Have you considered writing or editing a book?

Sharing lessons learned from publishing the book *Designing Engaging and Interactive Synchronous Online Class Sessions*

February 16, 2023

Matthea Marquart

Educators Compassion Circle, Center for Asian Pacific American Women

Session summary

At our Educators Compassion Circle on February 16, 2023, Matthea Marquart will share about the process of publishing the book *Designing Engaging and Interactive Synchronous Online Class Sessions*. She co-edited this book with colleagues Lia W. Marshall, Rebecca Y. Chung, and Kristin Garay.

For folks who are thinking about future book-publishing, Matthea will share about:

- The road from thinking about & wanting to write a book, to publishing it
- Deciding on the modality of the book (print vs ebook)
- Choosing a publisher
- The costs of publishing
- Doing a market scan to gauge what books are already out there
- Copyright issues and what you will & won't be allowed to share freely after publishing
- Collaborating with co-authors or co-editors
- Inviting and working with chapter contributors
- Easing your way into book publishing by becoming a chapter author
- Your responsibilities and options around marketing

This will be an interactive session, with lots of opportunities to share your own experiences with publishing, and to ask questions.

AGENDA	
1	Warm-up and introduction
2	Basics of the book project *Designing Engaging and Interactive Synchronous Online Class Sessions*
3	The EdTech Books platform
4	Including chapter authors
5	Book publishing considerations -- copyright and marketing
6	Wrap up, thank you, and Q&A

Warm up

- Who has already published a book, or is in the process of publishing one?
- Who has thought about publishing a book?

Please jump in to share your experiences / questions at any time throughout this session

My experience with book publishing

Co-editor of one book

Contributor to nine books:

1. (upcoming) Little, S. (Ed.) *Social Work Field Instruction in Modern Practice: A Handbook*. NASW Press.
2. (upcoming) Wuetherick, B., Baker, N., Germain-Rutherfor, A., Graham, D., Hornsby, D. & Turner, N. (Eds.), *Online Learning, Open Education and Equity in the Age of COVID-19*. Athabasca University Press.
3. Thompson, P. & Carello, J. (Eds.) *Trauma-Informed Pedagogies: A Guide for Responding to Crisis and Inequality in Higher Education*. Palgrave Macmillan.
4. Beatty, B. (Ed.), *Hybrid-Flexible Course Design: Implementing student-directed hybrid classes*. EdTech Books.
5. Kurman, P. and Littlefield, M. (Eds.), *Online and Distance Social Work Education: Current Practice and Future Trends*. Routledge.
6. Spencer, M. (Ed.), *Microaggressions and Social Work Research, Practice and Education*. Routledge.
7. Hitchcock, L., Sage, M., & Smyth, N. (Eds.), *Teaching Social Work with Digital Technology*. CSWE Press.
8. Herman, J. & Nilson, L. (Eds.), *Creating Engaging Discussions: Strategies for "Avoiding Crickets" in Any Size Classroom and Online*. Sterling, VA: Stylus Publishing, LLC.
9. D'Agustino, S. (Ed.), *Creating Teacher Immediacy in Online Learning Environments*. Hershey, PA: IGI Global.

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Designing Engaging and Interactive Synchronous Online Class Sessions:
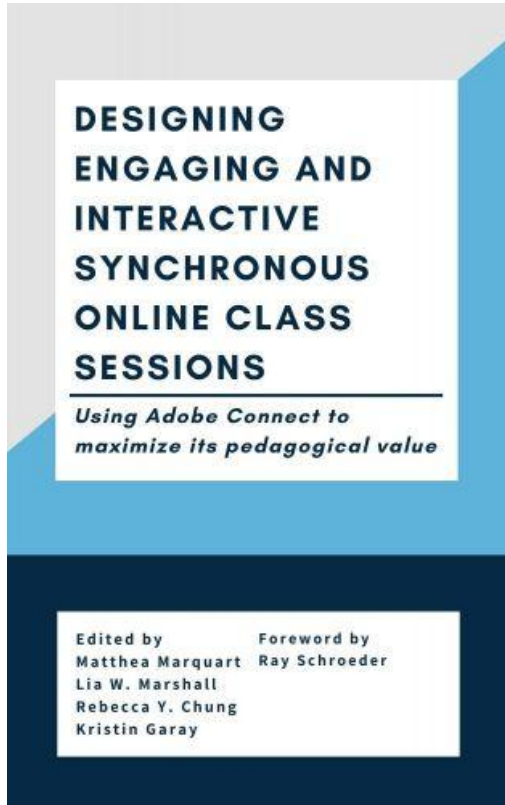## Using Adobe Connect to Maximize its Pedagogical Value

Editors:

Matthea Marquart, Lia W. Marshall, Rebecca Yae-Eun Chung, & Kristin Garay

Foreword:

Ray Schroeder

Links:

- https://edtechbooks.org/designing_engaging_interactive_synchronous_online_classes
- https://www.onlinepedagogybooks.com/

Awards

2022 *Chief Learning Officer Magazine* Learning in Practice Award, **Technology Award**, Gold Level, Division 2 category

2022 LearnX **Learning Technology Innovation Award** in the category of Best Learning & Talent Technology, Diamond Level

Impetus to write the book

- We needed to train our Online Campus community on the updated Adobe Connect platform and how to use it effectively
- For the training, we wanted a resource that folks would be likely to continue to use over time (rather than a simple handout or PDF that might get lost)
- We also wanted to uplift the voices, ideas, and great work of our Online Campus community, particularly folks who have wanted opportunities to publish, and thereby provide a mechanism for peer learning
- When we create something for our Online Campus community, we like to also share it with the wider field of online educators -- this matches our social work values and our school & university missions

"It has been such a wonderful experience contributing a chapter to this book with my colleagues! It was a joy to be a part of this collaborative project with those who share a passion for online pedagogy."

Lia W. Marshall
Co-editor and chapter author
- [Group Presentations in Adobe Connect: Using an Extra Wide Video Pod and Dedicated Second Chat Pod for Q&A](#)
- [Mindfulness and the Engaged Online Classroom](#)

Book timeline

- March 2022: Decided to write the book, with goal of being done by August
- March 2022: Piloted and updated the chapter template, met with EdTech Books
- March-May 2022: Recruited/invited chapter authors
- April 2022: Made decisions about the book's processes, structure, title, etc.
- May 2022: Set up a Google account for the book, including email, docs, analytics
- May-June 2022: Hosted 8 "chapter writing parties"
- June 13, 2022: Due date for chapters
- Rolling: Chapter feedback, rewrites, uploads to the platform
- August 2022: Advanced workshop that the book was intended for
- December 2022: Book "published" as part of piloting language translations
- January 2023: Began sharing the book on social media
- Coming in 2023: Add the final chapters, create the final PDF to deposit in Internet repositories, set up the book for print-on-demand via Amazon

Print

- Depending on the publisher, more respected (except at R1s)
- From proposal to book in hand, ~1-3 years; subject to delays
- Possibility of pay & royalties
- Publishers have resources -- e.g. copy editors, marketers
- Readership may be limited by ability to pay, unless the book makes it to libraries
- Publisher owns copyright
- Publisher makes decisions, e.g. restrictions on number of pages

Ebook

- If self-publishing, publish as quickly as you can write & edit
- If with a publisher, more time
- No pay
- May be completely DIY
- Risk if platform shuts down
- Open access can benefit more readers
- Web-based publishing can be more accessible for people who use screenreaders, or who read in different languages
- Choose your copyright level
- Flexible length

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Why did we choose the EdTech Books platform?

- Commitment to be free, with no ads
- Good experience as a chapter author of another book on the platform
- Good experience meeting with the platform administrator, Royce Kimmons
  - Publishing is a long-term relationship
- Extremely user-friendly platform
  - Smooth and quick to upload chapters from Google Docs, including images
  - Can include multiple book editors
  - Constantly improving, e.g. adding AI-generated audio and AI-generated language translation
  - Designed to let you focus on creating the book, not worrying about the tech
- Robust analytics, and easy to add Google Analytics
- Ability for chapter authors to add and update their own bios and names, and see their chapter analytics -- empowered authors, lower burden on the editors
- Thoughtfully designed, e.g. Optimized for mobile devices, accessibility, search engine optimization

We do not have a scarcity of resources in the world ... What we have is a scarcity of collective moral conscience.

— Rev. Dr. William J. Barber, II

The only legitimate role for new media and technology in education is to increase our capacity to be generous with one another. The more open we are, the better education will be.

— Dr. David Wiley

We have created this site and provided all of our content freely, because knowledge should be free, and educational technology should lead the way!

Our Mission: "Moving Education Toward a More Generous Future"
or "Making it Easier to Do the Right Thing in Education"
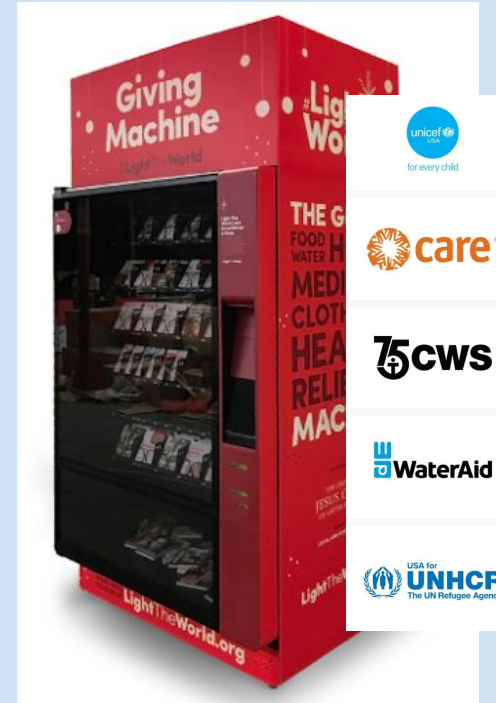
Quote from Royce Kimmons, founder of EdTech Books

"Some of the guiding principles and values that have driven me, when I first started creating this platform, was this idea that we need better ways of organizing ourselves around doing what's right in education…. When we think about the benefits of edtech for education, it seems to me like **maybe the most important role that edtech can play is allowing us to be more generous with one another and to act morally and ethically with one another**…. [with the Giving Machine] the idea behind this, the assumption is that people are generous. They want to give, they want to share. They often don't know how, or they often don't have opportunities to do it. And it's like with the Giving Machine, I can just walk up to it on my way to lunch, and I can buy a goat for a family on the other side of the world, or I can buy shoes or a polio vaccine…. This is a similar assumption that I make with EdTech Books, is that **I think that most educators want to give, they want to share, but they often lack structures that help them to do that in a meaningful and easy way**, and our systems aren't designed to incentivize or value giving either. If you think about things like tenure and promotion, they're not really designed for that. So **can we use educational technologies as kind of this go-between to make giving easier and to lead to more generous futures that play upon or act upon our good intentions as people?**"

Source: Royce Kimmons recorded presentation. EdTech Books Strategic Planning Meeting 2021. December 9, 2021.
https://youtu.be/uMJ6N2sqWfc

What would using an open textbook look like?

-   Reduce and limit barriers to accessibility and equity

-   Text to audio

-   Translation

-   Access for all

Slide used with permission. Source: Revamping Your Courses with EdTech Books! Jennifer Ramsey.

Open because…

"This book is published with an open access license, but it is also open in the sense that it is a living, developing, and evolving document."

- The book is **open to growth** - we are open to growth

- The book is **open to change** - we are open to change

- The book is **based on relationships**/community support - we are part of the community

Focal Points Moving Forward

Four Values
Freedom — Accessibility — Usability — Quality

- Sustain current use, and then projected growth
- Continuously improve platform through constant iteration and A/B testing
- Build culture of continuous improvement for resources
- Encourage a community of generosity, sharing, and openness
- Help legitimize OER authorship as a "scholarly" endeavor via discernible impacts

EdTechBooks.org

Analytics about EdTech Books: Feb 5, 2021 - Feb 5, 2023

Users
2.1M
↑2,075.8%

New users
2.1M
↑2,049.4%

Average engagement time
1m 32s
↓14.2%

Event count
15M
↑1,814.8%

— Custom - - Preceding period
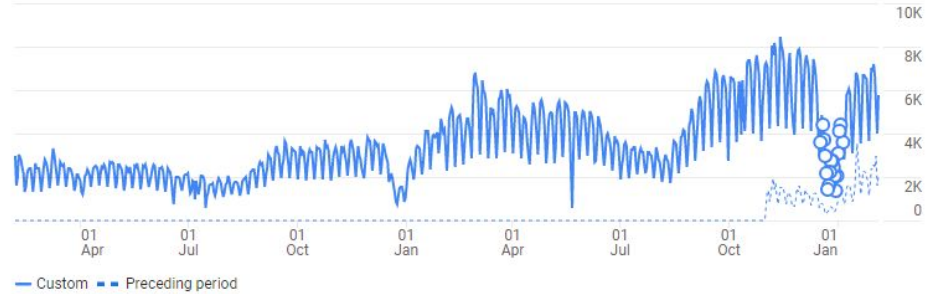
Feb 5, 2021 - Feb 5, 2023 ▾

View reports snapshot →

Users ▾ by Country

COUNTRY	USERS
United States	694K
Philippines	322K
India	141K
United Kingdom	57K
Canada	49K
Mexico	43K
Pakistan	41K

View countries →

Source: Screengrabs shared by Royce Kimmons via email on 2/6/23.

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Chapter authors for this book

Chapter authors for this book

Chapters contributed by Malwina Andruczyk, Johanna Creswell Báez, Aparna Samuel Balasundaram, Sara Bartlett, Hans Bernier, Sahani Chandraratna, Rebecca Yae-Eun Chung, Sarah Clem, Elisabeth Counselman-Carpenter, Agata Dera, Mary Downs, Taylor Eutsey, Krystal Folk, Kristin Garay, Helen Garcia, Bonnie Glass, Ana R. Grullón V., Robert Paul Hartley, Christine D. Holmes, Carly E. D. King, Edy Kupietzky, Joshua Levine, M. Karen Lichlyter-Klein, Elexia A. Gonzalez Lowe, Matthea Marquart, Lia W. Marshall, Vitina Monacello, Melissa Murphy Thompson, Murali Nair, Amelia Ortega, Mary Piepmeier, Sabeen Qureshi, Morgan Ritacco, Allison Ross, Roxanne Russell, Delia Ryan, Jessica Satkunasingham, Ray Schroeder, Katherine A. Segal, Dawn E. Shedrick, Kelly Smith, Sierra Spriggs, Marianna Stayer, Sara Terrana, Elise Verdooner, and C. Danette Wilson Gonzalez. Additional chapters coming this year from Adrianna Taylor, Brittany Lytle, Fatima Mabrouk, and Kevin Ram.

Inviting chapter authors

- Chapter template with clear & detailed instructions
- Sample chapters
- Trauma-informed editing and guidance, especially with first-time authors
- Office hours with the editors / chapter-writing parties
- Encourage chapter authors to peer-mentor, co-author
- Communicate with chapter authors throughout the process, and after publishing -- consider how to lift up their voices
- If you'd like diversity among your contributors, provide extra support and flexibility on deadlines to account for macro forces
  - E.g. If communities of color are more impacted by the pandemic, then authors of color will be less able to contribute chapters unless provided flexibility and support

Chapter template -- Designed as support for first-time authors

A Google Doc that served as a one-stop location for an explanation of the purpose of the book, the project timeline, FAQs, links to example chapters, and clear & explicit details about how to structure the chapters and what to include. Examples:

- Title. Clear & descriptive title in plain English (metaphors can be in the subtitle). The title should indicate what the case study is about, so that readers can choose to read case studies that are relevant to them.
- Author(s). For co-authored case examples, list the authors in the order of who did the most work on writing this case example
- Short description. (1-4 sentence summary; feel free to use bullet points)
- Teaching & learning goal. In this case example, what were you trying to teach / practice / discuss with this activity? (written in first person "I / we"; feel free to use bullet points)
- Activity and results. How did you design your activity to meet your teaching & learning goal? How did it go? Is there anything you'd recommend for folks who want to do something like this? (written in first person "I / we")
- At the bottom, there was a copyright acknowledgement for authors to initial.

Aparna Samuel Balasundaram

Chapter author

- Mindfulness and the Engaged Online Classroom

"I am very grateful to have had this opportunity to be a part of this amazing book project.

While it seemed like a daunting task at the start, with some intentional planning and support we did it! What helped me was breaking it down into smaller tasks, calendarizing, and blocking two hour slots dedicated to writing, and sharing my excitement and anxiety with my mentor. This helped me to stay focused, be excited about the possibilities ahead, and also deal with imposter syndrome!

Know that you have a unique voice and if you have an opportunity to share it...embrace it! Wishing you all the best. You got this!"

Christine D. Holmes

Chapter author

- [Breakout Exercise for Collective Syllabus Annotation in Adobe Connect](#)

"As someone who is new to the world of publishing, I'm making peace with the vulnerability of writing.

I try to approach each word with a mindful knowing that most of what I write on the first go won't make it to the final draft. Each iteration gets a little closer to capturing where I'm at and what the piece is in that moment - remembering that who I am and what I write will go on to take their own journeys after publishing has given me a sense of peace in writing for an audience."

Collaborating with co-editors and/or co-authors

- Before you begin, put in writing:
  - Editor / author order
  - Each person's roles
  - Joint expectations around copyright, any monetary compensation
  - Project goals
  - Future uses of the book
  - Any restrictions/expectations around future presentations or writing about the book
  - Anything you can think of that might cause conflict in the future
- An open-access book can be helpful for preventing some sources of conflict, eg. around uses of the book

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Thinking about copyright

- Copyright of what you include in your book:
  - Be careful with every image you include, so as not to violate the image's copyright -- this includes screengrabs that include other images within them
    - E.g. the caption for a screengrab of an online classroom that shows the slides needs to account for the copyright of any images on the slides
    - E.g. one of our authors created an original video in order to be able to include video in screengrabs of the classroom described in her chapter

- Copyright of your book itself:
  - Note: depending on the publisher and whether they require that you sign over the copyright to your writing, you may lose the rights to your writing -- including decision-making about how your writing is used, where it's used, how much it costs to access, and whether/how you're allowed to share it

Market scan

- Make sure your book hasn't already been written
- Make sure your title and book URL are unique
- Understand which keywords / search terms will guide readers to your book
- Potentially connect with authors of similar books
- Note: If you propose a book to a publisher, they will require your market scan / analysis as part of the proposal package

Getting the word out about your book
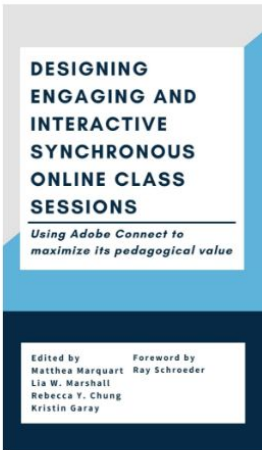
- Social media
- Word of mouth to your personal & professional networks
- Blurbs
- Alma mater(s)
- Trade publications
- Conference presentations
- Book talks
- Awards
- Website -- if you plan to write more than one book, choose a website name that will work to house all your future books; if you write with a publisher, create your own book website that you control, apart from the publisher's website
- Note: If you propose a book to a publisher, they will want to know your marketing plan during the proposal process

Example website: https://www.onlinepedagogybooks.com/

Example book analytics on 2/16/23: EdTech Books

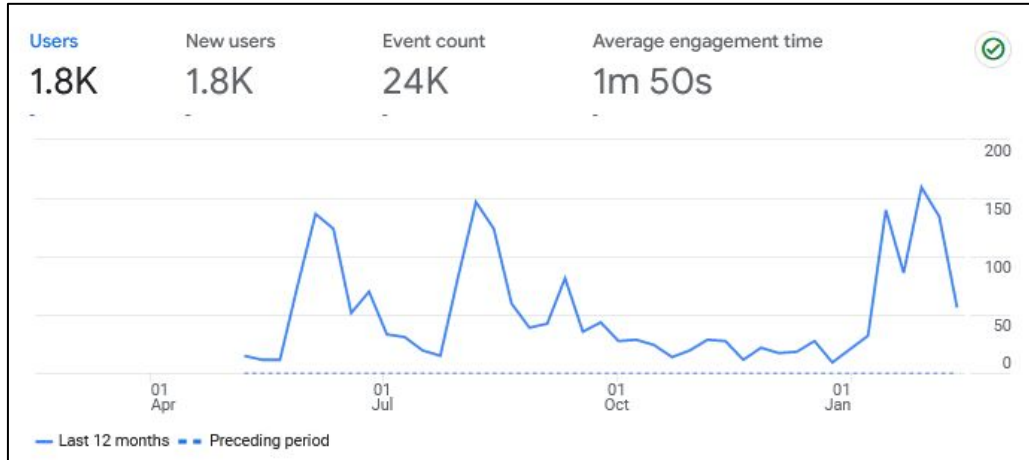Designing Engaging and Interactive Synchronous Online Class Sessions ▾

EdTech Books
Analytics

16.6K   6.3K $3.1K   5/5.0

Top Backlinks

Domain	Visits	Label
google.com	209	Search
mail.google.com	27	Email
adelphi.edu	20	-
scholar.google.com	9	Scholarship
duckduckgo.com	8	Search
bing.com	8	Search
linkedin.com	7	Social Media

Example book analytics on 2/16/23: Google Analytics

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Additional resources

- Book about academic writing (free open access book): <u>Writing about Learning and Teaching in Higher Education</u>, by Mick Healey, Kelly E. Matthews, and Alison Cook-Sather

  - See Chapter 16: <u>Telling a Bigger Story: Books and Edited Collections</u>

- Podcast from 2016-2020: <u>Research in Action</u>, hosted by Katie Linder

  - See Episode 162: <u>Lauren Remenick on Researching Authors' Experiences</u>

Thank you!

Questions? Experiences to share?

Request: Please share this book, to help all the volunteers who contributed reach folks who can benefit from their writing