



SEDA PUBLICATIONS

THE SEDA RANGE OF PUBLICATIONS (www.seda.ac.uk)

- Educational Developments
- Innovations in Education and Teaching International (IETI)
- SEDA Papers
- SEDA Specials
- SEDA Books

AIMS, APPROACHES AND AUDIENCE OF EACH PUBLICATION

The audience for all SEDA Publications is predominantly staff and educational development professionals and academics in UK higher education, although some contributors come from outside the UK and many copies are sold abroad.

Educational Developments (www.seda.ac.uk/eddevs)

Innovations in Education and Teaching International (IETI)

IETI is a well-established referenced scholarly journal with a distribution of nearly two and a half thousand throughout the world, in both hard copy and electronic format. Most editions contain a range of essays focusing on learning issues and practices and ranging from state of the art learning technologies and alternative and innovative strategies (among others). Both subject practitioners and educational developers write for and read the journal.

Essays are usually 4-5,000 words, and case studies or opinion pieces shorter at 2,000 words. All submissions are dual refereed. Those writing essays are encouraged to discuss themes, arguments, innovations and writing styles with the editors Gina Wisker and Phil Barker, and to respond constructively to referees' comments after submission, and resubmit if necessary. The key issue for us is innovation of the startling or rather more general kind and how far the learning and teaching achievement etc. developments discussed can be useful for others. Research based and practice based papers are sought equally.

IETI is published in conjunction with Taylor and Francis.

SEDA Papers (www.seda.ac.uk/publications)

Papers will generally draw together good practice, ideas, case studies, etc. offering a variety of approaches and perspectives. Papers will usually have a shelf life of at least two or three years or more from the date of publication. The initial print run of most *SEDA Papers* will be approximately 300 copies. SEDA Papers can be up to 120 pages in length, c. 30,000 to 50,000 words. This may be by a single author or multiple authors contributing up to 15 papers of about 2,500 - 5,000 words to an edited collection (within the overall size limit). Where possible, the 'Optimum' font should be used. Editors may contribute papers to their collections, but should also provide an introduction which guides readers through the collection (which may also be sub-divided into sections, each with an introduction) and which introduces readers to the main issues.

“Traditional” papers should include one or more of the following:

- original work of a research or developmental nature
- surveys of current or recent work
- proposed new methods or ideas which are well elaborated and argued.

Case studies should be reports about work undertaken on an international, national, regional or local basis. They are likely to include the following:

- a background scenario
- a clear statement of the purpose of the work
- who was involved, what happened and what deductions can be made
- examples of materials used
- the implications of the work reported.

Opinions are shorter and are likely to include one or more of the following:

- research or development work which is at an early stage (the contribution is signalling that the work is in progress)
- articles of a speculative nature
- proposed new methods of working.

SEDA Specials (www.seda.ac.uk/specials)

Specials will address themes of particular contemporary interest, often with a relatively short shelf life compared to Papers, or with a particularly limited audience. They may also be more controversial and opinionated than Papers. Or it may be simply that the SEDA Specials format fits the topic particularly well, and because they are shorter and usually less complex than Papers, they can be written and published particularly rapidly (relatively speaking, of course). SEDA Specials can be up to 48 pages in length c. 12,000 - 20,000 words and will generally be short monographs by a single author, though more than one author is acceptable. They are never edited compilations.

SEDA Books

These are published in conjunction with RoutledgeFalmer, part of the Taylor and Francis Group. They will normally be of broad interest in higher education, and have an international relevance, through, for example, contributions from overseas authors. Taylor & Francis have their own acceptance and editorial procedures, and layout requirements.

Refereeing

All SEDA Papers and Specials are refereed. Every idea/proposal is read and considered by the whole of the Papers Committee. The process is as follows:

- **Ideas stage** – all ideas are refereed by the whole Papers Committee on first application/outline and feedback is given.
- **Proposals stage** – Full, Structured proposals, indicating chapters/headings and foci are requested from potential authors and refereed.
- **Advisory Editor stage** – the Advisory Editor will take the proposal forward and work with the author to get to the final copy/formatting stage. The Advisory Editor process provides continued refereeing with support from extra Advisory Editor from within the Papers Committee.

SEDA PUBLICATIONS CONTACTS

If you are interested in contributing to any of these SEDA Publications you may contact the SEDA Office or one of the Editors.

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SEDA PUBLICATIONS ROLES and RESPONSIBILITIES

SEDA Papers Committee formulates the Publications Strategy in line with the SEDA Values and Mission. The overall aim of the Committee is to publish a range of practical publications of use to staff and educational development professionals and academics in UK higher education. This involves commissioning of SEDA Papers and Specials and the Committee will referee all proposals for publications. Members of the Committee are responsible for acting as publication Advisory Editors (see below), and normally also become involved in editing, writing and contributing to SEDA Papers and Specials.

The Publications Chair has primary responsibility for communication between Executive and the Committees in the Publications Cluster, and in linking between the Committees themselves. The Chair provides advice and support to other Committee Chairs and assists in translating the SEDA Strategy into a range of publications in support of that strategy. The Chair also liaises with the Chairs for the Accreditation cluster and the Conferences and Events cluster, and with the SEDA Office.

Through membership of the SEDA Finance and Administration Committee which oversees the business and financial planning of the Association, the Chair articulates and brings together the business planning and financial forecasting for the cluster.

The Publication Advisory Editor has a developmental role acting as a critical friend whose task is to help authors and editors steer their work to successful publication.

SEDA publications are not generally learned publications but helpful, practitioner-based ones, so the aim is to break down the content into bite-sized chunks with a simple layout. The role of the Advisory Editor is:

- to advise the author on structure, style, format, length and the way the work should be presented
- to encourage new authors
- to work with authors and editors through involvement from an early stage in the life of the publication
- to quality assure the content and to act as a referee, asking for second opinions as and when needed or appropriate. The aim should be to do this as the publication progresses to pre-empt any problems which may arise, for example, editors promising inclusion to contributors before the whole publication has been agreed.
- to refer to the Committee Chair as Senior Editor if the publication is not felt to be meeting SEDA quality requirements.
- to judge the size of the publication to meet SEDA requirements - this is purely pragmatic and to do with the costs of production
- to ensure that repetition is avoided in multi-authored publications
- to approve the final draft before it is sent to SEDA Office for formatting.

Editors also have a role as a referee, guaranteeing relevance and quality.

SEDA contracts a professional administration service to provide support for their activities. The specific role of the **SEDA Office** in relation to the Publications Committee is to:

- service the Committee
- format publications and arrange proofreading and printing
- manage publications sales, stock and invoicing

- distribute publications to reviewers and members
- handle copyright queries
- notify Whitakers and obtain ISBN numbers
- produce publications sales figures and income and expenditure information
- produce and distribute publications lists and order forms

PROCESS FROM PROPOSAL TO PUBLICATION

It is expected that potential authors will take the trouble to look through some recent examples of both series. Remember, all SEDA Publications are refereed. Editors and contributors need to be aware of this - inclusion is not inevitable.

- 1 Titles and themes of Papers and Specials can be suggested to a member of the Papers Committee, or via the SEDA Office. The Chair of the Committee is happy to discuss potential proposals by email or over the phone. All proposals are considered by the Committee. The Papers Committee normally meets four times a year - in February, May, October and December. On occasions the Publications Committee may commission publications.
- 2 If you would like to submit your ideas about a new paper for consideration by Publications Committee, please include the following in your proposal:
 - A provisional title for the Paper / Special, indicating which series.
 - A draft contents list, section headings etc. For an edited publication you should have the titles of enough contributions to give the 'flavour' even if you are still trawling for further contributions.
 - A brief synopsis of the book i.e. your reasons for writing / editing it. Why is it needed? Is it topical? Does it present new ideas / models / processes? What arguments will be developed or presented.
 - An outline of the market. Who are you writing it for? An experienced practitioner or someone new to the subject? Lecturers or Staff Developers?
 - The anticipated length.
 - The timescale you intend to work to.
 - Please include short biographical details on the authors, editors or contributors.
 - If your paper has been commissioned you will be given guidance on these topics by your Advisory Editor / series editor.
- 3 If your proposal is accepted you will receive a letter of confirmation from the Co-Chairs of SEDA. You will also be assigned an 'Advisory Editor' - a critical friend whose task is to help you steer your work to successful publication. Your Advisory Editor will also act as a referee. All Advisory Editors are members of the Publications Committee (see 'role of the Advisory Editor'). You are urged to make contact with your Advisory Editor at an early stage in the process.
- 4 The Committee may refer a proposal to the General Editor of the SEDA Books series, to the Editors of Educational Developments or the Editors of IETI if they feel this is appropriate.
- 5 Whilst writing or editing your paper work with your Advisory Editor until they have seen and approved a final draft. Please be aware of the guidelines on format of SEDA papers, particularly with regard to references (see below).
- 6 **Send your final draft to the SEDA Office as a hard copy and on disk in MS**

Word Rich Text Format or ASCII. Please ensure that each chapter of the paper is saved as a separate document on the disk.

- 7 The paper will now be formatted and sent to the proofreader. Any corrections or missing references will be returned to the author / editor. Please note that delays in the publication process are most frequently caused by missing or incorrect references.
- 8 At this stage the author / editor will be asked to provide a brief flyer (half A4) for marketing purposes.
- 9 When the publication is received from the printers copies will be sent to authors / editors, to publications for review, and to all SEDA institutional members as one of their membership benefits.

FORMAT

The following notes were designed for those authors who are contributing to an edited collection - a SEDA Paper. However they apply equally to single author Papers and SEDA Specials as well and will help you to prepare copy that can move more rapidly through the production process.

Please do not spend a lot of time formatting your publication to make it look like a SEDA Paper. However, there are several things you can do to aid the final formatting of your paper.

Please use no more than four levels of headings and follow this format:

Use This Format For Chapter Headings Only

Use this format in sections within the chapter

This style is for sub-sections

And this is for the unlikely event of you needing to use sub-sub-sections. Use this format for headings for figures and tables too.

Papers and Specials will be published in A4 format. They are not usually heavily referenced, but those references used should be collated into a bibliography at the end of the publication. It is therefore vital that all references stick to the same convention. Brief biographical information on each contributor (2 or 3 lines) should be provided at the end of each contribution.

Please use the following style for references:

Brew, A. (1995) *Directions in Staff Development*. Buckingham; SRHE/Open University Press.

Laycock, M. (1993) Enterprise in Higher Education and Learner-managed Learning: the use of learning contracts. In N. J. Graves (ed) *Learner Managed Learning: practice, theory and policy*, pp37-58. Leeds; Higher Education for Capability.

Haffenden, L. (1990) Planned Educational Change in Colleges of Further Education: the strategic elements. *Journal of Further and Higher Education*, 14(3), pp12-27.

Finally, the minutiae:

- Please leave only **one** space after full stops.
- Please don't use the space bar to indent or align text (use the tabs or format commands).
- Try not to use **bold** unless it is absolutely necessary.
- Use *italics* in preference to underlining.
- Keep the use of capital letters to the minimum.
- Avoid footnotes - use the social science system of referencing. If you do have to use notes, please use endnotes.
- Illustrative materials, diagrams and graphs are welcomed. Figures, drawings or illustrations which are not in an electronic format need to be 'camera-ready' - please print them on a laser printer with at least 600 dpi resolution - and no larger than 16cm x 22cm.

ROYALTIES / COMPLIMENTARY COPIES

SEDA does not pay your expenses or any royalties - any profits subsidise this and other SEDA activities. However, single authors and editors will each receive three complimentary copies and contributors are invited to purchase copies at half price. We can provide each contributor with three offprints of their contribution. Please note that SEDA can **not** provide complimentary copies to contributors, and this must be made clear by editors when canvassing for contributions. Alternatively, as editor you may be able to find a means to purchase complimentary copies for contributors, for example, through your institution, professional body, etc. The Chair of the Papers Committee may be able to give a special bulk purchase price in such a case.

AFTER PUBLICATION

Now it is in print, ten things you can do

- Use the marketing flyer yourself at conferences, seminars etc. (remember to include the SEDA Office address, e-mail address and Publications www address to facilitate purchases).
- Purchase a substantial number of copies at a discount yourself, for distribution in your discipline/organisational network.
- Recommend journals that might review it to the SEDA Office - preferably give the name and address of the Reviews Editor.
- Post the Contents page and/or other information about it on your personal and/or departmental website. Don't forget to add a hot link to the SEDA Publications website (www.seda.ac.uk/pubs).
- Recommend it to your institution's bookshop. Some institutions have sections in the bookshop for publications by members of the institution.
- Recommend it to appropriate libraries.
- Use appropriate Mailbase and listserv discussion lists to advertise its appearance. It is perfectly legitimate to inform **appropriate** colleagues worldwide of a publication that may be of use to them. Give the SEDA e-mail address for purchases, and your website address for those wanting extended information about it (keep the e-mail message short).
- Find appropriate grounds to cite a reference to your publication in any journal articles you write. Don't be shy - everyone does it!
- Seek out any free advertising routes through newsletters of relevant professional organisations - Recent Publications columns for example. Just notify the Editor (enclose a flyer).
- Use it in staff development events you run. Perhaps build a short course or assignment around all or part of it. But remember you cannot freely photocopy

any SEDA Publication for use in teaching or learning. You can make multiple copies subject to the terms of the CLA license (assuming your institution has one). Otherwise you will need to purchase multiple copies.

If you have any further queries don't hesitate to contact your editor or Advisory Editor.

We hope that you enjoy writing this book and that this comes through in clear, lively and friendly prose. We look forward to reading it!