

Workshops on Authoring in Higher Education

by Mary Ellen Lepionka

Author of *Writing and Developing Your College Textbook* (Atlantic Path Publishing, 2003), and *Writing and Developing College Textbook Supplements* (Atlantic Path Publishing, 2005)

**Your Resource for
Textbook Writing
and Publishing**

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Deans, provosts, department heads, faculty developers, and faculty members:

My workshops inform members of academic communities about the higher education publishing industry, empowering them to make informed decisions about participating in commercial academic, trade book, and textbook publishing. I also provide practical information for both published and prospective authors on developing successful textbooks and other instructional materials.

I am a former college instructor, curriculum developer, and inhouse development editor. Today I am a publishing consultant and freelance acquisitions editor, based on my 25 years of experience in the industry. I have worked with major publishers on more than 78 titles, including 28 first editions. I am also a publisher with three titles in print, including *Self-Publishing Textbooks and Instructional Materials* by Franklin H. Silverman, Ph.D. My resume, testimonials from authors, title credits, and reviews of my books are posted at www.atlanticpathpublishing.com.

In professional development seminars and workshops, I adapt my core content to the specific interests and needs of your faculty, department, association, or institution. Participants receive free materials. I offer an expandable mixed format of lecture, discussion, hands-on practice, and individual application, with an emphasis on practical and ethical considerations in textbook selection, authorship, publishing, and author-editor relations. Main topics include:

I. Textbook Publishing: overview of the higher education publishing industry, including the economics and politics of textbook publishing today and the publishing cycle and process. Practical strategies for finding the right publisher, preparing a prospectus, negotiating an author agreement, and finding publishing alternatives.

II. Textbook Writing and Development: Understanding audience, mission, voice, style, authoring tasks, and authoring ethics. Working with coauthors and editors; using market research and peer reviews. Strategies for managing length and schedule and developing content, organization, headings, pedagogy, apparatus, and package.

III. Evaluating Textbooks: Understanding how textbooks are developed. Hands-on analysis of intellectual level, quality of exposition, pedagogy, audience appropriateness, and course fit. Discussion of pricing and bundling issues. Practical strategies for dealing with issues of current, accuracy, and ideology.

For more information please call me at 978-283-1531 or visit **WORKSHOPS & CONSULTING** at www.atlanticpathpublishing.com. I look forward to serving you.

—Mary Ellen Lepionka