BOOK PROPOSAL AND SUBMISSION GUIDELINES

Overview

ISTE Books promote revolutionary ideas and leading-edge practices that empower and continually transform learning and teaching in a connected world. Our books cover a wide range of edtech topics and tie effective teaching and leadership strategies directly to the ISTE Standards, providing clear, practical guidance to help educators meet the Standards. We are always looking for new authors and innovative ideas, as well as compelling new projects from our current amazing authors.

Our community of readers includes K-12 classroom teachers, tech coordinators, school and district leaders, coaches, higher-ed teachers, and teacher-librarians. They value our products for their robust instructional approach, thoughtful pedagogy, technical accuracy, and attention to detail. Authors value ISTE's commitment to each project we publish and our deep respect for authors' knowledge and expertise.

If you are an experienced writer or thought leader, we'd love to hear from you! Please include responses to the following questions in your proposal so we can get a clear idea of what your book is about, who you are writing it for, and why it is important in your field. Short writing samples from other projects are also helpful.

Title information

- Tentative title and subtitle
- Educational technology topic(s) addressed
- Pedagogies/learning theories addressed

Author information

- Name
- Position and affiliation
- Curriculum vitae/resume/relevant biographical information for primary author
- Brief bios for any coauthors or contributing authors
- A list of any places your writing has appeared (if not included on CV)
- Mailing address
- Phone
- Email
- Social media info: website, blog, Twitter handle
- ISTE/PLN affiliation (if any)

Content information

- **Concept:** In one or two paragraphs, explain the concept or central thesis of the book.
- **Table of contents:** Provide a detailed outline of the work, including section headings, chapter headings, subheadings and appendixes. Include a brief synopsis of each chapter, clearly representing the organization of ideas in the book.
- **Sample chapters (recommended):** If possible send one or two chapters that are an integral part of the work. The chapters do not have to be in sequence, but they should be representative of the content and writing style of the text as a whole. Please try to submit chapters that are particularly innovative or unique or that provide the clearest indication of your main ideas.
- **Digital components:** Provide a list of ideas for digital components that you would like to include with the book, eg., QR codes linking to outside resources, bonus content that could be hosted online, sample code (if applicable), etc.
- **Other information:** Note if any portion of the book has been previously published in any format.

Audience and market information

- **Audience:** Describe the work's intended audience: Who will be interested and benefit most from your work? How will readers use your book? What kind of technical background will readers or users need?
- **Outstanding features:** List what you consider to be the most distinctive or unique features of the work. What will it offer that previous or similar works do not? How will it contribute to the field and/or the future of educational technology? What problems can it help solve?
- **Market:** Explain why there is a need for this book. How large is the market for this book? How do you plan to promote your book? Does the book have potential for course adoption at any level?
- **Competition:** List any current books that your work will compete against or is similar to and discuss their specific strengths and weaknesses. Spell out how your material will be different from these competing works. If there is no direct competition to your proposed book, then address this in terms of the general market for the topic.

Manuscript information

- How many pages, illustrations, appendixes, etc., will the completed work have?
- What is your timetable for completing the work?
- What portion of the work is now complete?

Email your proposal to:

books@iste.org