CRAFTING YOUR CUSTOM
FIRST-YEAR SEMINAR TEXTBOOK (E-197)

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In the spring of 2016, the U100: First-Year Seminar committee at Southeast Missouri State University decided to create a custom textbook to be used for the course starting in fall 2017. Here are the steps they took to make it happen:

1. How to Start the Process
   a. Understand "why" you want a custom text
   b. Determine who is leading the mission
   c. Communicate with your campus bookstore early in the process
   d. Select a publisher

2. How to Organize the Process
   a. Create a schedule with your publisher
   b. Create a Table of Contents & your author "wishlist"
   c. Approach potential authors & invite them to participate
   d. Create a style guide & host writing workshops
   e. Enlist your university’s marketing department

3. How Can Your Publisher Help?
   a. Provide page design examples
   b. Work with you on pricing
   c. Provide preliminary chapter review
   d. Cover design/other artwork
   e. Fulfillment - bookstore orders and desk copies

4. The Reception
   a. Faculty and students have expressed high levels of satisfaction with the textbook
   b. Southeast Missouri State University is working on the 2nd edition to be used in fall 2018!

First-Year Seminar:
Connecting to Southeast
WHAT WILL YOU DO TODAY?
SOUTHEAST MISSOURI STATE UNIVERSITY