Getting professionally published is an important step in both professional and career development. Publication in the professional literature is a vehicle for knowledge sharing, thereby enriching research and practice. Often it also is essential at the personal level, for career advancement and job security. Learning how to get published usually is a matter of trial and error. The goal of this presentation is to demystify the processes involved in getting professionally published.

Graduate students, researchers, and newcomers to professional life often must depend on getting professionally published as a way to demonstrate competence and professional commitment. The cliché of “publish or perish” still rings true. Publications are not merely a means of sharing ideas. They also are used as evidence for tenure and promotion decisions.

Education professionals are educators first and writers second. But it will pay sound professional dividends for anyone in academe to become savvy about the processes involved in getting published. Those processes have, in some cases, long historical roots; but new technology also is changing the face of publishing in the academic and scholarly world as it is elsewhere.

Inexperienced writers sometimes find only frustration in their efforts to get published because they do not understand how professional journals and book publishers work. Successful publication is achieved not only by having something worthwhile to write about but also by understanding what publishers are looking for and how best to approach them.

This presentation will be structured to take participants through standard publishing processes, from strategizing about ideas and assessing the marketplace to approaching publishers and following up after successful publication. Topics also include new publication approaches for the Digital Age.

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