

AAP}UPDATE

SEPTEMBER 2017



AAP's talented board of directors arrived in Washington, DC last week to discuss our ever important advocacy work in the Nation's Capital. The day-long agenda was packed with discussions about mission and policy priorities, and punctuated with guest presentations from the House Judiciary Committee and the Copyright Alliance.

The Senate was in session, so we also took the opportunity to head to the Hill. We met with Senate Judiciary Chair Chuck Grassley (IA) and Ranking Member Dianne Feinstein (CA), who were keenly interested in both the intellectual property and trade concerns of publishers. The conversations continued into a working dinner, where publishers, counsel, and staff had a chance to catch up and compare notes, not only about our Washington work, but also about the critical role of publishers in a modern society.

On a separate point, please save the date for AAP's Annual Meeting, which will take place on March 7, 2018 in New York City.

Sincerely,

Maria A. Pallante
President and CEO

What'sNEW

The National Library of Medicine and Publishers Work Together to Support Relief Efforts During Disasters

Teacher Created Materials Founder Rachelle Cracchiolo Reflects on 40 Years of Delivering Learning Resources

Education Leaders from 15 Texas Universities Learn About Inclusive Access Program Benefits

The National Library of Medicine and Publishers Work Together to Support Relief Efforts During Disasters

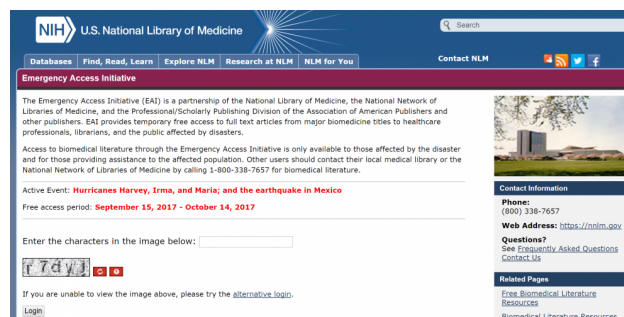
There is a cooperative program between the National Library of Medicine (NLM) and medical publishers that remains dormant most of the time, and springs back to life when needed during disasters. The [Emergency Access Initiative \(EAI\)](#), a collaboration between NLM and 24 participating publishers, provides free access to full-text content from over 650 biomedical journals and 4,000 reference books and online databases to healthcare professionals and libraries affected by disasters. It serves as a temporary collection replacement and/or supplement for libraries that serve emergency medical staff and affiliated users.

Since its inception about a decade ago, EAI was activated four other times: following the earthquake in Haiti and again during the subsequent cholera epidemic in Haiti, the flooding in Pakistan and the earthquake and tsunami in Japan. In recent weeks, however, with several recent natural disasters, EAI has stepped into action, providing life-saving information to places in crisis.

On September 14, in response to Hurricane Irma that devastated several Caribbean Islands and Florida, and the ongoing issues following Hurricane Harvey, the EAI was opened to assist with relief efforts from IPs registered in the US, Caribbean Islands, UK, France and other countries as needed.

In less than a week, however, EAI activation was expanded due to the earthquake in Mexico and Hurricane Maria that added further devastation to many of the areas previously impacted by Irma.

NLM works with the CDC, US Public Health Service, libraries and other organizations to provide needed literature to health care personnel in the impacted areas. The default time period for an incident is 4 weeks, subject to ongoing review by the EAI Activation Team (William Curtis, Springer Nature; Sandra Martin, Shiffman Medical Library Wayne State, and Joyce Backus, NLM).



Teacher Created Materials Founder Rachelle Cracchiolo Reflects on 40 Years of Delivering Learning Resources



Rachelle Caracchiolo (center) and her daughters Deanne (left) and Corinne (right) volunteer at a Southern California school in celebration of Read Across America.

Longtime AAP member, [Teacher Created Materials](#), is celebrating their 40th anniversary this year. An educational publishing company full of teachers who create learning resources for grades K–12, Teacher Created Materials is led by Founder and CEO Rachelle Cracchiolo. We talked to her about the past, present and future of her company.

Other than technology, what's changed over the past 40 years at Teacher Created Materials and what do you think the next 40 years will bring?

Since Teacher Created Materials started as a small operation out of our garage, the biggest change we've experienced as a company is the growth to where we are now. There have been changes in organizational structures. For example, we now employ around 200 employees and another 200-300 freelance staff, making employee trainings an important aspect of the work we do. Teacher Created Materials' employees are bonded by their dedication to our vision of creating lifelong learners.

Aside from the business changes, education has changed too. In the past, teachers were freer in the classroom to make their own curriculum and develop their own benchmarks. With more standards and accountability these days, we've seen this affect teaching and how we create our materials. We're also actively watching trends in different classroom structures, AI, and online learning.

But, our overall goal remains as it always has, to help students develop lifelong learning

skills for a life full of curiosity and the discipline to learn on their own no matter what the topic.

Do you find that your materials influence courses, or that courses influence the materials you create?

I think it goes both ways. There are two examples that come to mind. We experienced this immediately after the presidential election; there were increased requests for resources on the Electoral College, the Constitution, and other civics-related topics. Teachers are responding to the current times and we're able to provide them with the materials they need. On the flip side, we'll sometimes create content that we think should be in the classroom but isn't. Our Reader's Theater resources that develop fluency, reading, listening, and speaking skills are an example of this.

There is another aspect to think about too. When you consider how standards have influenced course materials, I think they've made everyone's products better. They give teachers direction and are helpful in bringing parents into the discussion. When teachers and parents understand what is needed for their students and children to be successful in the classroom, there is more clarity. It's vital, though, that in addition to aligning with standards, creativity and personality continue to infuse classroom learning. Having something that is only standards based, with no other context or thought isn't conducive to engaging education.

How do you stay true to your mission and values while constantly adapting to the changing education environment?

We keep it pretty simple by consistently putting our vision at the forefront of all the planning of our projects: "To create a world in which children love to learn." We constantly put on our teacher hats and ask questions like whether this is really doable in a 45-minute time block, or will this help students think critically and keep them engaged. Though we've grown over the past 40 years, every Teacher Created Materials employee still has this mindset.

What do you think teachers want most from their learning resources?

I think it boils down to four main themes:

- Easy to use—Teachers need materials to be accessible and easy to fit in with their other materials and curriculum.
- Thoroughly researched and tested materials—Our job at Teacher Created Materials is to compile and curate all the best information out there for a subject matter or a curriculum or a class. Creating valuable and trusted content is what we do. On certain projects, there may be up to 100 hours of editing, illustrating, writing and creating content for teachers and students. The work is essential to developing and distributing expertly crafted materials for the classroom so that teachers and students have the best learning experience.
- Factual and trustworthy—Teachers must be able to trust the accuracy and professionalism of the materials they're teaching.
- Differentiated—Teachers have multiple levels of learners in the classroom. The resources need to be applicable and relevant to all students to provide an equitable learning experience for everyone.

How are learning resources created by teachers different from other educational materials made for the classroom?

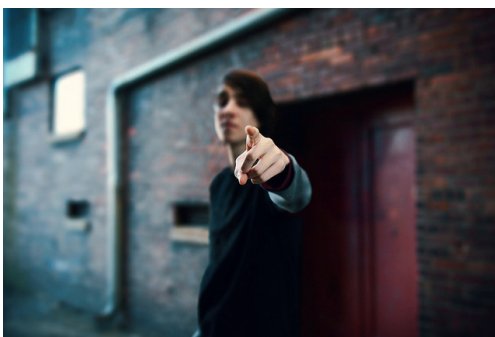
It's the people. Teacher Created Materials staff and authors are passionate about the materials they create. They share values and are all committed to making creative resources that encourage lifelong learning. We go the extra mile with creativity and passion and love to see how the products are used in the classroom. Professional development and teacher training is also a cornerstone of our business. We highly encourage all of our outreach and sales consultants to focus on professional development supplements that go along with our educational materials.

And because she is a teacher at heart helping us learn, Rachelle suggested one final question that we missed.

What keeps you up at night?

Although many people might say technology keeps them up at night, that's not what I am worried about for our schools. It's a given that technology will continue to change. But what really concerns me is equity in schools. We need to have a better understanding of what is really going on in schools so that we can make more significant strides to close the gap. Educators need better training on how to be mindful of culturally responsive instructional practices to support students' home cultures and give them tools to be successful academically. I have even seen some cities work with their local schools to provide a wider range of free Internet in public places so that students have more access to the technology. This makes a huge difference in achieving lifelong learning in all students, not dependent on socioeconomic factors.

Want Your News Featured in the Newsletter?



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Is your company launching a new imprint?

Are there any changes in leadership you'd like to announce?

Is there an event that you'd like to invite AAP members to?

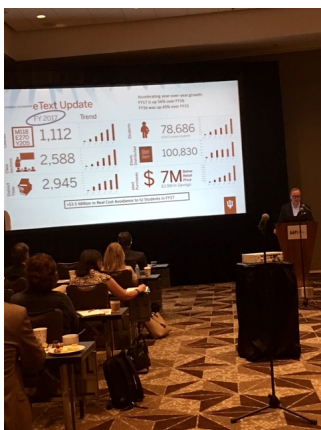
What big news do you have?

Have you seen any industry trends you'd like to see featured?

Important industry news comes from readers like you. Send any tips and ideas to [Marisa Bluestone](#) for a chance to be featured in an upcoming newsletter.

Education Leaders from 15 Texas Universities Learn About Inclusive Access

Program Benefits



On September 15, AAP hosted the “Achieving 60x30TX with Inclusive Access Forum and College and University Dialogue” in Austin, Texas. 60x30TX is the Texas higher education strategic plan to ensure that by 2030 at least 60% of Texans aged 25-34 will have a certificate or degree. The forum and dialogue gave faculty, administrators, policymakers and publishers the opportunity to discuss how inclusive access programs can help Texas achieve the goals set forth in the state’s strategic plan.

In attendance were faculty and administrators representing 15 different campuses from across the state. Also attending were the President and CEO of the Texas Association of Community Colleges, a senior policy advisor to the Texas Higher Education Coordinating Board and representatives from Red Shelf, VitalSource and Unizin.

Brad Wheeler, Vice President for IT and CIO at Indiana University (IU) gave the keynote presentation. As one of the earliest pioneers of inclusive access, Wheeler provided an overview of the IU program from creation to present day. As a result of Inclusive Access Programs, IU students saved more than \$3.5 million dollars in FY 2017. The program currently includes 25 publishers and OER providers. The program grew by 56% in FY 2017 over FY 2016 and was up 43% in FY 2016 over FY 2015.

Wheeler urged attendees to develop goals for their inclusive access program (such as reducing costs and providing high quality materials of choice) and to become champions of change on campus. His remarks were well received by all in attendance.

The morning forum also featured panels that explored how digital materials and inclusive access can help increase student engagement, retention and graduation rates, and reduce college costs. Attendees discussed these issues in more detail during the University Dialogue that concluded the event.

It was clear that there is great interest in Texas higher education in digital learning and inclusive access. Many who attended the program expressed interest in either establishing or enlarging inclusive access programs on their campuses. Throughout the next several months, the Higher Education Committee will host University Dialogues in Albany, NY; Chicago, IL and Boston, MA. Additionally, they are partnering with the Independent College Bookstores Association to host campus-focused University Dialogues at the University of Tennessee Knoxville and North Carolina State University.

(Pictured: Keynote speaker Brad Wheeler of Indiana University addressing forum attendees. Photo by Jenn Hall, McGraw-Hill)

AAP Board of Directors and Staff Head to the Hill, Meet with Senators



The AAP Board of Directors along with CEO Maria Pallante and staff members went to the Hill to visit with Senate offices. The group discussed topics important to book and journal publishers, including copyright and trade policies.

PROSE Awards Accepting Submissions

THE PROSE AWARDS

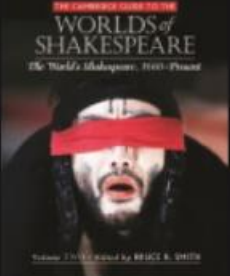
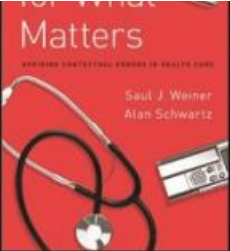
Now accepting submissions for the 2018 awards honoring works published in 2017

Submissions deadline
Wednesday, November 1, 2017

Call for Entries and Entry Form
available online at
www.proseawards.com

ENTER NOW!

For more information contact



Susanna Hinds
proseawards@publishers.org

*Sponsored by the Professional and Scholarly
Publishing (PSP) Division of the Association
of American Publishers (AAP)*


Publishers Celebrate Banned Books Week

This week, many AAP members are celebrating the 35th annual Banned Books Week. This year's celebration focuses on the importance of the First Amendment and the right to read.

Among AAP members participating this year are Penguin Random House and its divisions and imprints, Hachette Book Group, HarperCollins, Holiday House, SAGE Publishing, Scholastic, Simon & Schuster, Sourcebooks & Tor imprint Starscape.

It's not too late to get involved using the hashtag #BannedBooksWeek on social media, or to start thinking about how to get involved next year.





In support of Banned Books Week, Karan Mahajan, National Book Award Finalist and author of Association of Small Bombs, reads from Salmon Rushdie's controversial Satanic Verses. The event took place in New York at the Kate Werble Gallery on September 27 and was sponsored by Penguin Random House.

EVENTS

[AAP 2016 Compensation and Personnel Practices For Independent & University Presses](#)

Webinar

October 10, 3 - 4 p.m.

Each year AAP provides an Annual Compensation & Benefits Practices Report, featuring positions across roles in trade, academic, PreK-12 and Professional Publishing Markets. You are invited to attend an event which will share the results of the most recent survey, which will include highlights results from independent and university presses. To attend this webinar featuring highlights of this report, email to Tina Jordan at tjordan@publishers.org by October 4. Dial in information will be provided closer to the event.

[How AI Can Streamline the Peer Review Process](#)

HarperCollins/NY Office: 195 Broadway New York, NY or via Webinar

October 17, 12 - 1:30 pm

Advanced technologies such as artificial intelligence (AI) are making important in-roads into serious scholarly and professional research and communication. These changes may provide new tools and processes that allow publishers to work faster, smarter, and to better effect. Learn about when and how AI be able to identify "new knowledge" and help with peer review with a presentation by Richard Wynne, Vice President of Sales and Marketing, Aries Systems Corporation. This event is one in a series for digital publishing and will offer a 45-minute presentation followed by a 45-minute Q&A with discussion. AAP members receive a discount, and a light lunch is included. Register [here](#).

[Learn, Connect, Grow: Free PSP Session on Women in PSP Publishing](#)

OUP offices: 198 Madison Avenue (between 34th & 35th Streets), New York, NY 10016 or via webinar

October 18, 2017 12 - 1:15 pm

Bring your lunch with you and join the session in person, or listen via webinar, to hear about the challenges and the benefits for Women in PSP Publishing. Industry veterans Jeri Wachter (William Andrew) and Susan Spilka (Wiley, CHORUS) will lead a panel discussion on gender equity issues, featuring Bamini Jayabalasingham (Elsevier), Susan King (Rockefeller University Press), Wendy Newsham (Mary Ann Liebert) and Simone Taylor. They'll draw on their own experiences and will touch on topics such as work/life balance, professional training & development, mentoring/coaching, networking, career growth, workplace & meeting behaviors, and compensation negotiation. Registration is free for members, and space is limited. Register [here](#).

[Free PSP Guest Speaker Talk](#)

New York, NY: Location provided upon registration

October 20, 2017

This presentation from guest speaker Ann Thornton, Vice Provost and University Librarian, Columbia University will give an overview of how to coordinate collection development activities among major research

universities and how to increase access to distinctive academic collections to support research, teaching, and learning. The guest speaker talks are free of charge but you will need to sign up as space is limited. If you or a colleague wishes to attend, please contact Sara Pinto at spinto@publishers.org and state whether you would like to attend in person or remotely.

Free PSP Guest Speaker Talks

New York, NY: Location provided upon registration

October 24, 2017

David Lovinger, Editor-in-Chief, Alcohol on Tuesday, will discuss the impact of present circumstances and policies in the biomedical research field on research and scientific publishing. This will include consideration of the present funding climate and its effect on areas of research emphasis and the journals selected for submission and publication. The guest speaker talks are free of charge but you will need to sign up as space is limited. If you or a colleague wishes to attend, please contact Sara Pinto at spinto@publishers.org and state whether you would like to attend in person or remotely.

AI: Effects on Content Discoverability and the User Experience

HarperCollins NY Office: 195 Broadway New York, NY or via Webinar

November 14, 12 - 1:30 pm

Despite the wide availability of well-structured metadata and full-text indexing, discoverability remains an ongoing issue for content. This session will focus on how artificial intelligence is affecting the discoverability and use of professional and scholarly content. There will also be practical takeaways for publishers who wish to better understand their role in this new landscape. Speakers include Maarten Cleeren, Director of Product Management, Enriched Content, Elsevier and Ruth Pickering, Co-Founder and Chief Strategy and Business Development Officer, Yewno Inc. This event is one in a series for digital publishing and will offer a 45-minute presentation followed by a 45-minute Q&A with discussion. AAP members receive a discount, and a light lunch is included. Register [here](#).

2017 Tax Committee Annual Meeting

E&Y Office: 5 Times Square, New York, NY

December 6, 2017, 8:30 am - 4 pm

Attendees will get an in-depth look into what's happening at the IRS, accounting methods, state and local tax reviews, Washington DC and international tax updates and other topics. A light breakfast and lunch will be served. There is no fee for AAP members, who should register [here](#).

Future in Focus: Equipping Your Company for Success in 2018

Discovery Education Headquarters: One Discovery Place, Silver Spring, MD 20910

December 7, 9 am - 3 pm

Is your organization equipped for success in PreK-12 in 2018? Anyone who creates or markets content – whole curriculum, supplemental materials or digital resources – should join us at Discovery Education headquarters for a one-day event focused on content creation for today's learners. Sessions include: Exploring the Future of Education – An Interactive Roundtable; Content Development in the Every Student Succeeds Era; and Marketing Great Content. Register [here](#).

AAP Annual Meeting

New York, NY

March 7, 2018

Save the date for the AAP Annual Meeting. The central program will be held at Penguin Random House offices. More information and an agenda will be forthcoming.

AAP StatShot: eBooks Slightly Bounce Back

eBook revenues for trade book publishers had their first monthly increase in more than two years, and were up 2.4% in May 2017 compared to May 2016. The growth was attributed to increased eBook sales for Adult Books, up 3.4% over May 2016.

The increase in eBook sales was one element of a growth month for book publishers. Revenues for book publishers were up by \$50.7 million (4.6%) in May 2017 over May 2016.

For more details about how publishers fared in May, [check out the press release](#) in the AAP Newsroom and articles in [Publishers Weekly](#) and [Publishers Lunch](#).

Contact

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