

## Publications/Occasional Publications Policy

<b>Date</b>	<b>Version Number</b>	<b>Changes By</b>	<b>Revisions Made</b>
November 6, 2003	1.1	Gayle Calverley	PX comment introduced
November 5, 2003	1.0	Gayle Calverley	Cross-checking amendments
August 7, 2003	0.1	Gayle Calverley	First Draft Produced

1. The publications and occasional publications policy described here aim to lay out the role and purpose of the various publication functions, including what they cover or do not cover and why.
  - 1.1. This document offers a reference-base to the operational structure and constraints surrounding the work of ALT Publications.
  - 1.2. The document provides cross-referencing between operational decisions and courses of action chosen.
  - 1.3. The document allows a systematic response to queries and suggestions arising from membership regarding ALT Publication Services.
  - 1.4. A firm base is offered on which to determine the work priorities and responsibilities of ALT Publications in relation to requests and partnership with the Office and other ALT Committees.
2. ALT Publications cover all aspects of information and services that are of interest to ALT members. ALT Publications attempts to offer services designed to be presented from the most effective location according to the purpose of the material they cover.
3. The diverse nature of publications means that many ALT Publications may appear, from the membership view, to belong to other areas of ALT activities, and need to be presented through appropriate access points in relation to other ALT activities.
  - 3.1. Editors will work to foster close working links across all the appropriate areas of ALT to achieve effective production of the full portfolio of ALT Publications.
  - 3.2. Presentation of ALT Publications should occur through a user-oriented route, positioning the service for the most logical and effective access by members.
  - 3.3. Publicity and Marketing material is subject to similar considerations, and should be presented through a range of routes within ALT remit.
  - 3.4. It is anticipated that publications may be requested or required to hold a monitoring or guidance role for activities more appropriately placed in other service areas, where there is, or is likely to be, a mutual impact across functions.
4. Publication projects seek to support existing available efforts within the Learning Technology Community as a whole, or fill identified niche market needs, in place of direct competition with existing services and agencies that already benefit the membership group in other ways.
  - 4.1. Where a feasible business case exists, ALT Publications will preferentially attempt to co-work with, or secure sponsorship from, other agencies for publication production.
  - 4.2. Where cross-agency working limits control and extensibility for ALT too far to make a publication project viable, ALT may seek alternative internal or re-use routes meet membership needs in that area, until a more comprehensive business case or partnership arrangement can be defined. For example, a change in policy for an existing publication strand may allow absorption of some of the immediate need. This is likely to appear as improved quality for existing work, rather than as new tangible publications.
  - 4.3. This is in keeping with ALT's policy of enhancing services and material available to Learning Technologists, to allow best use of restricted membership resources.
5. ALT Publications seek non-duplication, but recognises member needs where this results in often-requested material that already has been produced in a recognised form by other agencies.
  - 5.1. In these cases, scaleable redirection services, rather than reproduction, will be considered. This may include providing appropriate cross-references to members, or assisting members to join or register with appropriate information services, where these are already available elsewhere. In exceptional cases, new electronic service requirements will be considered.
6. In general, a credible business case for production will consist of matching a driver with a concept that can be controlled to at least adequate quality, and can be aligned with a niche or a partnership need.
  - 6.1. For the ALT Occasional Publications portfolio, drivers can be categorised deriving from:
    - 6.1.1. Agency-driven e.g. ALT-LTSN guides, Report on EASA
    - 6.1.2. Event-driven e.g. Australian Book, or NL website
    - 6.1.3. Timeslot-based e.g. Changing Face of LT, ALT 10<sup>th</sup> Anniversary Book
    - 6.1.4. Need-based e.g. Access All Areas, Introduction to LT
  - 6.2. These lead to tangible publication categories for members of:
    - 6.2.1. Serials/Periodicals e.g. ALT-J, ALT-N
    - 6.2.2. Books or one-off publications e.g. Changing Face, Introduction to LT, AAA, 10<sup>th</sup> Anniversary Book, Report on EASA, Australian Book
    - 6.2.3. Occasional or Ongoing Series e.g. ALT-LTSN guides

- 6.2.4. Archives & Information e.g. NL03 website, Digests, News Archives, Policy Documents and Responses, Online Discussion Summaries
  - 6.2.5. Online Member Data Services (proposed) e.g. LT course database, Online course database, Catalogue of publications/Publication information database (as already produced by other agencies, yet requested from ALT by MX Survey – therefore limited awareness of what is already available, and to which members can be directed by ALT)
7. ALT Publications aims to work towards a consistent presence across all media and material that may be considered as ALT Publication. This may include production of guidelines for consistent presentation of material arising from other areas of ALT's activities, where these constitute publications (including online), such as production of records or archiving structures for online discussions, announcements, ordering information, events or post-event material.
8. Publication will occur in a media and form that is considered most appropriate to the intended audience and purpose of the material being produced.
  - 8.1. However, an active stance is taken towards making publications available online, particularly for those that are out of print.
9. As ALT Publications Portfolio develops, Publications will seek to devise an appropriate reporting structure between the Office and Publications members to provide a free flow of marketing information on individual saleable items for which the committee does not directly handle the sale process. This may include details on quantities sold, available, selling, to whom, market pitches to be made, discount structures, fliers available, consistency of information with the ALT website, details that may be of interest to Corporate pitches.
10. Publications commits to provide a balanced member-oriented portfolio of services.
  - 10.1. Publications will continue to produce regular issues of its serials and periodical publications (e.g. ALT-J, ALT-N) as agreed under current publisher arrangements.
  - 10.2. Publications will seek to provide consistent, appropriate practitioner and research-oriented material in conjunction with ALT conferences and events (e.g. ALT-C Research Proceedings, Spring Conference Publication).
  - 10.3. The range of publications will be extended through regular independent Occasional Publications or series contributions, commensurate with available staffing and resource, and the availability of a credible business case (see 6).
  - 10.4. Alternative projects outside of these immediate remits may be undertaken from time-to-time where this is perceived to be of wider benefit to ALT and its members, and involvement does not properly fall within other areas of ALT activity.
  - 10.5. Such projects will be appropriately transferred to or part-managed with other ALT groups, as and when their development takes them beyond what can reasonably be accommodated fully within Publications.
11. A transfer and sharing policy exists between the various editorial groups within the ALT Publications Committee. This extends to controlled transfer of material for handling by other ALT committees when an appropriately identified form takes it out of the direct remit of the Publications Committee.
12. Publication material that is deemed insufficient for publication in its own right may be re-purposed for presentation as a one-off item, or in more substantial cases for theme consideration, within a single issue of ALT-N. In exceptional cases, there may be opportunities for restructuring ALT-N, for regular carriage of newly identified article types.
13. Certain types of article, publication, or other material appearing within the occasional publications portfolio may not be suitable for independent production in its own right. Such material will be evaluated to determine the most effective form of presentation for the ALT membership in accordance with established publication policy. Examples may include article types that potentially classify as regularly updatable material, or re-packaging or transfer of substantial topics where these do not stand well independently.
14. Publication procedure and opportunities will be annually checked against membership requests and requirements received both informally and solicited by more formal means such as the annual ALT Membership Survey.