

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

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In the spring of 2016, the UI100: 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

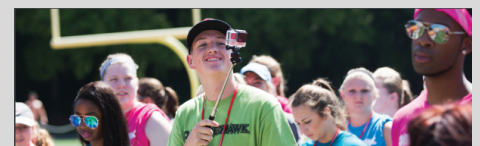
- a. Create a schedule with your publisher
- b. Create a Table of Contents & your author "wishlist"
- c. Approach potential authors & invite them to participate
- d. Create a style guide & host writing workshops
- e. Enlist your university's marketing department

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



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