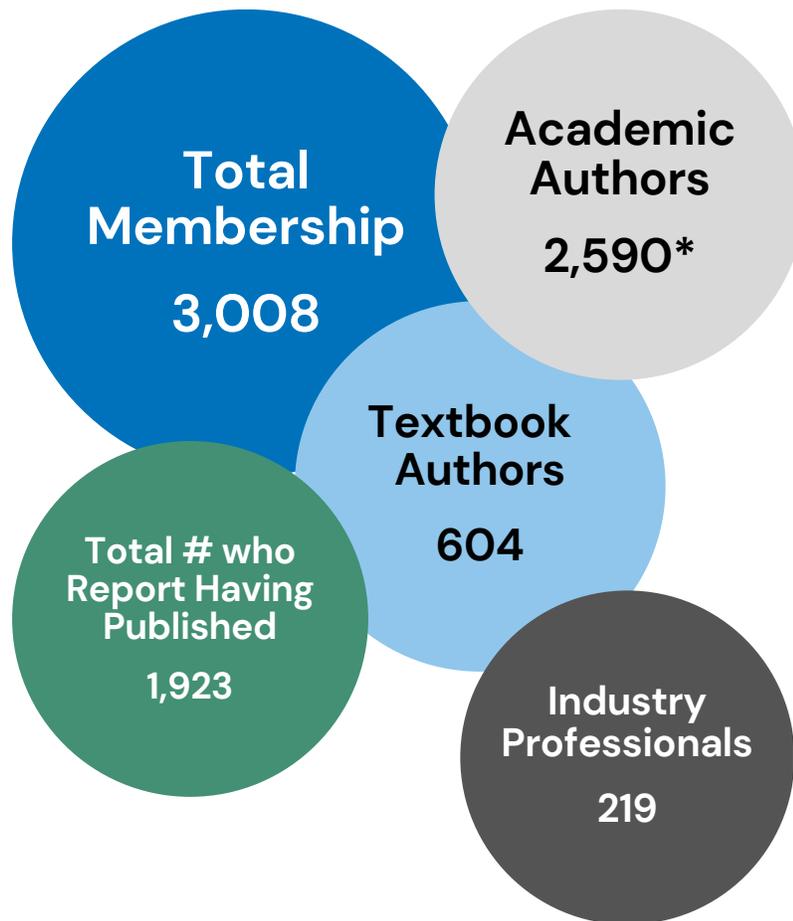
**Sierra Pawlak**  
Member Services  
Specialist

---

***“The TAA resources you provide strengthen my teaching and advising. I never miss an opportunity to capture your good work! :- ) Thanks for all you do!”***

**– Renee Blanchard, PHD, Academic Advisor & Adjunct Faculty, Human Development, Family Studies, & Counseling, Texas Woman’s University**

# MEMBERSHIP BY THE NUMBERS



## RECORD MEMBERSHIP

As of December 8, 2023, we had 3,008 members, representing record membership for the association. More than 600 new members joined this year alone. An effort by current members to give gift memberships to their colleagues and to promote membership among their network of textbook and/or academic authors, helped us achieve and surpass our year-end goal of 3,000 members.

This year was the first full year of membership subscriptions, with 87% of members currently automatic subscribers, which has increased member retention rates and reduced staff time and costs associated with the annual renewal process. •

\*Some members identify as both textbook and academic authors.

***“I want to tell you how much I appreciate you and TAA! You do amazing work, line up wonderful opportunities, and provide insights and inspiration! In short, you are awesome! Thank you so much.”***

**– Jo Isgrigg, PhD, Director,  
Office of Scholarship &  
Sponsored Projects, Pacific  
University**

# MEMBERSHIP RESOURCES

With 1,000+ member resources currently available on the TAA website and blog, our primary focus this year was on the delivery of virtual educational events.

Eight webinars were offered in 2023, as well as a virtual annual conference and a two-hour virtual workshop, all of which attracted a total of 175 participants.

In addition to a plan to offer a wider variety of webinar topics and an in-person annual conference, members will see an increase in the number of downloadable eBooks, templates and samples, and other educational resources in 2024.

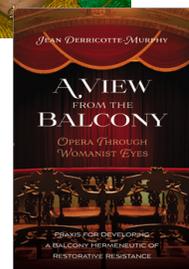
In October, TAA member Jean Murphy was awarded a \$1,000 [TAA Publication Grant](#) to cover manuscript editing costs for her academic book, *A View From The Balcony: Opera Through Womanist Eyes Praxis for Developing a Balcony Hermeneutic of Restorative Resistance*, which will be published by Cascade in early 2024.

“Being a member of TAA gave me access to resources and authors who gave pointers, encouragement, and the incentive to bring this book to completion,” said Murphy. “This grant validates all the time and effort spent to bring it to fruition and certainly assists with the cost of being an author.”

New this year is the ability for TAA members to apply for a [Travel Grant](#) to attend the TAA annual conference. Several members have already submitted applications. The goal of the travel grant is to provide all members with the chance to gain valuable education while making meaningful connections at our conference, regardless of ability to pay. •

Total # of new  
resources  
added in 2023

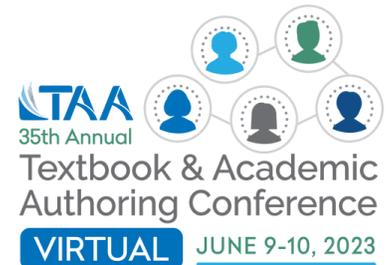
121



# 2023 Virtual Conference on Textbook & Academic Authoring

## 2023 TAA Virtual Conference Attracted 120 Registrants, Received Rave Reviews

More than 120 academic authors, textbook authors, and industry professionals participated in TAA's two-day 2023 Conference on Textbook and Academic Authoring, which was held June 9-10. The conference received rave reviews, including:



*"Thank you for an engaging and helpful session! Your specific examples from your own life were especially helpful, as well as the activities that made me think about my own writing."* – Jennifer Nelson (Empowering Joyful Writing by Tracey Hodges)

Special thanks to TAA Council President Kevin Patton; TAA Council Vice President and Conference Co-Chair Paul Krieger; TAA Council Past President Laura Frost; Kim Pawlak, Executive Director; Kiley Thornton, Director of Membership & Programs; and Sierra Pawlak, Membership Services Specialist, for moderating sessions and for their help in organizing and running this year's conference.

Thank you to all the presenters, mentors, attendees, partners, and supporters who created a truly memorable conference experience. A big thank you to Gold Partner Top Hat, and Bronze Partners, Archstone Law and Copyright Clearance Center, all of whom had representatives who participated actively in the conference as presenters and or mentors. •

## A Big Thank You to Our 2023 Sponsors

### GOLD SPONSOR



TOP HAT

### BRONZE SPONSORS



Archstone Law Group P.C.

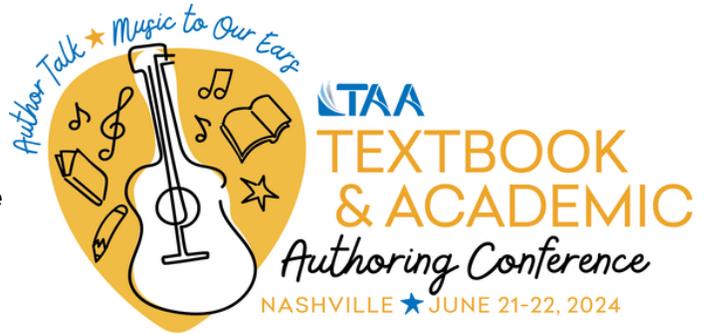
### SUPPORTERS



ROWMAN &  
LITTLEFIELD

# 2024 TAA Conference on Textbook & Academic Authoring

The 2024 TAA Conference Committee and staff are hard at work planning the [2024 TAA Conference on Textbook & Academic Authoring](#), which will be held in person for the first time in four years!



The conference will feature 17 general, academic, and textbook sessions; two workshops; 8 Ted-Talk-style sessions; “Brain Breaks” with lawn games, puzzles, and more; one-on-one mentoring by veteran textbook and academic authors and industry professionals; and much more!

[Join us in Nashville, June 21-22, for a fun-filled, interactive, educational conference!](#)

**Register as a VIP for exclusive perks!** Get better swag, a longer mentoring session, your registration materials delivered to your room so you can skip the registration line, and a chance to win a suite upgrade! VIP registration is \$350.

**General Registration is \$300.** Members receive \$50 off non-member registration rate and Graduate Students receive 50% off (discount codes do not apply to VIP registration).

## A Big Thank You to Our 2024 Sponsors

### PLATINUM SPONSOR

**XanEdu**  
A Scholarus Learning Company

### BRONZE SPONSOR

▀ ▀ ▀  
Archstone Law Group P.C.

Interested in sponsoring? View our [Sponsorship Opportunities](#) or email [Kim.Pawlak@TAAonline.net](mailto:Kim.Pawlak@TAAonline.net).

# WORKSHOPS & WRITING PROGRAMS

2023  
TAA Sponsored  
Workshops

18

Writing Gym  
Writing  
Program  
Participants

106

Month of  
Motivation  
Writing  
Program  
Participants

90

TAA sponsored 18 workshops at 15 institutions in 2023, and about 200 faculty benefited from participation in TAA's Writing Programs: the Month of Motivation, which provides daily motivational email messages and virtual writing accountability sessions; and the Writing Gym, a six-week writing accountability program that includes writing classes, tracking templates, and inspirational emails. •

*"The Writing Gym turned out to be one of the best decisions I made. During the first Writing Gym, I wrote a book proposal that had been languishing for over a year. Pitched it, and on the fifth try, a publisher accepted it. The second Writing Gym, I was able to get into a groove of drafting the first half of my book. I highly recommend anyone who feels like they're in a rut to sign up. It really helped me to stop spinning my wheels."*

– B. Seo, Texas Woman's University  
Institutional Member

# MEMBERSHIP OUTREACH

# of Members  
Who Have  
Engaged in One or  
More Member  
Activity•  
**1,029**

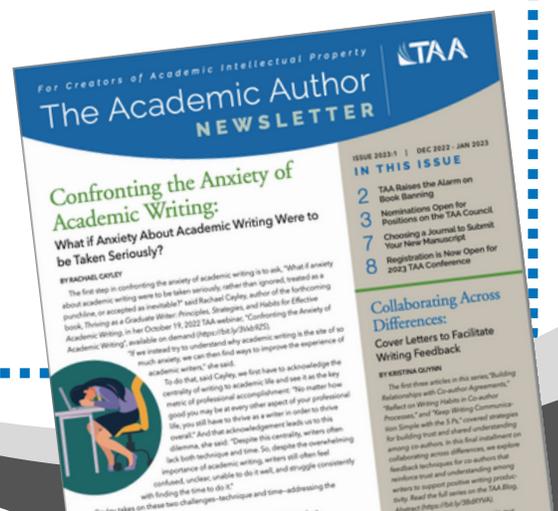


## MEMBER ENGAGEMENT

We made an effort this year to highlight the hundreds of resources available to TAA members and make them easier to locate.

- The [Member Resource Center](#) was redesigned and reorganized into different categories, including Get Informed, Get Connected, Get Involved, and Get Funded. New “connected-style” branding was employed across the website and in new member, renewal, and prospective member print pieces.
- In September, members began receiving weekly emails spotlighting TAA’s [archive of TAA eBooks](#), [templates and samples](#) and [on demand presentations](#). As of December 8, 99 members had downloaded eBooks, and 121 members had downloaded templates/samples (we aren’t currently tracking downloads of on demand webinars).
- New members receive a Welcome Video from Director of Membership Kiley Thornton.
- *The Academic Author* newsletter underwent a redesign and a refocus on article content and member news. [View the newsletter archive.](#) •

\*Based on trackable member activities.

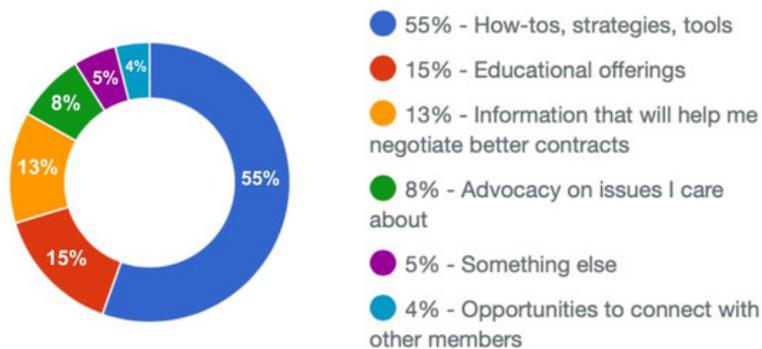


# MEMBERSHIP OUTREACH

## MEMBER SURVEYS

In preparation for a TAA Council-Staff Retreat in January 2024, members were surveyed about what they want more of and what they value.

The first survey asked members one question: "As a TAA member, what would you like more of?" with direction to select their primary one, received 101 responses, with the majority saying they want more how-tos, strategies, tools. [View article on full results.](#)



The second survey asked three questions to gain more information on what members value. It received 77 responses. Thirty-one percent of respondents said that their primary reason for joining TAA was to receive member benefits and services, and 30% said it was "to network with other textbook and/or academic authors." The majority of respondents (31%) said the member benefit most valuable them was webinars, with 18% selecting the Annual Conference as their most valuable member benefit. [View the article on the full results.](#)

*"Frankly, I think you're doing a great job now! TAA offers more services than [any] of the other professional organizations to which I belong."*  
- said one survey respondent

# MEMBERSHIP OUTREACH

## NEW MEMBERS

As of December 8, a total of 670 new members had joined.

New  
Members  
in 2023

670

New membership growth can be attributed to several outreach efforts, including :

- The addition of 13 new writing workshops by four new presenters.
- A two-hour workshop on October 4 by Erin McTigue, "Efficiency with Style: Revising Your Manuscript at the Macro & Micro Levels," that was open to members and non-members. Several new members joined as a result of participating in that workshop.
- A flat \$30 first-time member dues rate.
- A [\\$25 Gift Membership Program](#).
- A campaign asking members to help the association reach 3,000 members by the end of 2023. We met that goal on December 6!
- Promotion at HBCU Faculty Development Network Conference October 26-28th. Special thanks to PVAMU Institutional Member Laurette Foster, Director of the Center for Teaching Excellence at PVAMU and Executive Director of the HBCU Faculty Development Network, for displaying TAA materials and doing a personal presentation on the TAA website and benefits of membership.
- An ad on the Society for Scholarly Publishing website, which experiences more than 700,000 sessions per year generating an average of 12,000 pageviews per month. Visitors come from 185 countries worldwide. •

# BUSY TAA PEOPLE

**Our members have been BUSY this year!** Take a look at what TAA members have been up to in 2023.

- Dr. Beverly Stein, a professor in the Department of Music at California State University, Los Angeles, signed a contract with Rowman & Littlefield in May 2023 for a textbook entitled, *Unlocking Meaning in Art Song: A Singer's Guide to Practical Analysis Using Schubert's Songs*, to be published in June 2024.
- Brenda Ulrich and Zick Rubin, publishing and intellectual property attorneys with Archstone Law Group, PC, were named to the 2024 Edition of Best Lawyers in America®.
- Juli Saitz, a Certified Public Accountant at HKA, has received a Recommended ranking by Who's Who in Legal, which identifies the foremost legal practitioners in multiple areas of business law.
- Jean Derricotte-Murphy, D.Min., Ph.D, is under contract with Cascade Books to publish her first book, *A View From the Balcony: Opera Through Womanist Eyes*, in early 2024.
- Margarita Huerta, PhD, writer and Founder of Real Academics, reached the 1,000 mark for citations on her Google Scholar profile on August 25, 2023.
- Thomas Luke, Ph.D., was granted nine distinguished Christian academic awards from Chaplains College School of Graduate Studies, seven of which are literary awards for his Ph.D. dissertation book, *Invisible Wounds*.
- The 5th edition of TAA Council Vice President Paul Krieger's book, *A Visual Analogy Guide to Human Anatomy & Physiology*, published by Top Hat, is being transformed into a completely digital and interactive book.
- Barbara Price's book with biochemist Katherine Reid, which is titled, *Fat, Stressed, and Sick: MSG, Processed Food, and America's Health Crisis*, was accepted by Rowman & Littlefield in Fall 2022, with a publication date of September 2023.
- TAA Sisters of the Academy Chapter Member Dr. Dannielle Joy Davis, received the Dr. Jonathan C. Smith Faculty/Staff Appreciation Award from Saint Louis University on February 24, 2023. •

# TAA COMMITTEES

## DEI COMMITTEE

Laura Frost, Chair  
Steve Barkan  
Stacie DeFreitas  
Nicole Dillard  
Shawn Nordell  
Brian Shmaefsky  
Dione Taylor  
Pilar Wyman



The DEI Committee held a TAA Conversation Circle on April 26 on the topic of DEI in Textbooks and Academic Materials. This generated some excellent discussion around DEI Editors for textbooks, which we have explored further in committee. The committee is interested in continuing to explore how these are used by various publishers and what actually is best practice.

The Committee also hosted a Roundtable Discussion at the 2023 TAA Annual Conference in June to generate ideas about what they should be working on in the next year. Some of the ideas discussed were guidance on Land and Labor acknowledgements, revising its online resource document, and launching the diversity survey. The Committee is currently in the process of revising the 2020 Diversity Survey to launch in 2024 to better support the interests of the membership. Other activities included developing a set of roles and responsibilities for members of the committee and submitting guidelines for a new TAA Award, the Social Justice Award, which will be launched next year.

The Committee's plans for 2024 include launching the 2024 Diversity Survey, having a presence at the Saturday Breakfast at the 2024 TAA Conference, updating the resource document on the website, writing a DEI-related article for the newsletter, and recruiting at least one new committee member. •

# TAA COMMITTEES

## AI COMMITTEE

Bertha Amisi  
John Hodges  
Jocelyn Nelson  
Vernetta Mosley  
Barbara Price  
Margaret Reece  
Linda Tucker  
Brenda Ulrich



A 9-member AI Committee was formed in July 2023 to discuss issues around AI and authoring and to help develop resources for members. The committee was developed from a Roundtable Discussion on AI at the 2023 TAA Virtual Conference. (One Committee Member, Jessica Gullion, left in November. We thank her for her service!).

In September, the committee developed and sent a survey to TAA members regarding their use of generative AI. The goals of the survey were to identify members' use of AI and report that back to the membership and to identify individual members willing to share how they are using AI by writing blog articles, presenting webinars, and presenting a session at the TAA Annual Conference. Eighty-two members responded to the survey.

[Read the full article](#) on the results of the survey. A second article, with more detail on members' use of AI for authoring, [can be read here](#).

The Committee is currently working on developing a position statement on generative AI and will be sending a second survey about members' interactions with their publishers on generative AI.

Several members are working on creating short videos illustrating their use of generative AI, and writing blog articles on the topic. TAA's [2024 Textbook & Academic Authoring Conference](#), which will be held in Nashville, TN, June 21-22, will also feature sessions on the topic of generative AI. •

# TAA COMMITTEES

## CONFERENCE COMMITTEE

Dione Taylor, Chair  
Kevin Patton  
Micki Caskey  
Erin McTigue  
Julie Combs

Donna Battista  
Kristen Cvancara  
Stacie DeFreitas  
Dannielle Apfelbaum

The Conference Committee assisted staff in developing the program for the [2024 TAA Conference on Textbook & Academic Authoring, which will take place in Nashville, TN, June 21-22.](#)

## PERSONNEL COMMITTEE

Dave Dillon, Interim Chair  
Ronald Pynn  
Dione Taylor

The Personnel Committee worked with Executive Director Kim Pawlak to develop and approve a new TAA Employee Handbook this year.

---

*"I started my writing relationship with Handwoven Magazine as an outcome of one of your summer writing camps and now I am involved with writing columns for them with my colleague Cynthia Evetts. I think so far I've had five publications with them and they're an international publication. We got four more to go. It's been a ton of fun. I think your organization is really helped me. I went one to one of the conferences in San Antonio and it really fired me up. I think I'm somewhere between 50 and 60 publications now."*

**- Tina Fletcher, Texas Woman's University Institutional Member**

# DONOR RECOGNITION

## Michael Sullivan Donates \$100,000 to Fund Lecture Series, Matching Gift Challenge

A generous gift from mathematics textbook author and long-time member Michael Sullivan will fund an annual lecture at the TAA annual conference and a 1:1 matching gift challenge to encourage additional gifts to support the association.



His \$100,000 donation is the largest gift TAA has ever received. Michael is a past-president of the TAA Council, served several terms as TAA Council Treasurer, and has been a long-time member.

"Michael's gift will allow TAA to provide a top-notch lecturer with expertise on the textbook or academic authoring and publishing industry to further our mission of supporting textbook and academic authors in their authoring pursuits," said TAA Executive Director Kim Pawlak.

One-half of the gift, \$50,000, will be used to fund the Michael Sullivan Lecture on Textbook & Academic Authoring, honoring the life and work of Michael Sullivan, who has authored or co-authored more than 120 mathematics textbooks, many of which have been published in multiple editions.

The Lecture will provide a forum for textbook and academic authors to learn from veteran textbook and academic authors and other academic and textbook authoring and publishing experts. It will feature an invited lecturer whose textbook or academic authoring accomplishments are prolific, award-winning, and highly engaging and inspiring, or whose experience in the textbook or academic authoring or publishing industry qualifies them as an expert. The first lecture will take place at the 2025 TAA Conference.

The other half of the gift, \$50,000, has been used as a matching gift challenge to encourage additional gifts to support the association. Gifts to the TAA Conference Travel Grant Fund, TAA Webinar Program Fund, or unrestricted gifts are matched 1:1 up to \$50,000.

Contributions to each of these funds makes a direct impact on TAA's operations, provides high quality resources to members, and supports members in need.

*"I have been involved with TAA for about 35 years and have watched the organization evolve from a membership of 30 to over 2,500," said Sullivan. The importance of TAA to the textbook and academic publishing community is notable. But as a nonprofit, TAA must rely on its membership for support beyond dues if it is to continue its role as the only organization dedicated to textbook and academic authors. I hope my gift to TAA will inspire others to help TAA continue its work on behalf of authors."*

Michael Sullivan had a long teaching career at Chicago State University as Professor of Mathematics, from 1965 to 1997. His love of teaching spurred him to write textbooks, with his first textbook *Finite Mathematics*, published in 1972. He has since authored more than 120 textbooks in mathematics, including *College Algebra*, *Trigonometry*, *Precalculus*, *Business Calculus*, *Engineering Calculus*, and *AP Calculus*. His textbooks are used in high schools and universities across the United States and have been translated into a variety of foreign languages, including Chinese, Spanish, Portuguese, and Greek. TAA chose several of his texts to receive the McGuffey Longevity Award and honored him with its Lifetime Achievement Award in 2007. He is a long-time member of TAA, and has served as TAA Council President and Treasurer, and is currently TAA's representative to the Authors Coalition. He continues to author textbooks, but also enjoys travel, tennis, and gardening. He divides his time between living in Naples, FL and Oak Lawn, IL. •

**THANK YOU,  
MIKE**

# THANK YOU, DONORS

TAA members have donated \$9,845 so far this year, all of which were doubled for a total of \$19,690. Donations to TAA's newly-created TAA Conference Travel Grant Program has reached \$1,395. We are still hoping to reach our goal of \$50,000 to receive Michael Sullivan's matching gift, the deadline of which has been extended to July 1, 2023 to give more time to engage prospective donors. [Make your gift today!](#)

TAA is grateful to the generosity of those who have made gifts so far. We appreciate your support!

## TAA Conference Travel Grant Program

Robert Christopherson  
Bruce Edwards  
Paul Krieger  
Kevin Patton  
Nilsa Perez-Cabrera  
Jaime Pope  
Thomas Heinzen  
Theresa (Terry) A. Thompson  
Ruth Werner

Total Gifts  
to Date  
\$1,395

Doubled  
To  
\$2,690

## Webinar Program

Dana Loewy  
Joan Saslow

Total Gifts  
to Date  
\$200

Doubled To  
\$400

## General Fund\*

Anonymous (2)  
William Callister, Jr.  
Julie Combs  
Dr. Helmut and Susanna Epp  
Pat McKeague  
Glenn Ellen Stilling  
Michael Timmons  
Brenda Ulrich

Total Gifts  
to Date  
\$8,250

Doubled  
To  
\$15,500

• Funds donated to be used at the discretion of TAA leadership towards greatest need.

# THANK YOU, VOLUNTEERS

A large part of TAA's success can be attributed to the generosity of so many members who volunteer on the TAA Council and Committees, write articles for the TAA Blog and newsletter, present webinars and conference sessions, and provide their expertise as intellectual property attorneys, academic coaches, editors, accountants, and publishers.

## A BIG THANK YOU to everyone who contributed to TAA's success in 2023:

Dannielle Apfelbaum	Bec Evans	Rebecca Paynter	Phil Wankat
Bertha Amisi	Laura Frost	Robert Pesce	Derek Weber
Mary Beth Averill	Patricia Goodson	Lisa Peterson	Wendi Zimmer
Donna Battista	Jessica Gullion	Jamie Pope	
Steven Bell	Christina Gushanas	JoNataye Prather	
John Bond	Dave Harris	Barbara Price	
Michelle Boyd	John Hodges	Gregory J. Privitera	
Kenneth Campbell	Tracey Hodges	Ron Pynn	
Frاند Carrion	Margarita Huerta	Kristina Quynn	
Micki Caskey	Chris Iverson	Margaret Reece	
Rachel Cayley	Laura Jacobi	Michelle Rivera-Clonch	
William Cleveland	Christopher Kenneally	Juli Saitz	
Julie Combs	Fred Kleiner	Jessica Sarra	
Elizabeth G. Creamer	Paul Krieger	Denise Seguin	
Cheryl Cullier Casey	Paul Lu	Tracy Spies	
Kristen Cvancara	Erin McTigue	Chris Smith	
Stacie DeFreitas	Vernetta Mosley	Noelle Sterne	
Nicole Dillard	Rick Mullins	Dannelle Stevens	
Dave Dillon	Jocelyn Nelson	Laura Stevens	
Dan Ehrenfeld	Shawn Nordell	Michael Sullivan	
	Karen Morris	Dione Taylor	
	Kevin Patton	Lily Todorinova	
		Linda Tucker	
		Christine Tulley	
		Brenda Ulrich	

# CONTACT INFORMATION



507-459-1363

TAAonline.net

info@TAAonline.net

PO Box 337  
Cochrane, WI 54622

# THANK YOU