

ACADEMIC Leader

THE NEWSLETTER FOR ACADEMIC DEANS AND DEPARTMENT CHAIRS

Academic Leader Authors' Guidelines

We're pleased that you're interested in submitting your work to *Academic Leader*. These guidelines describe who we are, what we're looking for, and how we work with contributors.

About the newsletter

Academic Leader is a monthly newsletter that provides practical advice for department chairs, academic deans, program directors, and other leaders within academic affairs. The topic priorities listed below are based on reader feedback and input from the editorial advisory board. (We are open to other ideas not included in this list.)

1. Program assessment
2. Faculty support
3. Faculty development
4. Conflict management
5. Resource management
6. Personnel issues
7. Leadership styles
8. Communication
9. Strategic planning
10. Leadership development
11. Curriculum
12. Student support
13. Legal issues
14. Department culture
15. Faculty roles

The newsletter format

The following chart summarizes how our newsletters compare in format and style to journals and news magazines:

	Academic Journals	News Magazines	Newsletters
Purpose & audience	Report on new research to academic audience	Report on new events to general audience	Offer advice, best practices, or analysis/application of current events/research

Review process	Blind review by editorial board	Editors select and assign stories to staff	Editors base content decisions on guidelines developed by advisory board
Article Length & Scope	Long. May include abstracts, in-depth background, and reviews of literature	Length and scope vary	Articles typically 800-1600 words. Tight focus. Include background only when relevant. Jump right into matter at hand
Style & Assumptions about Readers	Standard academic style. Assumes readers share educational background	Standard journalistic style: short sentences, general vocabulary, short paragraphs. Assumes readers have basic background only	Accessible, useful, more informal. Charts, tables, and other visual guides are helpful; they pack a good deal of information into a tight, easy-to-access format. Assumes readers have student affairs background.

Working with the editors

After you have decided that your idea fits our publication, priorities, and format, it is time to consult with the editor by sending an email to robkelly@magnapubs.com. You may choose to present just your article idea or a draft of a manuscript. Either way, we will work with you in a respectful, timely manner.

Editors may edit for length and clarity. We will likely offer some editorial suggestions--for example, ideas about how to make your article more focused on readers' needs. We enjoy working with contributors and assisting in the development of articles that are fine-tuned to meet the needs of our readers; we often request revisions. It's a privilege to publish ideas and information from submitters who share our passion for student affairs.

Frequently asked questions

Q: *How long does it take to get an article accepted for publication?*

A: We aim to respond to queries and submissions within a week. However, the answer may be something like "We would be interested in this piece if it included ..." The revision process may take a month, and it may take several additional months for publication.

Q: *How much do you pay for articles?*

A: We provide copies of the issue in PDF format, and we mail hard copies to authors. We can even provide complimentary copies to distribute at conferences. However, we do not pay for articles.

Q: *Would you be willing to look at an academic paper?*

A: Sure! We convert academic research into newsletter articles on a regular basis. Sometimes, we will interview authors of research and then write an article in-house about the research, including commentary by the researcher.

Q: *What about copyright?*

A: Articles should not have been registered for copyright or published elsewhere (either on paper or electronically) prior to publication in our newsletters. However, revisions and rewrites may be used under certain conditions. Typically, the author assigns all copyrights for the submitted work to Magna Publications unless other arrangements are made. Articles published in Magna newsletters may be reprinted with permission from Magna Publications.