

Publishing Committee Meeting
Minutes
November 10, 2004

Attending were Mark Long, Jan Osburn, Lance Zimmerman, Mike Huneke, David Carroll, Laura Krasienko, and Cecilio “C” Acosta.

The agendas were distributed.

[Agenda item 1] Given that this was the first meeting of the Publishing Committee, members introduced themselves to each other.

Mark Long is from Special Instructional Services, Jan Osburn is from Marketing & Communications, Lance Zimmerman is from Distance Learning, Mike Huneke is from Automotive, David Carroll is from CNS, Laura Krasienko is from English, and “C” Acosta is from DMD.

[Agenda item 2] A handout was distributed to provide an overview of TSTC Publishing: origin, purpose, and scope.

TSTC Waco created the publishing office last May as an outgrowth of work done by the textbook publishing transformation team earlier in the year. (The publishing office is located in the Culinary Arts building.) This means that when it comes to producing textbooks the primary responsibility of faculty members will be to produce content/manuscripts; all other responsibilities—editorial layout & design, printing production, marketing, sales, billing—will be handled by the publishing office. Initial revenue generated from textbook projects will be used to cover direct production costs; subsequent revenue from completed textbooks will be divided among authors/editors, departments that adopt textbooks, schools that adopt textbooks, and the publishing office. Current projects in development include a basic electronic troubleshooting guide for biomedical technicians, a co-op workbook, an English 1301 textbook, and an introductory automotive textbook.

The role of the publishing committee in all this is to act in an oversight capacity to approve textbook proposals and receive regular updates on initiated projects.

“C” asked if multimedia materials—for example, CD-ROMS—could be included in textbooks. It was indicated that this should be no problem; any materials typically included in any textbook on the market can be incorporated as well into TSTC-produced textbooks. “C” asked about including software. As long as licensing issues are taken care of ahead of time this should be possible as well.

[Agenda item 3] The COP *Development of Copyrighted Instructional Materials* was distributed.

This COP establishes the makeup and function of the Publishing Committee as outlined above. The committee must meet at least quarterly. Lance noted that it could meet more often as necessary.

[Agenda item 4] The textbook proposal form was distributed.

The proposal form addresses editorial, adoption, and marketing areas. Lance asked if the form could be converted so that it could be filled out electronically instead of by hand. Mark said he would look into this. Lance also pointed out the importance of including a peer review system for technical materials being produced so that they are as sound as possible. Mark explained that a password-protected development Web site would be set up for each approved project so that materials could be reviewed in a secure environment as they were completed. Lance then asked about distribution of completed projects, especially as related to marketing outside of the TSTC System. It was noted that due to budget concerns all marketing efforts would have to be very targeted and as cost efficient as possible.

Mark said that there was an upcoming continuing education course to be offered about writing textbook proposals. The class will meet Tuesday nights from 6-9 pm from February 1 to March 8. The cost will be \$18. Jan said that there should be the possibility of employee scholarships to cover tuition. Brochures about the class will be distributed to faculty in January.

[Agenda item 5] Goals for the next meeting were discussed.

Given that the publishing venture is new to TSTC, the importance of disseminating information about all things publishing—the publishing committee, proposal guidelines, the upcoming continuing education class, revenue sharing formulas—was emphasized. In particular, anyone interested in proposing a textbook project is to be directed toward the publishing office to receive as much help as possible.

There being no further business, the meeting was adjourned at 5:05 pm.