Session E4:
Enhancing Your First Year Experience Program through Custom Publishing

Moderator:
Mark Kesson, Director of New Business Development for Hayden-McNeil Publishing

Panelists:
- Denise Rode, Director of Orientation and Coordinator of First-Year Connections at Northern Illinois University
- Jeffrey Knapp, Director of FIGS (First Year Interest Groups), Instructor and Director for the Academy for the Art of Teaching at Florida International University
- Jill Wilks, Director of First Year Experience and Learning Assistance at Southern Utah University
- Mary E. Sewell, Coordinator First Year Experience at University of Louisiana at Monroe

Session Objectives:
- Why explore Custom Publishing?
- How do I choose the right publisher?
- How do I create my own material?
- What will a custom text mean...for my students?...for my TA’s/colleagues?...for me?

Key Points:
- Custom publishing reduces student costs, provides a text that contains exactly what the students need, is personalized to the college and university, and aids student retention with effective materials.
- How do I choose the right publisher?
  - Compare quality
  - Speed is important on all fronts - manuscript delivery dates, on-time delivery, speed of author responses
  - In-house staff is necessary (but experts in their areas; designers, managing editors, illustrators are also required!)
  - The business process/model for design or typesetting is critical for success
  - Onsite warehousing means on-time delivery
  - Flexibility with regard to length of print run
  - Keep your copyright! You deserve to own your work.
- What will a custom text mean for my students? For my TA’s / colleagues? For me?
  - Better student experience in FYE program
  - Potential to improve university retention
  - More personal time (let us do the work for you --- design, development, etc.)
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