

Proposal Submission

Thank you for considering ASHP as a publisher for your work. A complete proposal is important to the process of planning and assessing the publication potential of your work. ASHP staff and external reviewers will be better able to comment and offer suggestions if they have a clear understanding of the project.

A complete proposal should contain:

- a statement of scope and intent
- a table of contents
- the physical specifications of the publication
- sample material
- a curriculum vita.

Statement of Scope and Intent

This portion of the proposal can best be described as the mission statement for the project. It should clearly identify the goal of the work and include the strategy for accomplishing that goal. The following areas should be addressed in the statement of scope and intent:

PURPOSE/GOAL

What is the purpose and/or goal of the work? What field and subspecialty area(s) will the work cover (e.g.: if the project's focus is therapeutics, does it cover all subspecialties or a specific disease state)? What will the user have learned upon completing your work?

APPROACH

How is the subject treated: succinctly, expansively, conceptually, or practically? Does the subject require a workbook-like, exercise-based approach, or a more didactic presentation of concepts? What sets your approach apart from that taken by other books/products available on the market?

ORGANIZATION

How is your book organized, and what is the reasoning behind your organization of topics? Will this organization make your book easier for the student to learn from? Will it make it easier for the professor to teach from?

COMPETITION

What is currently available to communicate this information? How do competing products compare with this project? How will your book be better than competing products? Please provide as much information as possible on competing projects – ie., level, type of approach, topics covered, organization, etc – and an analysis of how your proposed project will differ from them.

LEVEL

Is your coverage elementary or advanced? How technical will your presentation be? Will the material included be at the cutting edge, or is it a better restatement of existing knowledge?

AUDIENCE

Please describe all intended audiences for the work. Include a discussion of the topics of interest to each audience. How will they use the work? Be sure to identify the primary audience, as this will provide an important context for developing the product. Please describe what course the work would be used in, and at what point in the curriculum that course is taught.

TIMING CONSIDERATIONS

How often does this material change? If this project is successful and requires revision, how often would it need to be revised? In your opinion, what is the optimal time of year for this project to publish? Will the need for this project change over time? If so, in what manner?

PEDAGOGY

Varied pedagogical support is a fundamental part of any textbook. What is your vision regarding the use of pedagogy in the text? Please describe the types of pedagogy you plan to incorporate, and what the aim of the pedagogy is as far as enhancing the reader's learning experience. What unique or useful features do you expect to employ to enhance delivery of the information?

Would the features lend themselves to specialized design elements? (Examples of pedagogy include case studies, exercises, review problems, sidebars, icons, call-out boxes, bolded keywords, etc.)

DELIVERY ELEMENTS

What is the best method of delivering the information? Do you envision print, software, Internet, or video as the primary medium? Do you expect to use a combination of these? If so, which ones and for what purpose?

If you intend to create an electronic product (or an electronic version of the product), what about the project specifically requires electronic delivery? Detail the software or online features you expect the program to perform. Supply a storyboard or sample screen shots that communicate the function of the product.

AUTHORSHIP

Will you be acting as a single author, author team, or editor? If you plan to act as editor, please list the contributing authors you plan to include (this **does not** mean that your contributors need to be confirmed; if you do not yet know, simply leave blank).

Table of Contents

Create a detailed table of contents based on your vision of the project. This should clearly identify the organization of the material into parts, chapters, and sections within chapters. The chapter detail should include any consistent features (e.g., objectives, self-assessment questions, or cases). Include a brief description of each part and chapter.

Be sure to review your table of contents against the description provided in the Statement of Scope and Intent. If there are inconsistencies, changes should be considered in one or both of these sections.

If the project is planned as a CD-ROM or website, an outline of the proposed content will be requested. A storyboard would provide a means of allowing reviewers to visualize the intent.

Physical Specifications

Visualize the end product for this portion of the proposal. You may wish to consider other products in the market for guidance.

TRIM SIZE

This refers to the width/height of a printed product. Typical sizes are 8.5" x 11", 7" x 10", and 6" x 9".

PRINTED PAGES

To determine the number of printed pages, use a rough conversion of three manuscript pages to one printed page for an 8.5" x 11" book. Manuscript pages are normally defined as double-spaced pages of text in 12-point font.

FIGURES

The best method for estimating the total number of figures is to review the detailed table of contents and think about how you might use line drawings, and photographs.. Consider whether color is necessary. Make a chapter-by-chapter estimate for each of these types of treatments to come up with a realistic total. It will be important in estimating costs to understand where color will be needed.

Please provide an estimate of how many of the figures will need to be created. Will existing figures need to be altered in any way for publication? Will permission be required?

Sample Material

Your proposal should include at least one sample chapter or lesson (if electronic delivery is desired) including samples of pedagogy. The sample should reflect the goals outlined in the Statement of Scope and Intent as well as the format described in the table of contents.

Curriculum Vitae

Please include CVs for the primary authors/editors of the project. It is not necessary to include CVs of contributing authors.

Robin Coleman
Acquisitions Editor, Special Publishing
American Society of Health-System Pharmacists
E-mail: rcoleman@ashp.org
Phone: 301-664-8631