Becoming An STTI Author

Dustin Sullivan, BS
Mary McAdams, BSN, CEN, CPEN, TNS
Kimberly Thompson, MLS
Matthew S. Howard, MSN, RN, CEN, CPEN, CPN
### Faculty Disclosure

<table>
<thead>
<tr>
<th>Faculty Name:</th>
<th>Dustin Sullivan</th>
<th>Mary McAdams</th>
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Become an Author

• Books
• Journals
  • Journal of Nursing Scholarship
  • Worldviews on Evidence-Based Nursing
  • Reflections on Nursing Leadership
• Educational Courses
• Conferences
• Henderson Repository
43rd Biennial Convention  Las Vegas, Nevada  7-11 November 2015
43rd Biennial Convention  Las Vegas, Nevada  |  7-11 November 2015
CAREER CENTER

Look for your first nursing job or expand your career.

STTI Career Center at 43rd Biennial Convention
Sponsored by Johnson & Johnson’s Campaign for Nursing, the STTI Career Center will be held again at this year’s 43rd Biennial Convention.

STTI Job Board
Now STTI members can search thousands of nursing jobs by keyword, location, or type on our members-only Job Board. It’s easy — create your online account, upload your resume, and get personal job alerts!

STTI Career Advisors
Login to The Circle and subscribe to Career Central, where over 50 STTI career advisors are available to offer personalized career consultations.

Professional Nursing Organizations
Directory of professional nursing organizations around the world.

Nursing Scholarships
Nursing scholarship opportunities and financial aid information for every step of your nursing education.

Become an Author
There are several ways to become an STTI author. Enhance your career and spread your expertise.
BECOME AN AUTHOR

Advance your career - get published!

Becoming an author can take many forms. It’s not all just books. There are several options to become a published author!

Author a journal article for the Journal of Nursing Scholarship.

Author a journal article for Worldviews on Evidence-Based Nursing.

Author an online continuing education course.

Author your research and EBP materials within the Virginia Henderson Global Nursing e-Repository.

Author a book for Sigma Theta Tau International.

Author a presentation for a conference.

Author an article in RNL: Reflections on Nursing Leadership
Becoming a Book Author

Dustin Sullivan, Publisher
Sigma Theta Tau International

November 9, 2015
About STTI Publishing

Three groups in our publishing program:
• Nursing/healthcare books
• Peer-Reviewed Journals:
  • Journal of Nursing Scholarship
  • Worldviews on Evidence-Based Nursing
• Reflections on Nursing Leadership
About STTI books

• 14 Titles per year
• Over 100 books currently in print
• Available direct (via NKI) and at major bookstores, independent bookstores, college bookstores, Amazon, Google Books, and Apple iBooks
• Print, PDF, EPUB, and Mobi formats; ready for LMS
• Adoptable for graduate and undergraduate courses
• Supplemental material/instructor resources available for some titles
Timely and Relevant Topics

- Nursing Ethics
- First Year Survival
- Simulation
- Evidence-Based Practice
- Work/Life Balance
- Patient Safety and Quality of Care
- Career Advancement
- Civility
- Nurse Burnout
- Staff Assessment
- Patient and Family Education
- Precepting
- Patient Communication
- Professional Practice
- Home Care Nursing
- Dissertation Prep
- Emergency Nursing
- On-Boarding
- Evidence-Based Practice
- Professional Practice
- Interprofessional Partnerships
- Community-Based Healthcare
- Leadership
- Cultural Sensibility
- Forensic Nursing
- Nursing Research
- Professional Etiquette
- Budgeting & Finance
- Pharmacogenomics
- Behavioral Health
- Bullying
- Legal Issues
- Informatics
- Simulation
- Evidence-Based Practice
- Home Care Nursing
- Nursing Research
- Professional Etiquette
- Budgeting & Finance
- Pharmacogenomics
- Behavioral Health
2014 Award Winners

**AJN Book of the Year**

**Capstone International Nursing Book Award**

Two 1st Place AJN Awards!

AJN and Capstone Awards!
Why do you want to write a book?

Don’t jump in without knowing your motivation
• Advance your career (publish or perish)?
• Promote yourself and/or your employer?
• Present new & unique ideas or ways of thinking?
• Document successful practices?
• Give something back to your profession?
• Teach a new generation of nurses?
• Fame & fortune?
Developing a book idea

Start thinking it through
• Is your idea a book or an article?
• What is the purpose of your book?
• Does it solve an identifiable problem or fill a need?
• Who is the audience? How big is that audience?
• Does that audience know you?
• Are there existing books or other resources available?
• If so, how is your book different and/or better?
• Can it be adopted for college courses?
The proposal/prospectus

Use publisher’s proposal guidelines!

• Working title
• Name of the authors and any contributors
• Purpose of the book and how it meets a unique need
• Description of the book
• Primary/Secondary audiences
• Table of contents/sample chapter
• Potential Images and Figures
• Projected page count
• Competitive works
• Timeline
• Bios (not CV)
• Marketing

The TOC

Two styles:

Chapter 1: Anatomy of writing. Introduces the overall writing process by using anatomy as an analogy.

Chapter 2: How to find and refine a topic. This will include how to “prime the pump”, including writing groups, journaling, finding a mentor, mind mapping, etc. Will include use of statement of purpose to keep focused.

Chapter 3: How to select and query a journal. This will discuss considerations such as circulation, target audience, impact factor, peer review status, timing, etc. Examples of query letters and importance of author guidelines.

1. Making Your Acquaintance
   - Introductions
   - Elevator Pitch
   - Shaking Hands
   - Remembering Names
   - Business Cards
   - Frequently Asked Questions

2. When Talk is Not Cheap
   - Conversational Topics
   - The Art of Small Talk
   - Networking
   - Generational Differences in Communication
Publishing Process Overview

What comes after you submit a proposal?

• Peer review for certain topics (you may be asked to comment on reviews)
• Publisher prepares business plan, P&L, tip sheets for approval
• Editorial Board approval
• Contract
• Writing
• Editing (author review)
• Layout (author review)
• A book!
• Marketing
• Can take 6-18 months depending on the writing schedule and publisher.
The publishing agreement (contract)

Read it, ask questions, understand the terms

• Royalty (flat or sliding scale) or work-for-hire
• Advance on royalties or honorarium?
• Milestones dates
• Grant of rights and sub-rights
• Copyright
• Right of first refusal, non-compete, revisions
• Different terms for electronic formats?
Three stages of publishing at STTI
Stage one: planning and writing

• Outline development
• Series guidelines review (if applicable)
• Manuscript preparation: You and your coauthors and contributors (if any) complete the manuscript
  – Map out a schedule based on milestone dates
  – Use a chapter template for multiple authors
  – Use the Publisher’s style guide and author guidelines
  – *Get permissions as you go*
  – Include all elements when submit chapters
• Finalize and complete all your citations and references
• Initial manuscript assessment
• Finalization of book title and subtitle
Stage two: editing, production, and author launch meeting

- Development Editor Review
- Copy Editing
- Author Review (AR)
- Figure/illustration finalization
- Interior and cover design
- Page proofs
- Index creation
- Submit files to printer
- Author questionnaire
- Marketing call, review of marketing/sales plan
- Creation of ancillary materials (instructor guides, promotional downloads, etc.)
Stage three: publication, your marketing plan, and selling the book

• Publication!
• Direct sales at NKI
• Fulfillment to bookstores, resellers, and distributors
• Sales team follows B2B leads
• Social media networking and promotions
• STTI and NKI emails, promotions, and advertising
• Press releases and media follow-up
• Review copies of book sent to select media representatives
• Presence events, book signings
• Supporting articles and interviews
How can you help market your book?

Most successful books have authors who actively promote

• Can you help get the word out to colleagues and influencers?
• Do you have connections via your university, employer, specialty organizations?
• Do you attend conferences?
• Do you speak at conferences or other events?
• Do you have an established group of followers or contribute to SIGs?
• Are you active on social media?
• Can you write articles and do interviews in support of your book?
• Will your publisher help you in addition to doing its own promotion?
Becoming An Author!

Mary McAdams, BSN, RN, CEN, CPEN, TNS
Disclosure:

• I work at STTI
Objectives:

• Discover avenues for becoming an author through STTI Education Pathways
• Investigate the benefits of being an author
Who....
Storytelling
Content ?

43rd Biennial Convention  Las Vegas, Nevada  |  7-11 November 2015
When?

• Several Opportunities Throughout the Year
  • **Congress**
    • 27\textsuperscript{th} International Nursing Research Congress: 21-25 July 2016, Cape Town, Africa
    • 28\textsuperscript{th} International Nursing Research Congress July 2017, Dublin, Ireland
  
  • **NERC** (Nursing Education Research Conference)
    • 7-9\textsuperscript{th} April 2016, Washington DC

  • **Leadership Connections**
    • 17-20 September 2016, Indianapolis, Indiana
Different Modalities....

- Speaker
- Poster Presenter
- Author for On-line Education Modules
On-line Education Opportunities

Diversity

“Nursing is not a woman's profession, it is a people’s profession,”

David Vlahov, RN, PhD, FAAN
Dean and Professor UCSF SON
CALL FOR ABSTRACTS

Open opportunities are available for submitting abstracts for the 27th International Nursing Research Congress.

General Information

- Note, peer reviewers will be using a rubric to review your abstract submission. See the abstract rubric for more information.
- Completed work or projects may be submitted for either oral or poster presentation. If the work or project is not yet complete, the abstract may only be submitted as a poster presentation.
- If successfully reviewed, final abstract acceptance will be conditional upon registration by the presenting author.

Presenters assume all costs related to travel, accommodations, and other expenses related to their presentation.

The presenting author should be listed first in the order of authors. All communications will be directed to the presenting author only.

In addition to the abstract, a profile for each author (contact and biographical information) and conflict of interest form is required.

Please remember to include any and all members of your team or anyone who you may wish to give credit to for the work you are submitting. Once the abstract submission deadline has passed, you may not be able to add or change the abstract.

Enhanced abstracts, presentation slides, and author information will appear in a compiled Conference Proceedings electronic file which will be uploaded to STTI’s Virginia Henderson Global Nursing e-Repository (repository).

STTI is committed to worldwide collaboration. Please include global implications as relevant to your work.

7-11 November 2015

Sigma Theta Tau International Honor Society of Nursing
Suggested Topics for Submission

- Technologies to Influence Nursing
- Collaborations and Partnerships
- Nursing Education
- Health Promotion/Disease Prevention
- Nursing Leadership
- Culturally-Diverse Health Practices
- Impact of Nationally-Recognized Designations on Patient Outcomes or Nursing Care (i.e. Magnet, Studer Group, Baldrige, American College of Surgeons, American Heart Association, The Joint Commission, etc.)
- Promoting Clinical Outcomes
General Information

- Note, peer reviewers will be using a rubric to review your abstract submission. See the abstract rubric for more information.
- Completed work or projects may be submitted for either oral or poster presentation. If the work or project is not yet complete, the abstract may only be submitted as a poster presentation.
- If successfully reviewed, **final abstract acceptance will be conditional upon registration by the presenting author.**
  *Please see the Honor Society of Nursing, Sigma Theta Tau International (STTI) Presenter Acceptance Policy regarding accepted presenters who do not present. Accepted presenters who do not attend will be sent a follow-up letter explaining the policy for "no-shows."
- Presenters assume all costs related to travel, accommodations, and other expenses related to their presentation.
- The presenting author should be listed first in the order of authors. **All communications will be directed to the presenting author only.**
- In addition to the abstract, a profile for each author (contact and biographical information) and conflict of interest form is required.
  *Please remember to include any and all members of your team or anyone who you may wish to give credit to for the work you are submitting. Once the abstract submission deadline has passed, you may not be able to add authors/presenters to the abstract.
- Enhanced abstracts, presentation slides, and author information will appear in a compiled Conference Proceedings electronic file which will be uploaded to STTI's Virginia Henderson Global Nursing e-Repository (repository).
- STTI is committed to worldwide collaboration. Please include global implications as relevant to your work.
A complete oral or poster presentation submission includes the following:

- **Title Step**
  - **Title** (Maximum of 15 words)
  - **Abstract Describes** (Select “Completed Work Project” or “Ongoing Work/Project”)
  - **Preferred Presentation Format** (This is the format in which the author prefers to present.)
  - **Abstract Summary** (Please provide a brief description of the educational activity. This will be for use in promotional materials, such as event brochures or marketing materials, if the abstract is accepted. This should be a short (minimum of 25 words, maximum of 50 words), compelling description of the abstract that describes what participants should expect by attending the session.)
  - **Purpose** (Please state the purpose of the session by completing the sentence, "The purpose of this presentation is to..." in 50 words or less.)
  - **Target Audience** (Please state the target audience by completing the sentence, "The target audience of this presentation is..." in 50 words or less.)
  - **Target Audience Group** (Please select all of the following general descriptions that best defines the target audience: clinical, academic, administrative.)
  - **References** (Please list at least two references in APA format.)
    - These references should be current, meaning not older than five (5) years unless they are classic works such as: Benner, P. (1984). From novice to expert: Excellence and power in clinical nursing practice. Menlo Park, CA: Addison-Wesley.

- **Learning Activity Step** (Each submission must have at least two objectives.)
  - **Learning Objectives** (A learning objective is a full sentence outcome statement that captures specifically what knowledge, skills, or attitudes learners should be able to exhibit following the presentation or poster. Each should complete the sentence, "The learner will be able to...")
    - List at least two (2) specific objectives for the abstract related to the purpose of the activity. Each objective should have one measurable action verb and should specify what the learner will know or do once the objective has been completed.
    - You can use something like Bloom's Taxonomy to identify appropriate verbs based on your desired learner outcomes.
    - **Expanded Content Outline** (Provide an outline for the content or information that you will be presenting (either oral or poster) in order to meet the learning objectives you provided.)

- **Keyword Step**
  - Enter three (3) keywords or phrases that relate to the topic, practice setting, and/or target audience. Three (3) keywords are required.
  - Click box next to keyword to save.

- **Abstract Text Step**
  - Abstracts should be between 300-1,500 words. No references should be included except in-text citations. The actual references should be included on Step 2 in the “Reference” field.
  - We suggest that abstracts be developed offline before accessing the online submission form. Use the spell check and word count features of your word processor to check the text of the abstract before submitting it.
  - Please remove all references to the title and author information on the abstract before completing the submission.
WE CAN HELP....

Abstacts@STTI.org
On-Line Authors

Inspiring Member Stories...
LEARN & GROW

STTI makes it easy to take full advantage of your membership in this global organization of choice for nursing. Our well-known and innovative institutes, academies, and events put you in the room with globally recognized leaders in the nursing profession. We also offer free and affordable Continuing Nursing Education (CNE) and access to highly-rated, peer-reviewed scholarly journals. Learn more below.

EDUCATION

Expand your knowledge, continue developing your nursing skills, enroll in leadership programs. STTI brings a variety of continuing education opportunities to members and nurses worldwide. Learn more »

PUBLICATIONS

STTI’s award-winning professional journals, nursing books and online publications provide our members with a broad spectrum of clinical articles, career-enhancing and inspirational reflections. Learn more »

LEADERSHIP

Discover leadership programs from STTI’s Center for Excellence in Nursing Education and the International Leadership Institute. Participate in workshops, access webinars on demand, learn about mentoring! Learn more »
EDUCATION

Learn and grow with online courses designed to improve your nursing skills.

WHAT'S NEW

- Become an Author
  - There are many ways to bolster your career. One way is to become an author of a book, journal article, an online course and others.

- Course Author Guidelines
  - Interested in authoring a course? Find out how!
CONTINUING NURSE EDUCATION (CNE) PROPOSAL GUIDELINES

At the Honor Society of Nursing, Sigma Theta Tau International (STTI), we enjoy working with our authors at each step of the process, and the proposal process is no different.

Whether you're a first timer or experienced pro, you'll find the proposal process enlightening. Crystalizing your concept into an outline and conceiving who will buy it is an important step. Additionally, you'll find much of this work will be used throughout the entire project.

SUBMITTING A PROPOSAL
Proposals should be submitted electronically. Use this form to submit your proposal. Be prepared to include a description, course objectives, and a general outline.

NEXT STEPS
After submission. The education manager and others will review your proposal for content, approach, marketability, and whether or not it fits with STTI's overall continuing nursing education online products. The education manager may ask you for additional information or to revise a portion of the proposal or outline.

Behind the scenes. After you submit your proposal, please be patient. A number of things are happening at STTI. The education manager is researching the market and sales opportunities for your CNE online course. Based on this information, the education manager may or may not decide to proceed with your idea. If not, the education manager will let you know.

If the education manager chooses to proceed, he/she will prepare a business plan for the CNE online course. This is an internal document based in part on your proposal. The education manager will also prepare financial documents as well as preliminary sales documents.
Educational Activity Form for Authors

Thank you for your interest in Sigma Theta Tau International’s education program. Please enter the following information to complete an educational activity for STTI.

Questions? Please contact STTI’s Education Department at education@stti.org

Author’s Name *
First
Last

EDUCATIONAL ACTIVITY
Please provide information requested in the fields below.

TITLE
Enter the title of the proposed educational activity: *

PURPOSE STATEMENT
Complete the sentence: The purpose of this activity is to enable the learner to: *

TARGET AUDIENCE
Note who you think would/should benefit from this educational presentation. *

NEEDS ASSESSMENT
Describe the needs assessment that was performed that provides rationale why this activity, article, course or program is needed. *

Biographical and Conflict of Interest Form

Sigma Theta Tau International requests that you complete the following information in order to be accepted as a reviewer of educational activities.

Title of Educational Activity *
Education Activity Date *

Role in Educational Activity (check all that apply) *
- Planning Committee Member
- Faculty/Presenter/Author
- Content Reviewer
- Other

Section 1: Demographic Data
Name *
First
Last

Degree(s) (i.e., PhD, DNP, MSN, MPH, BSN, etc.) *

Credentials (i.e., RN, FAAN, CCRN, etc.) *

If RN, select any nursing specific degrees you may have.
- Associates
- Diploma
- Bachelors
- Masters
- Doctorate

Address *
Street Address:
Address Line 2:
City State / Province / Region
Benefits For Your Efforts

• Share your research with colleagues
• Resume
• Respect gained from your colleagues
• Show credibility
• Opportunity to showcase YOUR research/EBP/thoughts in a national/world-wide arena and influence others nursing practice
Becoming an Author – E-prints

Kimberly Thompson, MLS
Ruth Lilly e-Repository Manager
Virginia Henderson Global Nursing e-Repository

www.nursingrepository.org
What is an e-print?

• A digital version of:
  • a research document.
  • an evidence-based practice document.
  • a teaching/educational tool based on research or EBP or designed to teach an aspect of research or EBP.
Created over the normal course of a career.

• Tenure dossier
• Promotion
• Personal evidence of your work as a nurse researcher, scholar, practitioner, clinician, and/or student.
Types of e-prints:

- Manuscripts
- Posters
- Presentation paper/slides
- Conference proceedings
- Committee reports
- Dissertations
- Theses
- DNP capstone projects

- Patient education tools
- Faculty created learning objects
- Best practice guidelines
- Policy papers
- Position statements
- Research grant reports
Choose your dissemination venue:

- Journal
- Trade magazine
- Book
- Repository
What is a repository?

• Open access dissemination venue.
• Designed to help scholars/researchers share their information in a
  • free and open,
  • permanent,
  • quality-controlled, and
  • organized environment.
• Most often controlled/hosted by a library/librarian.
• Participation is usually free for both the submitting author and the end-user.
• Supports a wide variety of document types and formats.
  • Videos are acceptable!
Points to consider:

• Placing a manuscript in a repository while also pursuing traditional journal publication with the identical material.

• Placing a version of a published manuscript in a repository:
  • Pre-print (prior to refereeing)
  • Post-print (after refereeing)
  • As-published
Advantages of repositories.

“Why shouldn’t I just publish my work in a journal?”

“Why shouldn’t I just post my work on website?”

“Why shouldn’t I just use a file sharing service (Google Docs), electronic publishing platform (Issuu), or a scientific networking site (ResearchGate)?”
More exposure*

Repositories make your work available to everyone who may be interested. A growing body of evidence shows that as a result of being openly accessible, publications are cited more frequently.

Evidence shows that only 20% of papers published annually are openly available.

*SPARC – Scholarly Publishing and Academic Resources Coalition: an international alliance of academic and research libraries working to create a more open system of scholarly communication. http://www.sparc.arl.org/
Universal access*

While an article published in a journal may be available to only a few hundred subscribers, the same article (or any material) when posted in a repository is available to all, greatly enhancing the public value of research.

*SPARC – Scholarly Publishing and Academic Resources Coalition
Easier information discovery*

By opening their content to service providers such as Google, Google Scholar, and Bing, repositories allow Internet users to search every word of every item that they hold.

Indexing guarantees a higher listing in the search results!

*SPARC – Scholarly Publishing and Academic Resources Coalition
Persistent access*

By depositing your works in a repository, they will have persistent URLs (handles – a reference URL) that will never change – no more dead links.

Unlike items on ever-changing personal websites and even some commercial sites, works in repositories are available to whomever needs them, whenever needed.

*SPARC – Scholarly Publishing and Academic Resources Coalition
Long-term preservation*

Digital repositories are generally managed by a librarian, who is committed to long-term access to and preservation of the items in the repository’s collections.

*SPARC – Scholarly Publishing and Academic Resources Coalition
Wide range of content and file formats*

Digital repositories collect more than just journal articles; they also collect other types of materials, such as conference proceedings, images, reports…

*SPARC – Scholarly Publishing and Academic Resources Coalition
Concerns...

• If I post my work in such a public space, won’t people steal it, or otherwise misuse it and not give me credit?
  • If I submit my work to a journal, the publisher will handle any misuse of my work.

• I don’t have time to post my work in a repository.

• Aren’t repositories the eBay of the publishing world? Buyer beware!

• I prefer the tried and true methods of publication such as journals and books.
Interested in submitting your work to a repository?

Visit www.nursingrepository.org today!
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<td>Books</td>
<td><a href="mailto:books@stti.org">books@stti.org</a></td>
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<tr>
<td>Reflections on Nursing Leadership</td>
<td><a href="mailto:rnl@stti.org">rnl@stti.org</a></td>
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<tr>
<td>Educational Course</td>
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<tr>
<td>Conference Speaker</td>
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