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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?



Photo by [Fabian Blank](#) on [Unsplash](#)



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.

