Communicating Capacity and Expectations Using a Call for Proposals

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Communicating Capacity and Expectations Using a Call for Proposals

Karen Bjork, Portland State University
As the Head of Digital Initiatives at Portland State University Library, I manage the institutional repository, PDXScholar and lead the University’s open access textbook publishing initiative, PDXOpen. As the project lead, I am fully invested in ensuring that all of our faculty authors have a positive experience and are able to successfully complete their open textbooks. Since inception, PDXOpen has published twenty-one faculty authored open access textbooks.
Capacity informs your CFP

1. Capacity informs your program design
2. Your Call for Proposals communicates your program design
3. Think of your CFP as your first opportunity to communicate your programmatic capacity and author expectations
Call For Proposals

Is your opportunity to communicate and define:

- Program
- Priorities (courses, disciplines, etc.)
- Expectations
- Budget
- Publishing services
- Selection process
- End product

Plan

- Look at other CFPs
- Draft and revise

By Leva Lee at Education Technology User Group
Priorities and Check-Ins

• Do you have an area of focus that you want to encourage grants?
  – Grant requirements: first-year courses; high enrollment; particular discipline; interdisciplinary
  – Shapes selection criteria and who is on the committee

• How will you build in community learning and check-ins
  – Group monthly meetings
  – Workshops
  – Individual check-ins
Author Expectations

Let faculty know what to expect as an ..... 

• Author
  – Writing the text
  – Pedagogical decisions
  – Finding images and figures
  – Clearing permissions

• Editor
  – Finding contributors / reviewers
  – Ensuring content requirements
  – Meeting deadlines

Photo by Grainne Hallahan at https://www.tes.com/news/what-is-pedagogy-definition
Final Product & Timeline

• Licensing
  – Author retain copyright? Or copyright to the university
  – What CC licenses will you allow?
• Completed textbook
  – Are you defining the # of pages? # of chapters?
  – Structure and style
• Length of time to complete project
Budget

• How is budget distributed
  – One lump sum?
  – Beginning, mid-, end of the project?
  – combination?
• Who will cover other payroll expenses (OPE)?
• Will your institution hire and handle contracts?
• What type of expenses can be paid?
Lessons Learned

• Be specific!
  – Create an FAQ
  – Have a clear selection criteria
  – It is okay to reject proposals

• Opportunity to create awareness on campus.
  – Why should faculty participate / care
  – What are the benefits of participating
  – What expertise, as program manager, do you bring to the program
  – Opportunities for campus partnerships
CFP Questions to Consider

- Do you want to evaluate writing samples as part of the application criteria?
- Do you want to work with multiple authors or just the lead author?
- Beyond written text, what do you want to support? For example, illustrations, interactive experiences, videos...
- Will you provide tech support for any type of project?
- Do you want to require peer review?
- Do you want to ensure that someone else (who?) has reviewed the project before it’s published? Copyeditor, for example.
Reflections

• What opportunities do you see for communicating your capacity with the Call for Proposals (CFP)?

• What opportunities do you see for communicating your author expectations with the CFP?

• Does thinking about what your CFP may include lead to additional questions and discoveries about your publishing capacity and program design?
Thank you!

- Questions invited.