

**2018 Publications Advisory Board – Executive Office Liaison Update – Marsha Miller**

The publications arena remains busy. Leigh Cunningham (AAT & Pocket Guides), Michele Holaday (NACADA Blog), copy editors Nancy Vesta and Regan Baker, Wendy Troxel, Jennifer Joslin and I worked with 172 authors/editors this year.

**Highlights include:**

**Books in production:**

- *The Power of Story: Narrative Theory in Academic Advising* NACADA-only book debuts in PHX. It is a labor of love by PAB members Peter Hagen (author), Julie Givans Voller (contributing editor), and Regan Baker (copy editor).
- *New Directions in Higher Education: Academic Advising Re-examined*. Wendy Troxel and Jennifer Joslin, guest editors. 12 authors, 4 contributors, and 9 chapters for this online book in the Jossey-Bass subscription series.

**PAB review of 2010 book *Comprehensive Advisor Training and Development: Practices That Deliver*** was chaired by PAB member Susan Fread and included 25 NACADA members who reviewed. They represented the Advisor Training & Development and Faculty Advising communities, Professional Development Committee, and PAB. The PAB Management team (Bob Hurt, Jeanette Wong, Julie Givans Voller, Jennifer Joslin, Marsha Miller, and Susan Fread) forwarded recommendations to Charlie Nutt in June. The full report with recommendations are posted with the meeting materials.

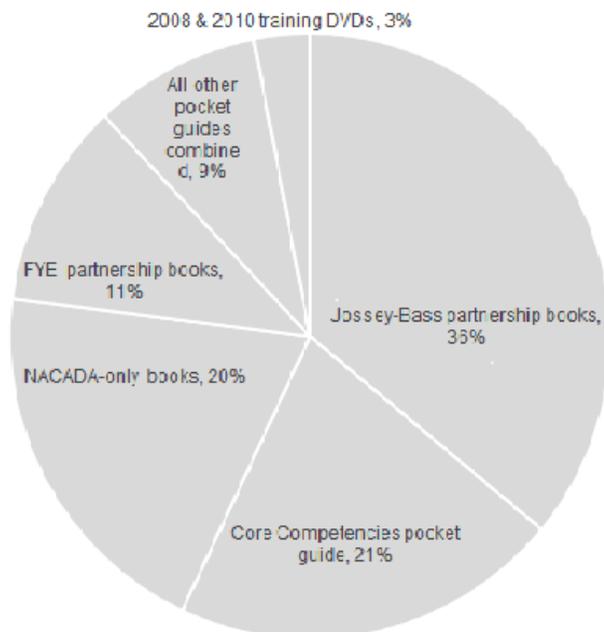
**NACADA’s two journals.** Editors of the *NACADA Journal* and the new *NACADA Review* regularly met with Managing Editor Marsha Miller to delineate the purview of each publication. The *Review* Editors crafted materials needed to open submissions on 5/1. Reports from both editor sets are posted with the meeting materials. Note ~\$6.70 of member dues support the two journals; that amount is 70 cents more this year due to increased paper costs.

**On a personal note,** this is my last annual PAB meeting before I retire in June. It has been my distinct pleasure serving the PAB since its inception in 2004. The PAB provides needed practitioner perspective regarding publication needs. A huge ‘thank you’ to each PAB member, your efforts are greatly appreciated! Marsha

**2018 NACADA Print and DVD Sales – 8/1/2017 – 7/31/18**

While profit is one measure of success, it certainly is not the goal of NACADA print publications... meeting member needs is. NACADA publications are but 1½% of NACADA’s net worth but they are invaluable in meeting the association’s goal to advance our profession. Profit-levels would have remained the same this year except for Competencies Pocket Guide sales. Income generated includes royalties from publishing partners; expenses include all production costs (including copy editing) except EO salaries. Break even for most soft-cover books is 200 sold; hard cover books ~450.

% of profit



Publisher/venue	Notes
Jossey-Bass partner books	Toolkits 7% of sales
Competencies Pocket Guide	2017 annual conference rec'd
NACADA-only books	10 titles. 2010 AT&D outsells all
FYE partnership books	2016 book & family (pocket) guide
Rest of Pocket Guides	Retention is best seller
2008 & 2010 Training DVDs	25/41 (61%) sold as part of a package

## Top Five Bestselling Books

### NACADA Book

#### sold+

- 380\* *New Advisor Guidebook*. Jossey-Bass (JB) Partnership book. JB sold 444 copies or 50% of the 824 total. 24% of those NACADA sold were part of the Advisor Core Library package. 3947 copies sold since 2015.
- 306\* *Academic Advising Approaches*. JB sold 537 copies (59% of 917 copies sold). 4882 copies sold since 2013; **Amazon listed this book as its #10 best-selling book in the Higher Education Administration arena.**
- 277\* *Beyond Foundations*. JB sold 173 copies (38% of the 450 copies sold this year). 1770 books sold since 2016.
- 354 *Advising in the First-Year*. 2017 new book published with FYE. FYE sold 522 (60% of 876 copies total)
- 124 *2010 Comprehensive Advisor Training & Development*.
- This book continued as best-selling NACADA-only book
  - 12% of this book's sales were as part of a "package" with the two DVDs.
  - This book reviewed in Spring for possible revision (see notation earlier in this report).

+ # of copies sold by NACADA (partnership publisher sales in parenthesis). Copies sold by Amazon purchased from partner.

\* Jossey-Bass partnership book.

^ Majority of sales to practitioners; to the best of our knowledge the book is NOT used as a course text

### Other Jossey-Bass partnership books

- 81 2005 *Career Advising* by Virginia Gordon (5290 copies of this book sold since 2006)
- 24 2008 *Comprehensive Handbook* (replaced *New Advisor Guidebook* in courses) 11,317 copies sold
- 18 2009 *Career Advising Handbook* (79 in 2017 when used in course) 3339 copies sold since 2009

### NACADA-only books: Majority of sales are due to books' use in graduate courses

- 67 2009 - *Advising Students with Disabilities*.
- Officially out-of-print; all copies sold as downloadable PDF
  - Book is used in KSU course
- 59 2011 – *Academic Advising Administration*.
- 142 sold in 2017 when used in KSU course; anticipate course taught again as elective for PhD
  - 10% sold as downloadable PDF
- 49^ 2012 - *Advising Transfer Students*
- 48^ 2013 - *Peer Advising*. (35% sold as downloadable PDF)
- 39^ 2010 - *Scholarly Inquiry in Academic Advising*.
- 37 2010 - Assessment CD (sales dropped 70%+ after Assessment Institute stopped providing it to registrants)
- 35 2008 – *Advising Student Athletes*
- officially out-of-print, sold only as downloadable PDF
  - Majority of books sold to students in online Northeastern University course
  - Three chapter PDFs (Friedman; Petitpas/O'Brien; Wolf-Wende) used in KSU course
- 28 2007 – *Advising Special Populations*
- out-of- print, available only as downloadable PDF
  - portions of book previously used in KSU course
- 26^ 2014 *Advising Chinese International Students* (one sold as Kindle; one as ePub).75% of way to break even.

**Toolkits.** Five 'common reading' kits developed in 2017 from JB Core Resource Library. Each toolkit includes chapter(s), support materials and discussion questions on topics including (# sold): Advising as Coaching (68), Proactive Advising (61), Communicating with Students (53), Defining Student Success (46), and Faculty Advising (41). 25% royalties to Jossey-Bass. December user survey found most purchased materials during summer but not used the toolkit package.

### Notes:

- NACADA sold 1564 copies of the NACADA/FYE pocket-sized guide, *Academic Advising in the First Year of College: A Guide for Families* (3<sup>rd</sup> ed). FYE sold 4592 copies = 6156 copies placed in family member hands.
- 5% of Jossey-Bass' sales are ebooks; Kindle platform chosen by 85%.
- NACADA ebook sales are almost exclusively downloadable (and searchable) PDFs; Kindle <2% of e-pubs sold