

# The {Academic Author}

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2011:01

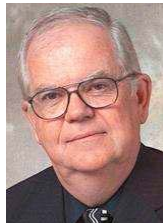
January 2011

## EXECUTIVE DIRECTOR'S MESSAGE:

### Happy New Year

By Richard Hull

After recently completing a review of the TAA membership, I am pleased to report that we remain a strong and vital association. I am heartened especially by the number of members who have been with TAA since its founding 24 years ago. Their loyalty and commitment to the



association has been a key factor in TAA's success over the past two decades. We greatly appreciate their steadfast support.

It is impressive that through the years we have continued to maintain that strong renewal component to our association. No doubt, those renewals are driven by the excellent combination of services we offer, including our audio conferences and podcasts; our networking components, such as our peer mentor program, our listservs; and the annual conference, which provides educational programming as well as face-to-face networking opportunities with your member peers and experts in the publishing industry.

In addition, many of our members have taken advantage of our publication grants program, which covers up to \$750 of out-of-pocket expenses. It's a simple process: collect your receipts from photocopying, graphic arts, and research expenses. Once your article is accepted, apply for the grant online and we generally turn it around in a few days. We are happy to support our TAA authors through our grant program!

As we embark upon the 2011 year, TAA hopes to continue as your partner in your publishing efforts. We encourage you to participate in our 24th annual conference, "Let Your Writing SOAR", which will be held in beautiful Albuquerque, New Mexico, June 24-25, 2011. It is a great experience, full of useful tips and strategies whether you are working on that first article, that second monograph, or that third edition. We will have an exceptionally diverse conference this year, and I urge you visit the conference link on our website to review the program, consider the networking events, take a look at the magnificent venue, and plan to attend. Early registrants receive \$50 off the cost of registration.

Make one of your New Year's resolutions to prioritize your academic writing. TAA will be here to support your efforts along the way. I wish you great success in 2011.

## Call for nominations to TAA Council

Nominate yourself or a colleague to serve on the TAA Council. Open positions include Vice President/President-Elect and two Council positions. Terms start July 1, 2011. Any member of TAA is eligible to serve on the TAA Council. The Vice President/President-Elect term is two years. The Council terms are three years.

TAA Council members are required to attend two meetings per year, one in January in St. Petersburg, Florida, and one the day prior to the association's annual conference (held traditionally in late June or early July). Travel and lodging expenses related to attending these meetings is reimbursed. Officers also attend monthly teleconferences.

Nominees must send a photo, a 100-150 word bio, and a 100-150 word position statement with their nominations, describing why they would be a good candidate for the TAA Council.

Deadline for completed nominations is March 8, 2010. Ballots are mailed to the

membership March 15, 2011. The deadline for the receipt of ballots from members is April 15, 2011. Terms begin July 1, 2011.

To nominate yourself or a colleague for the TAA Council, email your nominations to [TextandAcademicAuthors@taaonline.net](mailto:TextandAcademicAuthors@taaonline.net) or mail to TAA, P.O. Box 56359, St. Petersburg, FL 33732-6359. Contact TAA if you have any questions: (727) 563-0020 or [TextandAcademicAuthors@taaonline.net](mailto:TextandAcademicAuthors@taaonline.net)

For more information or to view detailed job descriptions for each position, visit [www.taaonline.net/elections](http://www.taaonline.net/elections)

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8. TAA members publish with Flat World Knowledge

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## NOTABLE AUTHOR: KERRY ANN ROCKQUEMORE

## New career focus is on faculty diversity, development

By Leanne Silverman

Kerry Ann Rockquomore, executive director of the National Center for Faculty Development and Diversity, never visualized becoming an academic when she was a child. Nor did she imagine eventually walking away from a hard-won tenured faculty position. But as Rockquomore frequently reminds readers of her Monday Motivator newsletter, one's career is like a book with many chapters—and she is in the thick of a new chapter of her own.



Rockquomore

"I come from a family of teachers and I always imagined myself as a public-school kindergarten teacher," said Rockquomore. "But I realized, doing my student teaching, that not only did I not want to be a kindergarten teacher, I really don't like children that much. So the idea of being with 5-year-olds all day every day..."

But that experience piqued Rockquomore's intellectual curiosity: "I began to realize how unequal public education actually is. When you see how different little kids are—just walking in the door to kindergarten, because of resources or lack of them at home—all of a sudden I started to 'get' the structure piece, the inequality piece." Seeking to explore how race, class, and gender shape people even before kindergarten, Rockquomore switched her major from early childhood education to sociology.

As a Michigan State undergrad, Rockquomore worked for one of her professors to earn a bit of extra money, and in doing so, embarked on the path to becoming a tenure-track academic. "This was literally the first African-American female professor I had had in my entire college experience," she said. "I got to see what it was like, behind the scenes, to be a professor. And I thought, 'this is The Best Job in The World!' What's funny to me now is that she was an endowed chair. At the time, I never realized that this was someone at the very top of her game who struggled for a long time before she got there."

While working on her Ph.D. at Notre Dame, she became interested in biracial identity—an under-researched subject in the mid-90s. "Nobody thought it was important, but it really spoke to me," Rockquomore

recalled. The timing was fortuitous: Tiger Woods became a household name, the census debate over racial categories exploded, and Rockquomore was one of the few scholars with actual data and research on the biracial experience. She ultimately wrote two highly-regarded books in the field, *Beyond Black: Biracial Identity in America*, co-authored with David Brunnsma, and *Raising Biracial Children*, co-authored with Tracey Laszloffy, as well as numerous articles and book chapters.

But a successful research program didn't automatically translate into a smooth evolution from student to professor. Over six years, Rockquomore held four different tenure-track positions. First there was the two-year community-college gig that involved a 5/5 load plus heavy service and office-hour requirements while she was ABD, collecting data and writing her dissertation; then Pepperdine, where the teaching load was lighter but time for research was limited; and then an R-1 campus: U-Conn. "It just wasn't a good fit—I'm thoroughly urban and didn't realize how living in a rural environment would impact my quality of life until I got there," she said. Next came two years at Boston College. "I absolutely loved it, but Boston is so expensive, and my family is in Chicago," said Rockquomore. She went out into the job market again, and in 2003, four years after earning her Ph.D., Rockquomore accepted a tenured position as associate professor of African American Studies and Sociology at the University of Illinois at Chicago.

"I had an unnecessarily miserable tenure-track experience," Rockquomore said. "In grad school I learned a lot about research, but I didn't learn anything about how to actually do my job as a professor. Figuring that out was like a second job. When you're on the tenure track, your default assumption is that you can get everything done if you just work enough hours. But you get to a point where you just can't do that anymore. I was always asking, how do people make this work so they're not frantic, hysterical, a disaster, and working 80 hours a week? I always felt that if and when I got tenure, it would be important to make things better for people coming up behind. Everybody does not need to figure it out from scratch."

Rockquomore launched a successful mentoring program for underrepresented faculty on the UIC campus shortly after her arrival. To reach out more broadly, she established an online discussion forum,

*BlackAcademic.com* in 2005, penned *The Black Academic's Guide to Winning Tenure Without Losing Your Soul* (2008), and began offering workshops about "surviving and thriving in academia" on campuses around the country. "Then it morphed," she said. "I realized that I was working with a broad range of underrepresented faculty, not just black academics."

Rockquomore resigned from her position at UIC in December 2009. "Everyone thought I had lost my entire mind," she said. "No one leaves a tenured faculty position! But I had hit the point where I was asked to do so many talks on other campuses, it felt like I had two jobs." She began offering Faculty Success Programs, a semester-long "boot camp" where the entire goal is to change people's writing habits in a supportive community with a high degree of accountability. What began with Rockquomore working on a consulting model with individual academics evolved into the National Center for Faculty Diversity and Development ([www.facultydiversity.org](http://www.facultydiversity.org)), which she established in June 2010. The Center currently supports over 3,700 faculty members at all stages of their careers.

Reflecting on her decision to leave teaching, Rockquomore said: "The ultimate unspoken question people face is 'Do I really want to be a professor?' And it's necessary to say that it's okay to ask that question. I want people to be successful in the academy, but it's just not for everyone. For me, I'm so glad I was a professor, that I had that experience for so many years. And I knew it was time for me to go. You can have different chapters in your life. I'm in a new chapter, and it's not about research. One of my fundamental beliefs is that by focusing on one thing, you can really do a lot. It's hard to do because it means letting other things go. But letting go of my tenured faculty position, letting go of classroom teaching, letting go of my research, letting go of everything that goes along with being a professor has enabled me to focus full-throttle on creating and developing the Center. I'm going to keep razor focus on that, because that's really where my energy and passion is. I never get tired of it."

*Leanne Silverman hung her shingle as a freelance writer and editor in Denver, CO after leaving a 12-year career in academic publishing.*

## McGraw-Hill reports increases in third quarter el-hi, higher ed markets

McGraw-Hill attributes its strong third quarter performance partly to increases in the U.S. elementary high school and higher education markets and double-digit increases in the sales of digital products in higher education and professional markets.

McGraw-Hill Education revenue increased by 5.5 percent to \$1.1 billion dollars in the third quarter compared to the same period last year. Revenue for McGraw-Hill School Education Group increased by 6.7 percent to \$534.7 million in the third quarter versus the same period last year. Revenue for the McGraw-Hill Higher Education, Professional and International Group grew by 4.3 percent to \$520 million in the third quarter, compared to the same period last year.

A strong performance in the state new adoption market was the major factor in McGraw-Hill School Education Group's third quarter results. The McGraw-Hill School Education Group is on track to capture approximately 30 percent of the estimated \$825 million to \$875 million state new adoption market in 2010. In 2009, the state new adoption market was about \$500 million. Substantial orders from the adoption states with the biggest student enrollments -- Texas, California, and Florida -- contributed to the third quarter increase. Texas, which did not

adopt new materials in 2009, bought K-12 reading and literature in 2010. With its English- and Spanish-language Treasures programs, the McGraw-Hill School Education Group expects to capture about 39 percent of the K-5 reading market in Texas. In California, Treasures turned in a strong performance in the second year of that state's reading adoption, winning an estimated 50 percent of the K-5 reading opportunity.

In math, the McGraw-Hill School Education Group produced outstanding results with grades 6-12 programs in Florida, California, Indiana, West Virginia, and Oklahoma to help offset a disappointing performance in Florida's K-5 math adoption.

Solid results were also produced in the adoption states' non-core disciplines -- business and computer science, technical education, and family/consumer services.

Open territory sales declined in the third quarter, reflecting widespread school budget pressures and the 2010 suspension of the Illinois Textbook Loan Program, which had been used to fund many district orders in 2009.

Based on a 65 percent to 75 percent increase in state new adoptions this year, the

**Continued on page 5**

### McGraw-Hill Higher Ed's bestsellers in the third quarter included:

**In higher ed:** *Understanding Business*, 9th ed., by James M. McHugh, Susan M. McHugh, William G. Nickels

*The Art of Public Speaking*, 10th ed., by Stephen E. Lucas

*Anatomy & Physiology*, 5th ed., by Kenneth S. Saladin

*Holes' Human Anatomy and Physiology*, 12th ed., by David Shier, Jackie Butler, Ricki Lewis


*Economics*, 18th ed., by Campbell R. McConnell, Sean M. Flynn, and Stanley L. Brue

**In professional markets:** McGraw-Hill's bestsellers in the third quarter included:

*Current Medical Diagnosis & Treatment*, 2011, 50th ed., by Stephen J. McPhee

*First Aid for the USMLE Step 1*, 2010, by Juliana Tolles, Neil Vasan, Tao Le

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# Michael R. Lennie

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## Apply now for 2011 TAA Publication Grants

**Application deadline: May 1, 2011**

**To apply: [www.taaonline.net/publication\\_grants/grantsform\\_7\\_10.pdf](http://www.taaonline.net/publication_grants/grantsform_7_10.pdf)**

TAA is currently accepting applications for grants of up to \$750 to cover expenses incurred in publishing already accepted print academic journal articles and books including academic journal page costs or university press subventions; the cost of preparing artwork or other charts, diagrams, or images to be included in accepted journal articles or academic books; and journal reprint costs.

Grants are also available for expenses incurred as a direct result of research leading to publication of a book or article, including:

- Interlibrary loan costs, or computer time costs incurred in the analysis of data, leading to publication of academic print materials.
- Costs of single photocopies of source materials for research related to the publication of an article or book.

- Costs of secretarial (copying and/or delivery) services incurred in the preparation of academic print materials.

- Cost of permissions incurred in the preparation of academic print materials for reprinting images, quoted material.

Grant funds are also available for costs incurred by the author for textbook projects, provided the textbook is not realistically expected to yield royalties sufficient to recover the costs for which the grant is sought.

Read about past recipients: [www.taaonline.net/publication\\_grants/grants.html](http://www.taaonline.net/publication_grants/grants.html)

The deadline for applications is May 1, 2011. To apply, download a PDF form at [www.taaonline.net/publication\\_grants/grantsform\\_7\\_10.pdf](http://www.taaonline.net/publication_grants/grantsform_7_10.pdf) and mail to TAA Executive Director Richard Hull, 3241 Heather Hill Lane, Tallahassee, FL 32309-2307.

## Network with other members on TAA listservs

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## HIGHLIGHTS:

**Authors needed.** Words & Numbers, an outsourced content development and creation solution ([www.wordsandnumbers.com](http://www.wordsandnumbers.com)), is looking for authors interested in serving on an executive review board for each of these subject areas: sociology, physics, biology and anatomy and physiology. Executive review board members would ensure that the content created will be applicable and adoptable in the targeted market. Authors must be knowledgeable in the subject area, and have teaching experience in the targeted market. Authors, editors and reviewers for these subject areas are also needed. Compensation will depend on the level of contribution. Authors interested in participating on the executive review board or who are interested in authoring, editing, or reviewing materials in these subject areas, should contact Phyllis H. Hillwig, Ed.D., chief operating officer, Words and Numbers at 410-467-7835 ext. 273 or [phillwig@wordsandnumbers.com](mailto:phillwig@wordsandnumbers.com).

**E-textbooks column.** A column co-authored by TAA's Executive Director Richard Hull and literary agent Michael Lennie, "Why E-Textbooks Just Make Sense: An Academic

and a Literary Agent Explain", has been published by *Publisher's Weekly*. In the column, Hull and Lennie, an authors' attorney and literary agent with Lennie Literary & Author's Attorney, describe how electronic texts "virtually eliminate the unfair and relentless competition from used-book sellers." Read the column: <http://bit.ly/cOrLaw>

**StudentMentor.org.** Check out this new site that pairs professionals with college students in a mentor/mentee relationship: [StudentMentor.org](http://StudentMentor.org).

**Podcast transcripts.** Transcripts of TAA Audio Conference podcasts are now available for download on the TAA Audio Conferences/Podcasts page on the TAA website. Click on the podcast and download the transcript from the session page.

**ASJA awards.** The American Society of Journalists and Authors (ASJA) has opened the Arlenes: Books and Articles That Make a Difference and The Donald Robinson Memorial Award for Investigative Journalism to the public, marking a change from ASJA's long-time policy of these monetary awards going exclusively to members.

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## McGraw Hill Continued from page 3

elementary-high school market is expected to grow 4 percent to 6 percent in 2010.

The McGraw-Hill Higher Education, Professional and International Group benefitted from the growth in U.S. college and university enrollments and robust digital sales of products and services in the third quarter.

Recognizing the value of the new digital services, a growing number of students and instructors are registering for McGraw-Hill Connect and other online homework management, assessment, and tutoring products. Through September, registrations for these products and services have grown to 1.9 million, a 26 percent increase over the same period last year.

To enhance its rapidly growing lineup of digital products and services, McGraw-Hill Education recently acquired Tegrity, whose scalable, automated lecture capture service has become a core feature of McGraw-Hill Connect, and also launched McGraw-Hill Create, a Google-like search engine that enables instructors to customize content for their courses. McGraw-Hill Create is also being rolled out internationally and has already

produced multi-title sales to two important postsecondary institutions, the Arab Academy for Science, Technology and Maritime Transport in Egypt and the Rotterdam School of Business in the Netherlands.

In the U.S. college and university market in the third quarter, all four of McGraw-Hill Higher Education's major product lines (Humanities, Social Sciences and Languages; Science, Engineering and Math; Business and Economics; and Career Education) produced gains in the third quarter.

The U.S. higher education market is expected to grow 8 percent to 10 percent this year.

In professional publishing, online sales of books and digital products produced solid growth in the third quarter. Double-digit e-book sales were a bright spot in the sluggish retail book market, which continues to be buffeted by difficult economic conditions.

More than 5,000 McGraw-Hill professional titles are now available to customers as e-books.

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TEXT AND ACADEMIC AUTHORS ASSOCIATION

## Classic contract negotiation manual revised

The classic book for authors on negotiating book contracts — *Negotiating a Book Contract: A Guide for Authors, Agents and Lawyers*, by New York lawyer Mark Levine — has been revised to include information on how authors can protect themselves in the age of e-books and electronic rights. "If you use the old formulas, you'll lose control of your own book," said Levine.

The book has been the basic guide in the field since its initial publication in 1988. The revised edition differs from its predecessor in two significant ways:

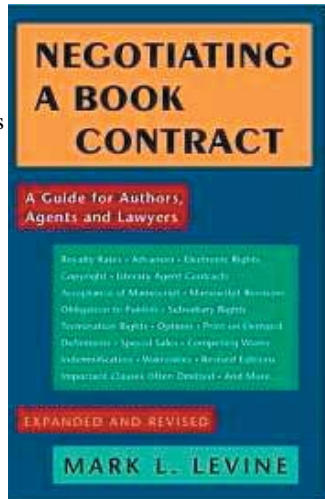
- It contains changes that all authors should seek in their publishing contracts because of e-book, Internet and related technology. These changes are integrated in the text throughout the book — whenever they are relevant to the section of the contract being

discussed — and also appear in a new, separate chapter title Electronic Rights. The "out-of-print" chapter is particularly important for e-era authors, said Levine.

- The book for the first time discusses agreements between authors and their agents and suggests 12 key points authors should make sure are properly covered in every author-agent contract.

The original edition was hailed by TAA member, and best-selling human anatomy and physiology textbook author Michael Timmons, as a "lucid explanation on how to successfully negotiate a book contract which takes into account the interests and rights of the author... a must for any author before signing a contract, revising or planning any further projects with a publisher."

The new edition is available at [www.BookContracts.com](http://www.BookContracts.com) as an e-book (pdf) and a trade paperback. The pdf is published by Scarf Press and the paperback by Asphodel Press.



*Negotiating a Book Contract: A Guide for Authors, Agents and Lawyers*, by Mark Levine. PDF: 94 pages, \$19.95. Paperback: 160 pages, \$23.95

## Member news:

**Judy Anne Cavey's** Edublog articles have been featured on the studentmentor.org website every Monday and Thursday since Nov. 8: [www.studentmentor.org/blog](http://www.studentmentor.org/blog). Studentmentor.org is a new site that pairs professionals with college students in a mentor/mentee relationship.

**Doug Eadie**, co-author of *The Blind Visionary*, will speak at the Miami Book Fair International on November 21. An eight-day book party, the Miami Book Fair is the largest literary festival in the United States. Over the years since the Fair began in 1984, it has drawn recipients of the Nobel Prize, Pulitzer Prize, and the National Book Award, among other honors.

Eadie's book, *The Blind Visionary*, is also now available on audiobook. Hear coauthor Virginia Jacko's amazing story (over five hours of programming on 4 CDs), as read by Eadie and Kay Sue Nagle. [www.theblindvisionary.com/store.php](http://www.theblindvisionary.com/store.php)

**Matt Stevens**, author of *Managing a Construction Firm on Just 24 Hours a Day*, is serving as a one of ten judges for the national "Best of Best" construction project awards, sponsored by McGraw-Hill/ENR.

## College stores receive \$8.9 million in federal grants to fund textbook rental programs

Eleven college and university bookstores received a total of \$8.9 million in federal grants to fund pilot textbook rental programs in a effort to improve textbook affordability and help establish best practices for textbook rental programs.

The Department of Education received 63 applications. The textbook rental pilot grant program was authorized in the Higher Education Opportunity Act of 2008 and funding by Congress in 2010. The provision was sponsored by Reps. Tim Ryan (D-OH) and Jason Altmire (D-PA) and Sen. Charles Schumer (D-NY).

Seven of the 12 federal grants were awarded to two-year institutions where textbook costs can represent a significant share of academic costs, while two grants went to four-year, public institutions, and two grants were awarded to private colleges.

An additional award went to the Alternative Media Access Center at Georgia Tech in Atlanta to make digital course materials more accessible for students with disabilities.

The schools picked for the grants are: Bellevue College, WA; Columbia College, Sonora, CA; Delaware Valley College of Science & Agriculture, Doylestown, PA; Florence-Darlington Technical College, Florence, SC; Illinois Central College, East Peoria, IL; Mt. San Antonio College, Walnut, CA; Pratt Institute, Brooklyn, NY; St. Johns River Community College, Palatka, FL; San Diego State University, CA; West Los Angeles College, Culver City, CA; Western Oregon University, Monmouth.

For a detailed listing of grant winners, their proposals, and amounts of the individual grants, visit <http://opeweb.ed.gov/fipse/grantlist.cfm?program=25>

## HIGHLIGHTS Continued from page 4

**Gift membership.** Looking for the perfect gift for the academic or textbook author? Give a TAA Gift Membership! Providing a gift membership to a family member, friend, student or colleague is a great way to assist them with their writing and show your support for TAA's mission. Use this online form: [www.taaonline.net/giftmembership](http://www.taaonline.net/giftmembership)

**Useful Links.** Visit TAA's Useful Links page for a directory of Authors Organizations, Author-Related Groups, and Author Resources, such as Citeulike, a free service that helps you store, organize and share the scholarly papers you are reading ([www.citeulike.org](http://www.citeulike.org)); and "May I Have Your Permission, Please," a blog about copyright and permissions (<http://permissionsplease.today.com>).

**Stomp Comp.** Help TAA "Stomp the Comp" by downloading an e-brochure and door signs to ward off booksellers on your campus: [www.taaonline.net/StomptheComp](http://www.taaonline.net/StomptheComp)

**McGraw Hill  
Bestsellers**

Continued from page 3

M.D., Vikas Bhushan M.D.

*Harrison's Principles of Internal Medicine*, 17th ed., by Anthony S. Fauci, Eugene Braunwald, Dennis L. Kasper, Stephen L. Hauser, Dan L. Longo, J. Larry Jameson, Joseph Loscalzo

*Basic and Clinical Pharmacology*, 11th ed., by Anthony J. Trevor, Ph.D

*Chase's Calendar of Events*, 2011, 54th ed., by and in-house team of editors and researchers based in Chicago IL, published by McGraw Hill.

**Professional ebooks:**

*Crucial Conversations* by Al Switzler, Joseph Grenny, Kerry Patterson, Ron McMillan

*Current Medical Diagnosis and Treatment*, 49th ed., by Stephen J. McPhee, Maxine A. Papadakis, Lawrence M. Tierney

*Presentation Secrets of Steve Jobs* by Carmine Gallo

*How to Talk to Anyone: 92 Little Tricks for Big Success in Relationships* by Leil Lowndes

*Security Analysis*, 7th ed., by Benjamin Graham and David Dodd

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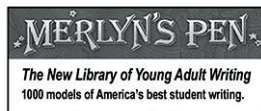
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### TAA members publish with Flat World Knowledge

TAA members Steven E. Barkan, professor and chair of the department of sociology at the University of Maine, and Charles Stangor, professor of psychology at the University of Maryland, recently published textbooks with Flat World Knowledge (FWK), a publisher of openly-licensed college textbooks.

Barkan's *Sociology: Understanding and Changing the Social World*, and Stangor's *Introduction to Psychology*, are published under a Creative Commons open license, which allows anyone to access the books for free online. Students can buy affordable paperback book versions, PDF downloads, and audio and e-reader versions, as well as study aids.

Stangor is the author of seven books, including *Research Methods for the Behavioral Sciences* (Wadsworth Publishing, 2010), and *Social Groups in Action and Interaction* (Psychology Press, 2004). Barkan is the author of six books on sociology and criminal justice, including *Criminology: A Sociological Understanding* (Prentice Hall, 2008), and *Law and Society* (Prentice Hall, 2008)

View Barkan's FWK book at: [www.flatworldknowledge.com/printed-book/52076](http://www.flatworldknowledge.com/printed-book/52076)

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