



Call for Proposals, *Applying Psychology in the Schools* Book Series

Book Series

Division 16: Applying Psychology in the Schools

Publisher

American Psychological Association (APA) Books

Publishing for the Division 16 Book Series

In conjunction with APA, Division 16 publishes original authored and edited texts that advance and support the science and practice of psychology and related fields. For a book to be considered, at least one of the editors or authors must be a doctoral-level psychologist who has experience publishing. Coauthors and coeditors may, of course, be from related scientific, practitioner, and other fields. Authors and editors proposing books typically have published journal articles or book chapters on the proposed topic.

It is important to note that although our authors and editors are psychologists, our audience is typically much broader and may include social workers, licensed counselors, healthcare workers, and social scientists.

Why publish with D16? Competitive royalties; contracted books support the division directly; books included in this series are recognized in the field for collectively promoting the education and well-being of students!

Considering a Book Proposal

To be considered for the D16 Book Series, contact Julia Ogg (VP-Publications and Communications) at jogg@niu.edu to discuss your ideas and the process for submitting a proposal. She will work closely with a representative from APA regarding interest in the topic and directions for the book prospectus. Julia is willing to review drafts of the proposal prior to submission.

Submitting a Proposal

The following steps have been developed to assist potential authors and inform them regarding the publication process:

Step 1. Authors make initial contact with the Division 16 VP of Publications and Communications (VP-PC) Julia Ogg, via email at jogg@niu.edu, indicating an interest in developing a book proposal or if you want to discuss an idea.

Step 2. Draft your proposal addressing the components (see below).

Step 3. The proposal, along with a CV of any co-authors or editors, are received by the VP-PC. The VP-PC and the D16 APA Books Acquisition Editor will review interest in the topic and directions for the book prospectus and determine next steps. These may include a request for additional information, the proposal being rejected, or the proposal being accepted.

Step 4. For proposals that area accepted, they will be sent out for review and comment.

Step 5. When the reviews are received, they will be shared with the author who will have an opportunity to respond. If the reviews are favorable a contract is negotiated.

Components of the Proposal

The proposal, usually 5-10 pages long (although it may be longer), helps us decide whether the content of your book is a good fit with our current publishing plans. Please see the APA Book Proposal Guidelines for further information.



D16 SERIES BOOK PROPOSAL TEMPLATE

The proposal for a book focuses the author's thoughts and helps guide the publisher. While an outline deals with the contents and organization of a book, a proposal emphasizes the rationale: why it is being written and for whom. When submitting a book proposal please answer the questions in each section relevant to your project.

Project Summary

Explain the rationale for publishing the proposed book. When drafting this summary, think about the following questions and be sure that the answers to these will be clear to the reader/reviewer.

Purpose/Summary of the Project

Please summarize the project. What are your goals for the book? Why is there a need for a new book in this area? How will it meet the needs of your audience?

Coverage and Approach

What topics do you plan to include? Are there any topics that some readers might expect but that you do not plan to cover? At what level will your book be written (verbally and technically)? What aspects of your approach will most clearly distinguish your book from others currently available? What will be the theoretical and empirical bases for the book? How does your approach fit into contemporary theory, research, and application in your area of study or practice?

Author(s)

Will this work be single-authored, multi-authored, edited, or co-edited? What experience, background, or other qualifications do you (and any co-authors) bring to the project which make you uniquely qualified to undertake it? Please attach a current CV.

Table of Contents

Prepare an annotated table of contents that includes the proposed title of each chapter and a short paragraph outlining the content within the chapter. This will be of assistance during the review process, ensuring feedback not only on general concepts planned, but also on the scope, details, and organization of the content to be covered. (For edited volumes, please provide the names of prospective contributors.)

About the Market

Audience

What is the primary audience for which your book is intended: clinicians or other practitioners; researchers; students; instructors; others? What selling points would you emphasize for this market?

Secondary Markets

In addition to a primary audience, is there a secondary audience who might also be interested in the book, including disciplines beyond psychology (e.g., public health, education, business, etc.)?

Adoption Potential

Are there courses in which your book could be used? Would it be the primary book adopted or supplemental reading? What are sample course names, and at what level are they taught? Are they taught only in psychology programs, or do they have cross-over to other departments?

Competition

What books already on the market cover this subject in whole or part? Which one or two will most directly compete with your proposed book? Describe the strengths and weaknesses of those books. What about these books are currently not meeting your audience's needs? How will your book differ from these books on the market?



Additional Information

Specifications

What book length (manuscript pages or word count) do you anticipate? What types and amounts of illustrations do you anticipate? Do you intend to include color figures? Will your readers need access to any ancillary materials (companion website, instructor or student resources, etc.)?

Schedule

When do you expect to have your manuscript completed in final form?

Reviewers

An important part of our evaluation of proposals is the peer review process. This process can be quite helpful in securing valuable feedback that often helps shape the project into the best possible book. Can you suggest experts in this field who might be appropriate to review this project? If yes, please provide us names and email addresses.

As soon as we receive these details of your proposed project, we will seek external reviews. The review process generally takes at least a few weeks. If you have any queries regarding your project or regarding the review process in general, do not hesitate to contact me directly.

Thank you for considering APA as your publisher!