

TAA Convention evaluation 2005 (Revised)

Number responding: 14

- 1. Geo Primer of Las Vegas**
 - a. Information Excellent: 12; Good: 2 N/A: 1
 - b. Speaker Excellent 13; Fair: 1; N/A: 1
- 2. Insider's Guide to Getting Scholarly Articles published**
 - a. Information Excellent: 8; Good: 4; N/A: 3
 - b. Speaker Excellent: 5; Good: 6; N/A: 3
 - c. Handout organization Excellent: 6; Good: 3; N/A: 6
 - d. Talk followed handouts Excellent: 5; Good: 3; N/A: 7
- 3. From research to Licensing**
 - a. Information Excellent: 7; Good: 3; Poor: 1; N/A 4
 - b. Speaker Excellent 6; Good: 4; Poor: 1; N/A: 4
 - c. Handout organization Excellent: 4; Good: 2; Fair: 1; Poor: 1; N/A: 7
 - d. Talk followed handouts Excellent: 4; Good: 3; Fair: 1; Poor: 1; N/A: 6
("canned, rehearsed, commercial")
- 4. Negotiating a Publishing Contract**
 - a. Information Excellent: 10; Good: 3; N/A: 2
 - b. Speaker Excellent: 8; Good: 2; Poor: 2; N/A: 3 ("not a good speaker")
 - c. Handout organization Excellent: 11; Good: 2; N/A: 2
 - d. Talk followed handouts Excellent: 9; Good: 2; Fair: 2; N/A: 2
("excellent to the degree time permitted")
- 5. Preparing for the New Edition**
 - a. Information Excellent: 9; Good: 2; N/A: 4
 - b. Speaker Excellent: 8; Good: 3; N/A: 4
 - c. Handout organization Excellent: 7; Good: 1; Fair: 1; N/A: 6
 - d. Talk followed handouts Excellent: 7; Good: 1; N/A: 7
- 6. Grant Writing in Higher Ed**
 - a. Information Excellent: 2; Good: 2; Fair: 5; N/A: 6
 - b. Speaker Excellent: 3; Good: 2; Fair: 3; N/A: 7
 - c. Handout organization Excellent: 2; Good: 4; Fair: 1; N/A: 8
 - d. Talk followed handouts Excellent: 2; Good: 3; Fair: 2; N/A: 8
- 7. Industry positions on Textbook Pricing Issues**
 - a. Information Excellent: 9; Good: 2; Poor: 2; N/A: 3 ("biased self serving data extractions", "1st speaker poor, other three excellent)
 - b. Speaker Excellent: 9; Good: 3; N/A: 3
 - c. Handout organization Excellent: 4; Good: 2; N/A: 9
("I wish they had provided handouts")
 - d. Talk followed handouts Excellent: 6; Good: 1; N/A: 8
- 8. Marketing Your Book**
 - a. Information Excellent: 6; Good: 3; Fair: 1; N/A: 5
 - b. Speaker Excellent: 7; Good: 2; Fair: 1; N/A: 5 ("excellent speakers!!")
 - c. Handout organization Excellent: 7; Good: 2; N/A: 6
 - d. Talk followed handouts Excellent: 5; Good: 4; N/A: 6 ("not enough time")

9. Beyond the Three R's: Politics and Policies of Textbook Adoptions

- a. Information Excellent: 7; Good: 4; Poor: 1; N/A: 3
- b. Speaker Excellent: 7; Good: 4; Poor: 1; N/A: 3
- c. Handout organization Excellent: 2; Good: 3; Fair: 3; Poor: 2; N/A: 5
- d. Talk followed handouts Excellent: 2; Good: 3; Fair: 1; Poor: 2; N/A: 7
("relevance to audience? What was the message?") ("powerpoint, not handout")("nothing new learned. Too much about el & hi education.")

10. Writing for the First Time

- a. Information Excellent: 3; Good: 3; Poor: 1; N/A: 8
- b. Speaker Excellent: 4; Good: 2; Fair: 2; N/A: 7
- c. Handout organization Excellent: 2; Good: 2; Poor: 1; N/A: 10
- d. Talk followed handouts Excellent: 2; Good: 1; Poor: 1; N/A: 11
("commercial pitch")("too self-serving")

11. Satisfaction with the TAA Convention

- a. Organization of the convention Very Satisfied: 12; Satisfied: 3
- b. Hotel accommodation Very Satisfied: 4; Satisfied: 9; Not Satisfied: 1 N/A: 1
- c. City Location Very Satisfied: 8; Satisfied: 7; N/A: 1
- d. Banquet Very Satisfied: 10; Satisfied: 4; N/A: 1
- e. Cost Very Satisfied: 11; Satisfied: 4
- f. Informal Interaction among attendees Very Satisfied: 10; Satisfied: 3; N/A: 2

Comments:

"Too much noise in the room the first day with people talking and food/ice/soda cans. PA system volume needed to be increased. Very frustrating."

"It would be beneficial if TAA could find a way to reach people who are thinking about writing before signing a contract. I learned a lot at this conference, both from the sessions and by talking to experienced authors. Being able to talk to Michael Lennie was very valuable"

"Organization appears to be drifting to general mentoring of aspiring tenure or propotional track academics rather than to provide an association for mentoring or sharing commercial and scholarly publishing specifically. Too general a goal and likely to lose effectiveness."

"Look into multidirectional mikes or lapel mikes. TAA needs its own projector and clicker. The proceedings, handouts and talks should be published on the TAA website."

"I am shocked at how few attendees there are for a TAA conference. Given the size of the membership, TAA should have 250 or more members attending an annual conference. As it stands, only about 6% of your membership attends an annual conference, and 94% don't attend the annual conference. Ouch!!"

"Enjoyed the friendly interactions."

“Always have 1-2 events on academic/journal/grant writing!!”

“Leave 90 minutes open for lunch! Keep the convention in late June! Provide a mechanism for people to get together for dinner Saturday right after the convention ends.”

“Add evaluation of the Awards Dinner. I suggest improving the presentation moderator’s comment. Need not to be wedded to the Executive Direct. Suggest setting up mentoring sessions ahead of conference. Continue building to the academic side of TAA – parallel programs good idea provided (comment ends here)....”

“I attended the meeting years ago in a smaller hotel that was a lot more pleasant.”

“The Friday sessions (nos. 4-8 above) were excellent. A repeat next year for new attendees would be beneficial.”

“A very good convention for newbies & veterans. I’m looking forward to TAA’s new thrusts under its new Executive Director.”

“I enjoyed the banquet. It was nice to meet authors whose books I had used and/or reviewed.”

Suggestions for future topics:

Consider creating an internet forum to keep people in touch during the year and a place to discuss different topics. Have a session on electronic publishing, one on course materials for disabled students and disabled instructors.

Authoring and commercial publishing opportunities in nontraditional media

Growing fault lines in the publishing vertical market: authors: publishers: resellers: customers.

With industry fragmenting imminent, TAA needs to ensure that US, if not global, content for education remains the domain of educators and textbook authors.

Contracts and Amendments addressing electronic publishing.

Co-authorship Do’s and Don’ts.

Follow up the Industry Positions panel, but as a town meeting that includes PIRGs and students.

Longer and more systematic and data-based info sessions on scholarly publishing and grant writing.

Techniques of working with co-authors, from 1st edition to retirement.

Examples of digital and ancillary materials.

Panel on the Future of Textbook Publishing.

Panel on Electronic Publishing Models and DRM (Digital Rights Management).

Continue textbook pricing discussion from the Saturday a.m. session this year.

Bring Gerald Stone to talk on journal publishing.

You definitely need to mix up the format: too many panels. You need more dynamic speakers. The average age is very high: you need an infusion of youth. Topics were nicely varied.

Suggestions for Future Sites:

Monterey, Calif, or a Colorado locale.

Denver, San Francisco, San Diego, Washington, DC, New York City, Tucson, Albuquerque

Always choose big, popular cities

North and West! Maybe Seattle or Portland, OR, etc.

Albuquerque, NM

Orlando, San Antonio, Philadelphia

Try having a college or university host the convention.

Cabo San Lucos