

# Rowman & Littlefield Education

## *Leading Systemic School Improvement Series*

### Submission Guidelines

**About the Series Editor: Francis M. Duffy, Ph.D.**



A former high school teacher and a certified school administrator and supervisor, Francis (Frank) Duffy is a Professor of Change Leadership in Education at **Gallaudet University** in Washington, D.C. He held an honorary faculty position at **Harvard Graduate School of Education** that was sponsored by Chris Argyris. He is also an organization improvement consultant specializing in large-scale change. And he was a 2002-2003 Education Policy Fellow with the **Institute for Educational Leadership** in Washington, D.C. He has published several books on creating and sustaining whole-district systemic change, including *Strategic communication during whole system change: Advice and guidance for school district leaders and PR specialists* and *Power, politics and ethics in school districts: Dynamic leadership for systemic change*, both published by Rowman & Littlefield Education. Other books by Frank include *Moving upward together: Creating strategic alignment to sustain systemic school improvement*, published by Scarecrow Education and *Courage, passion, and vision: A guide to leading systemic school improvement*, co-published by Scarecrow Education and the American Association of School Administrators.

#### **About the Series**

The **Rowman & Littlefield Education *Leading Systemic School Improvement Series*** provides change leaders in school districts with a collection of books written by prominent authors with an interest in creating and sustaining whole-district school improvement. Books from young, relatively unpublished authors with brilliant ideas will also be part of the Series. The Series will also have books by authors who are cross-disciplinary thinkers; for example, books from authors from the business world, developmental psychology, and organization development will be considered as long as their books focus on creating and sustaining whole-system change in school district settings.

Whether an author is prominent or relatively unpublished, the key criterion for accepting a proposal for this series is that the book must be about some aspect of creating and sustaining systemic school district improvement. Books about **building-level** curriculum reform, instructional methodologies, team communication, and so on, although interesting and helpful, **will not be accepted** unless they talk how these ideas can be scaled-up to create whole-district improvement.

Since the series is for practitioners, highly theoretical books or research-reporting books will also not be accepted. Instead, we are looking for books that provide an artful blend of theory and practice. What this means for authors is that the books must be based on theory and research, but written in plain, easy-to-read English. Theory and research should be artfully woven into the book with practical descriptions of how that theory and research can be used to create and sustain systemic school improvement.

The Series is subdivided into three categories. These are:

**Strand 1: Why Systemic Change in School Districts is Needed and Why It's Important (the "Why")**

Possible topics within this category include books about...

- the history of systemic change,
- the underlying philosophy of systemic change
- how systemic change is different from school-based improvement
- the driving forces of standards, assessments, and accountability and why systemic change can respond effectively to these forces

**Strand 2: The Desirable Outcomes of Systemic Change in School Districts (the "What")**

Possible topics within this category include books about...

- Comprehensive school reform models that are scaled up to create whole-system change
- Strategic Alignment
- Creating a high-performance school system
- Redesigning a school system as a learning organization
- Unlearning and learning mental models
- Creating an organization design that is flexible and agile enough to respond quickly to unanticipated events in the outside world

**Strand 3: How to Create and Sustain Systemic Change in School Districts  
(the “How”)**

Possible topics in this category include books about...

- Methods for redesigning entire school systems
- Tools for navigating complex change
- Ideas from the “New Sciences” for creating systemic change
- Leadership methods for creating systemic change
- Evaluating the process and outcomes of systemic change
- Financing systemic change

The *Series Editor* is seeking books on topics focusing on the practicalities of creating and sustaining systemic whole-district change. Please use the following submission guidelines to propose a book for the Series. At this point in the proposal process, sample chapters are not required. If a proposal is approved for further consideration, authors may be asked to submit sample chapters.

## Submission Guidelines

You may submit a proposal for a book that fits into any of the above categories. Occasionally, authors will propose books that fit into more than one category. If that is the case, try to identify the one category that your book “best” fits into, knowing that it is okay if it fits into another category.

Please include the following information in your proposal:

1. Author’s name (if the book is to be co-authored, please provide the names of your coauthors).
2. Author’s address/contact details (if the book is to be co-authored, please just give us the contact information for the lead author).
3. Tentative book title.
4. The *Leading Systemic School Improvement Series* is subdivided into three categories of books.
  - Strand 1: for books about “why” whole-system change is important
  - Strand 2: for books about “what” the desired outcomes of whole-system change should be; and
  - Strand 3: for books about “how” to create and sustain whole-system changeWithin which category does your proposed book fit? If it can fit into more than one category, which one tends to “best” capture the content of your book?

5. Tell us about:
  - the subject matter
  - scope and intended purpose of your book
  - anticipated length (we prefer manuscripts no longer than 350 pages)
  - intended audience
  - a brief analysis of competing books
  - a detailed Table of Contents, including brief chapter summaries
6. How much of your book is already written? When will your book be completed?
7. Will the book require photographs, illustrations, maps, appendix, index, etc.?
8. Has any part of your book been published previously and if so, where?
9. Do you have written permission to use material that may be copyrighted (illustrations, lengthy quotations from scholarly works, or any quotations from fiction or poetry)?
10. Indicate how you will submit your manuscript if it is accepted: camera-ready or double-spaced manuscript pages. If you are submitting double-spaced manuscript pages, please know that you must also submit a disk containing the manuscript.
11. Please submit one sample chapter for review.

Please submit your proposal as an e-mail attachment to the Series Editor at [fmduffy@earthlink.net](mailto:fmduffy@earthlink.net). If you have questions, please call him at 301-854-9800.

### **For prospective authors – Rowman & Littlefield Education Marketing**

**Rowman & Littlefield Education uses the following methods to market your book.**

#### **Direct Mail**

We produce a general catalog each year, which contains new and forthcoming titles as well as backlist titles. This catalog is sent to educators, administrators, and education faculty members around the US.

Also, as we expand our marketing efforts into the year 2001, we will be generating new titles flyers on a bi-monthly basis, to keep our customers informed of new titles. We do occasional targeted direct mailings to organizations or focus groups, generally bundling several titles of interest together.

#### **Space Ads**

The same philosophy of "bundling" applies with space ads; we will do occasional space ads with several titles together. Education-specific publications we may advertise in

include *Kappan Magazine*, *NASSP Bulletin*, *The School Administrator*, *Education Week*, *Teacher Magazine*, *Principal Magazine*, *Educational Leadership*, etc.

### **Conferences**

We attend approximately ten major organizational conventions, at which we display books appropriate to the organization.

### **Book Reviews**

For each book that we publish, we send out approximately twenty copies to various education journals for review. We use our research and author suggestions to compile the list. Usually, within 6 months to two years, we receive copies of the reviews, which we then use in marketing material and post to our website.

### **Internet**

Our site, [www.rowmaneducation.com](http://www.rowmaneducation.com), provides consumers with a way to purchase books at a 15% discount, sign up for mailings, and get more information about our authors and events. We also send out a monthly e-newsletter which contains forthcoming books that customers can purchase at a 20% pre-publication discount.

### **Other Opportunities**

We create a flyer for each book, which is printed on a Rowman & Littlefield Education order form. These complimentary flyers are a way for authors to do mailings to their own contacts or to provide at any speaking arrangements.

### **Advanced Book Information (ABI) Forms**

Sales of your book begin even before the book is published. Advanced Book Information (ABI) forms are sent out to the major book wholesalers in the United States, as well as to other primary distributors around the world, up to four months ahead of publication.