

MARY ELLEN LEPIONKA Workshops for Authors—Topics

I. Textbook Publishing

- The college textbook publishing industry today
- The economics of textbook publishing
- The textbook publishing process and cycle
- The future of higher education publishing
- Finding the right publisher for your textbook
- Reviewing and contributing
- Authoring supplements for students and instructors
- Populating web sites and digital media
- Preparing a prospectus, book outline, and sample chapters
- Negotiating an author agreement
- Working with coauthors and editors
- Custom publishing and self-publishing

II. Textbook Writing and Development

- Understanding your audience and mission
- Market research in higher education
- Developing your story
- Finding your voice and style
- Developing a pedagogy plan
- Developing chapter apparatus and feature strands
- Developing a supplements plan
- Writing appropriately and well
- Preparing manuscript
- Managing length and schedule
- Doing permissions right
- Writing specs and captions
- Preparing figures, tables, and photos

III. Evaluating Textbooks

- Matching textbooks to the students
- Matching textbooks to the course
- Difficulty level and readability
- Table of Contents
- Length, format, and price
- Content area standards
- Pedagogy and apparatus
- Front matter and end matter
- Supplement packages
- When to consider not using a textbook