

Publications Prospectus

A good prospectus generally contains the following information, which the NACADA Publications Advisory Board and the NACADA Executive Office find essential in evaluating the project for publication consideration:

1. **Need.** Why is the publication being written? Why do people need help on the topic at this time? How is the topic of increasing rather than passing or declining importance?
2. **Purpose.** What is the publication designed to accomplish? How does it meet the need you have identified?
3. **Contribution.** What new is offered? In what ways would the publication add to current knowledge and practice?
4. **Related and Competing Publications.** Please list the author, title, and publisher of the main related and competing publications; describe why they are not adequate to meet the need you have identified; and tell how your publication would differ or be superior.
5. **Intended Audiences.** Be specific and describe the primary, secondary, and other audiences with respect to discipline, institutional affiliation, and position or title.
6. **Uses.** What would the publication help the audiences to do, understand, improve, carry out, and so on? Distinguish between the uses for the practitioner audiences and the uses for the academic audiences--or whatever distinction is most meaningful.
7. **Alternative Title Possibilities:** Along with your current working title, please suggest several alternative titles. We strive for titles that clearly communicate to all audiences the topic, purpose, and utility of publications.
8. **Knowledge Base.** What is the research or experience base for the information in the publication? Briefly describe any special studies or previous work relevant to this publication.
9. **Outline of Contents and Section/Chapter Descriptions.** Provide a few sentences about the purpose and contents of each section/chapter, giving specific details and examples as well as general statements. Also explain the logic of the publication's organization.
10. **Special Materials.** Briefly mention the purpose and approximate number of any tables, figures, forms, supplements, appendices, and/or any other special materials to be included.
11. **Length.** How many words do you anticipate in the manuscript? (Most NACADA sponsored books are ~ 150,000 words; pocket guides are ~15,000 words.)
12. **Timetable.** What schedule is envisioned for preparing the initial draft manuscript and revisions of the manuscript?
13. **Other Publishers.** Has the manuscript been sent to other publishers for consideration? If so, which ones?
14. **Background Information.** Please attach your vita, resume, or biography detailing your professional and educational background, including prior publications.

Please address Pocket Guide proposals to:

Leigh Cunningham
NACADA Assistant Director – Programs & Projects
Leigh@ksu.edu