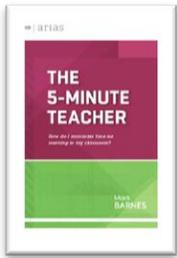


## Proposal Guidelines for ASCD Arias Authors



ASCD Arias™ is a short-format imprint of professional development publications that are approximately 8,000—10,000 words in length and designed to answer a crucial and timely “How do I...?” question. ASCD Arias titles contain original, standalone content that can be read in one sitting and immediately applied to practice. These convenient and succinct publications offer the expertise of education thought leaders, experienced practitioners, and researchers. To read more about the ASCD Arias program, please visit: [www.ascdarias.org](http://www.ascdarias.org).

When submitting a proposal for the ASCD Arias program, please be sure your proposal package includes all of the following information:

- Résumé and contact information (name, professional title and affiliation, address, phone number, and e-mail address) for each author.
- Targeted question in a “How Do I...?” format and a corresponding short title *Example: “Grading Group Work: How Do I Assess Individual Learning When Students Work Together?”*
- Statement of the purpose of the book, abstract (150 words or less) of the book's content, its intended audience, and how it will benefit educators.
- Table of Contents with corresponding approximate word counts for each section.
- A sample portion of the manuscript, at least 1,000 words that gives a clear idea of both the content and writing style. Please note that ASCD Arias allow for no more than three simple text figures or charts (no graphics, illustrations, or drawings).
- Description of content to be included in Encore section, a short (approximately 500 words) takeaways section at the end of each ASCD Arias publication. This section can include items such as checklists, questions for reflection, or short, bulleted lists.
- Titles, prices, authors, publication dates, and publishers of the most significant related and competing publications already on the market and a brief description of how your title is different from them.
- Your own promotion plans—your planned outreach to organizations and individuals, seminar or conference presentations, articles in periodicals, social networking and website activities, and so forth.
- List of organizations and individuals to whom ASCD should market the book.
- List of published books or articles by the lead author (if not in résumé).