

Text and Academic Authoring Workshops

sponsored by the
Text and Academic Authors Association (TAA)

A series of on-site workshops to assist academic authors in jumpstarting their writing and getting it published.

TAA sponsors the cost of presenters' domestic travel expenses, saving your institution up to \$1,000.



TEXT AND ACADEMIC AUTHORS ASSOCIATION

www.TAAonline.net

About TAA Workshops

TAA's sponsorship of academic authoring workshops helps fulfill its mission to enhance the quality of textbook and academic materials and to assist authors in jumpstarting their writing and getting it published.

In light of budget cuts at colleges and universities, TAA's sponsorship of a portion of the workshop's costs ensures that professional development workshops can continue to be offered to faculty.

TAA's sponsorship covers the cost of bringing a presenter to your institution, including air and ground transportation, lodging, and food. The host institution pays the speaker's fee. The speaker's fee will depend on the length of the workshop, the content, and the number of participants of each workshop.

How can my institution schedule a workshop?

To schedule a workshop, please contact the speaker directly:

Sonja Foss/William Waters:

Sonja.Foss@ucdenver.edu or (303) 556-5526

Kenneth Henson: khenson2@sc.rr.com or (843) 705-6587

Rachel Toor: racheltoor@gmail.com or

(406) 370-5899 or www.racheltoor.com

Michael Spiegler: spiegler@providence.edu or (401) 865-2618

Felicia Moore Mensah: feliciamm@hotmail.com or (212) 678-8316

For more information about TAA workshops, visit www.TAAonline.net/workshops

About TAA

The **Text and Academic Authors Association (TAA)** is the only nonprofit membership association dedicated solely to assisting textbook and academic authors. TAA's overall mission is to enhance the quality of textbooks and other academic materials, such as journal articles, monographs and scholarly books, in all fields and disciplines, by providing its textbook and academic author members with educational and networking opportunities.

TextandAcademicAuthors@TAAonline.net

(727) 563-0020

P.O. Box 56359, St. Petersburg, FL 33732-6359

www.TAAonline.net

NEW

Publish! Don't Perish!

This workshop offers hands-on practice of the major skills involved in moving research insights from your head to the page and then from the page to the publisher. It is accessible to scholars working on the tenure process, from the first publication to the tenure "clincher." Specific skills will include finding and scheduling writing time, strategies for staying on schedule, the principles and practice of fast writing, how to efficiently use serial revisions to increase professional presentation, and how to use personal style sheets to identify and repair individual issues while sustaining joy and excitement.



William Waters & Sonja Foss

Topics may include:

- Developing a research program
- Crafting the research question
- Strengthening the literature review
- Coding qualitative data
- Writing and revising
- Targeting a journal
- Enacting the scholar role
- Writing regularly

Workshops can be between three and six hours long, the design depending on the needs and preferences of the participants.

"The presenters' skills are excellent. They are attentive, insightful and approachable. I learned to use more efficient, methodical writing strategies, and the importance of sticking to a schedule."

Academic Authoring Workshops

Choose from three different workshops designed to assist authors in their academic authoring efforts.

1) Destination Dissertation: Practical Strategies for Writing the Thesis or Dissertation

Designed for M.A. and Ph.D. students, this workshop focuses on those places where you tend to get delayed on your dissertation or thesis journey and provides practical and concrete processes for managing potential difficulties with ease. The workshop can be between two and five hours long, depending on needs and preferences.



William Waters & Sonja Foss



2) Sharing Results: Crafting an Article

This workshop is for both new and seasoned scholars who want to learn strategies for effectively crafting articles. It provides an understanding of concrete, practical steps that produce a high-quality article efficiently. The workshop can be between two and five hours long, depending on needs and preferences.

3) Individual Coaching to Facilitate Writing Progress

This workshop offers graduate students or faculty members the opportunity for personalized, individual coaching to facilitate progress on their writing projects. Foss' and Waters' friendly and supportive questions lead to profound insights that transfer into realistic expectations, clear goals, and useful strategies. This workshop is offered on one or multiple days. The individual sessions can be 60, 90, or 120 minutes each.

"This workshop is so well thought out and executed. I was able to look at my work with new eyes and let go of what was not working. I had not been able to accomplish this on my own."

Writing Grant Proposals

Learn how to get inside grant proposal evaluators' heads from an experienced grant writer who has written a string of grants ranging from a few hundred dollars to more than a million dollars each. This workshop is all nuts and bolts: do this and expect these results.

This five- to six-hour workshop will give over 30 tips that can increase your acceptance rate.

You will examine successful proposals and will be shown the specific qualities that made these proposals more attractive than the competition. You will also learn how to:

- Design an irresistible budget
- Give your proposals the same test that evaluators use to rank proposals
- Avoid the mistake that causes the most rejections
- Identify your own unique circumstances and use these to strengthen your proposals
- Turn limitations into strengths

Bring your ideas and drafts to the workshop for suggestions.

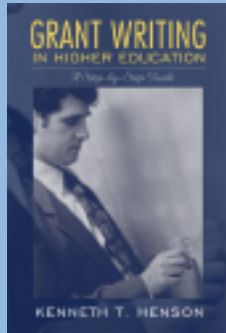
"This workshop was filled with excellent tips that would otherwise only be gained through experience and many failures. This was a great jump start."

"Superb! Timely information presented in a well-organized and relaxed way."

"Interesting, engaging, and useful!"



Kenneth Henson



Writing for Publication

This practical, hands-on workshop is designed to remove the fear that blocks writers. Get the nuts and bolts facts needed to succeed and enjoy writing for publication.

In this workshop you will learn how to:

- Find topics
- Select appropriate journals
- Develop an effective writing style
- Organize articles
- Write query and cover letters
- Design and use questionnaires
- Use journals as blueprints
- Base articles on dissertations and theses
- Avoid the errors that lead to rejection
- Hear the advice of 40 editors
- Increase your acceptance rate by 300 percent

This five- to six-hour workshop will give over 30 practical tips.

“I could listen to him for days. Very helpful. Information was evidence-based and very well presented. Lots of good information and advice that helps me know how to get my work published and how to write.”

“Strong and passionate delivery. I learned both what to do and not to do when writing for publication.”

“I am a seasoned author and I did not expect to learn so much.”

“I gained the confidence to write!”

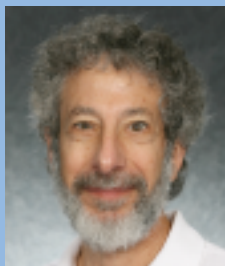


Kenneth Henson



Textbook Writing 101

What do textbook writing, college teaching, and sex have in common? One answer: Professors engage in all three, but often with little or no training. To alleviate this deficit for one of those endeavors, the nuts-and-bolts of textbook writing are presented. Topics may include:



Michael Spiegler

- reasons for writing a textbook
- professional and personal prerequisites
- writing a textbook proposal and contacting publishers
- negotiating a favorable contract
- writing and revising a textbook
- optimizing the production of your book
- working with coauthors
- textbook writing as teaching: translating classroom teaching into textbook pedagogy
- how to deal with publishers
- alternatives to traditional publishing
- survival skills for textbook authors

Full and half-day workshops can be customized to meet the participants' needs. They are designed both for professors who want to learn about writing a first textbook and for textbook authors who want to learn how to write their next textbook or revision more efficiently and effectively.

"My first experience, but this was an exceptional workshop. It surpassed my expectations. Dr. Spiegler was absolutely outstanding. Thanks."

"The workshop was very enlightening. A tremendous value."

"Excellent, well-prepared, experienced presenter."

"What I liked best was the extent and quality of the material, reality-based and very useful."

Book-Worthy: How Smart Academics Write to Get Published

This workshop is for people who understand that all writers, especially good ones, struggle to be better. Are you a careful writer? Do you care about your sentences? Do you know how to use a semi-colon? Do you sometimes slip into the passive voice and not realize why that can be a problem? Do you use paragraphs to give your reader a break? Do you know how to create a narrative arc? What are the bad habits of academic prose and how can you avoid them to write a book that is publishable?



Rachel Toor

This workshop will attempt to help you determine:

- If your topic is actually book-worthy (and adapt it if it's not)
- How to write (so that somebody other than your mother will be willing to read you)
- How to approach publishers and what to expect from the process
- What attitudes, behaviors and disciplines are required to write and publish a book

Most academic writers deliver content in a way that fails to keep the reader in mind. This workshop will address, in a way that should not be too painful, how to move through your infatuation—or desperation—to figure out what is worth writing about, how best to present your material, and how to get it published.

Toor's focus will be on the craft of writing. Who are the good writers in your field? What makes reading their books a pleasure? What tricks and moves do they use that you can adapt for your own work? What are the practices and habits of successful writers?

Toor will also discuss the publishing process, including how to talk to editors at conferences (please do not try to give them copies of your manuscript), how to write query letters, how to respond to reader's reports, what you need to know about contracts, and the sad fact that your work isn't finished when you hand in a final manuscript.

NEW

Journal Writing and Tenure Binder Workshops

Choose from two different workshops designed to assist authors in their academic authoring efforts and in the process of obtaining tenure.

1) Writing and Publishing Your Scholarly Journal Article

This workshop will provide practical support for publishing in academic venues. Mensah will share her personal strategies, motivations and insights about academic writing, specifically for journal publication as both an author and serving on the editorial review board of three academic journals within the field of science education and as special guest reviewer for journals in the social sciences, including education. Participants will learn how to put a manuscript into “journal submission format” for publication. The presenter will also share with participants how to improve “bad drafts”, respond to “reviewer comments”, and review a “published work” as examples of the submission to print process.



Felicia Moore Mensah

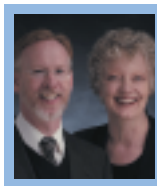
2) Developing the Tenure Binder

This workshop targets junior faculty members in the preparation for tenure and promotion. The elusive “tenure binder” or “dossier” and the process of obtaining tenure will be explained and discussed. Though institutions differ in their process of appointing tenure and promotion, this workshop will provide participants with information that will assist them in asking the appropriate questions to faculty and department chair at their home institution. Participants will establish a foundation and timeline for tenure and promotion.

“This workshop was informative, practical, and motivational. It provided specific actionable steps to implement many of the tips she provided and demystified the publishing process.”

“Her peaceful demeanor and Southern charm put us all at ease. She showed how she put her ‘money where her mouth is’ by living her own advice. Very applicable to my daily life as a new faculty member.”

About the Speakers



Sonja K. Foss is a Professor in the Department of Communication at the University of Colorado Denver. Her research and teaching interests are in contemporary rhetorical theory and criticism, feminist perspectives on communication, and visual rhetoric. She is the author or coauthor of the books *Destination Dissertation: A Traveler's*

Guide to a Done Dissertation, Rhetorical Criticism, Contemporary Perspectives on Rhetoric, Inviting Transformation, Feminist Rhetorical Theories, and Women Speak. Her essays in communication journals have dealt with topics such as invitational rhetoric, agency, feminine spectatorship, and visual argumentation. Dr. Foss earned her Ph.D. in communication studies from Northwestern University and previously taught at Ohio State University, the University of Oregon, the University of Denver, Virginia Tech, and Norfolk State University.

William Waters is an Assistant Professor in the English Department at the University of Houston-Downtown. His research and teaching interests are in writing theory and practice, the history of the English language, linguistics, and modern grammar. He is the coauthor of *Destination Dissertation: A Traveler's Guide to a Done Dissertation* and was the managing editor of *La Puerta: A Doorway into the Academy*. He also has published several poems in national journals. Dr. Waters earned his Ph.D. in language and linguistics from the University of New Mexico and previously taught at the University of Maine, University College in Galway, Ireland, and Cheongbuk National University of Korea.



Felicia Moore Mensah is an Associate Professor of Science Education, and Program Coordinator for the Science Education program, in the Department of Mathematics, Science and Technology at Teachers College, Columbia University. She earned her Ph.D. in Science Education from The Florida State University (2003), her M.S. in Biology and

Secondary Education from NC A&T State University (1992), and her B.S. in Biology from UNC-Chapel Hill (1988). She also completed a two year postdoctoral fellowship at Michigan State University, the second year while in residence at Teachers College, in the Center for Curriculum Materials in Science. Dr. Mensah serves on the editorial review boards of the *Journal of Science Teacher Education* and *Journal of Elementary Science Education*, and *Cultural Studies of Science Education* as a lead-editor.



Kenneth Henson a Fulbright Scholar and a National Science Foundation Scholar, has written and co-authored more than 300 national publications. His 50-plus books include five books on writing for publication and two Phi Delta Kappa fastbacks (monographs) on this topic. His biennial survey results have appeared in every other June issue of the Phi Delta Kappan for over 25 years. Henson has given this workshop on some 300 college campuses from coast to coast. Henson, the author of *Grant Writing in Higher Education: A Step-by-Step Guide*, also offers a workshop on “Writing Grant Proposals”. The 30-plus proposals he has written and contributed to have brought in more than \$100 million. His technology proposal was the largest funded by AT&T in 1991. His series of grants with school districts won a top state award in Alabama and a national award in Indiana. Henson has been giving workshops on grant writing for more than 20 years. His latest book *Successful Grant Writing for School Leaders* (Allyn & Bacon) has just been released.



Rachel Toor was for a dozen years an acquisitions editor at Oxford and Duke University Presses. She currently teaches creative writing in Eastern Washington University’s MFA program and is on the faculty of Pacific University’s low-residency MFA program. A cum laude graduate of Yale University, with an MFA from the University of Montana, she is the author of three books, *Admissions Confidential: An Insider’s Account of the Elite College Selection Process*, *The Pig and I*, and *Personal Record: A Love Affair with Running*, and writes a monthly column on issues in writing and publishing for *The Chronicle of Higher Education*. Her work has appeared in *Inside Higher Ed*, *Glamour*, *Reader’s Digest*, *Ploughshares*, *The LA Times*, and *JAMA (The Journal of the American Medical Association)*.



Michael D. Spiegler is a Professor of Psychology at Providence College. He has been a successful textbook and academic author for 40 years with several leading psychology textbooks, including *Contemporary Behavior Therapy* (5th ed.) and *Personality: Strategies and Issues* (8th ed.). He has presented numerous workshops on textbook writing at universities, professional conventions, and at the annual TAA conference. He also teaches 2 and 3 day intensive courses on textbook writing. Michael regularly reviews manuscripts for textbook publishers and serves as a consultant/mentor to college textbook authors in diverse disciplines. He is currently writing a comprehensive *Handbook for College Textbook Writing*.



Text and Academic Authors Association
P.O. Box 56359
St. Petersburg, FL 33732-6359

SAVE UP TO
\$1,000
on the cost of
bringing a workshop
to your institution.