

Getting Into the Thriving Arena of Educational Publishing

Presented by:
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Who Might Benefit From This Session

- Editors interested in e-learning/educational publishing
- Editors who wants to diversify their skill set
- Fellow fans of the UNC Tar Heels who want to discuss the Final Four immediately after this session (Go Heels!)

About Me

- Math degree from Morehouse College
- Began career as a teacher; taught eighth grade math for two years
- Awarded short-term contract with Pearson Education aligning state standards
- Received first copy editing job with Pearson Education
- Began as a math editor, then began editing other types of content
- Over a decade of experience



About Me (con't)

- Joined ACES in 2013
- Was on Robinson Prize judging panel for the 2014 award
- Named Head Judge for 2015 award



What Is Educational Publishing?

- An industry that employs writers, editors, graphic artists, etc. to create print, digital, and supplemental content for students.
- This content might be in the form of a textbook, assessment (printable or online), video, etc.
- **Writers** create the instructional content, using what is known as a storyboard. They also write assessment items.
- **Editors** copy edit/proofread content, as well as provide fact/content accuracy checking as needed.
- **Artists** design pieces that are specific to the content.
- **Producers** shoot and edit video content.

Requirements for Editor Role in Educational Publishing

- Experience as a copy editor (or at least has a natural talent)
- Subject matter expertise
- Strong fact-checking skills
- Ability to create/follow a style guide
- Ability to suggest content changes/rearrange content
- Reviewing visual elements
- Ability to transcribe
- Teaching experience (helpful)
- Understanding of alt text (helpful)
- Closed-captioning and XML knowledge (helpful)
- Second language (helpful)

Outlook of Educational Publishing

- Will continue to thrive (especially digital)
- Number of editing jobs will remain roughly the same
- In 2014, editing jobs paid a median salary of \$54,890 (between \$25 and \$30 per hour).

Benefits of Career in Educational Publishing

- Opportunity to help students learn and succeed in the classroom
- Steadiness of work (for freelancers)
- Variety of work
- Opportunity to learn
- Many opportunities to freelance
- Generally pays well

Fact-Checking

- Important for all nonfiction text
- Often outsourced, but sometimes done in-house by copy editor
- This also applies to math editors.

The Video and Audio Component

The goal is to create videos that:

- Meet the lesson objective(s)
- Follow product style guidelines
- Are social and legally compliant
- Are engaging

Video: The Visual Component

- Contains cues for the producer about what to show onscreen
- Includes information on how to move things around. (These comments should be edited minimally, and only if they seem confusing.) If you move sections of the script around, make sure to also move the TOS and visual columns.

Video:

The Text Onscreen Component

- Contains the text that will be shown onscreen to the students
- Should be edited carefully

Maintain consistency in formatting information onscreen. If unsure about presentation, query the producers, offering options.

Video:

The Audio Component

- Contains the script for speaking parts
- Will sometimes be broken down into different speakers (narrator, child voiceover, etc. At other times, it may be a single speaker.)
- Feel free to suggest wording changes to make dialogue flow more smoothly, but be sure to use comments or tracked changes.
- Don't worry too much about punctuation, paragraphing, etc. Fix only the most egregious errors.

The Importance of Tone

- Conversational
- Grade-level/age appropriate

Remember that video and audio talent (not necessarily teachers) read the passages on first sight. It's important for them to get the right timing and tone.

Tip: Read the script aloud. If your narration sounds long-winded or disjointed, so will the actual narrator's.

The Importance of Tone (con't)

Acceptable

For the verbs in the sentence, add an *s* or *e-s* to make a singular verb that agrees.

Preferred

Elementary: Add *s* or *e-s* to the verb! And look! It agrees!

Middle: Can you see what we have to do to the verbs here? You guessed it—we add an *s* or *e-s* to make a singular verb that agrees!

Readability: Lexile

- Provide scientific measures to check readability and grade-level appropriateness of content; a numeric representation of readability
- Lower scores indicate lower reading level; higher scores indicate higher reading level.
- Used to match readers with books
- In e-learning, used to measure readability of short passages and ensure content reads grade level appropriate

Assessment Editing

- Assessments are tools that educators use to gauge a student's mastery or understanding of a concept.
- Assessments can be multiple choice, fill in the blank (FIB), short answer (or numeric response), drag and drop, matching.
- Unique style
- Especially important to pay attention to detail when editing assessments.

Assessment Editing Best Practices

- Keep verbiage clear and concise.
- Avoid window dressing.
- Use factual data whenever possible.
- Make sure there are no giveaways.
- All of the distractors should be plausible.

Sample Assessment Question (Pre-edit)

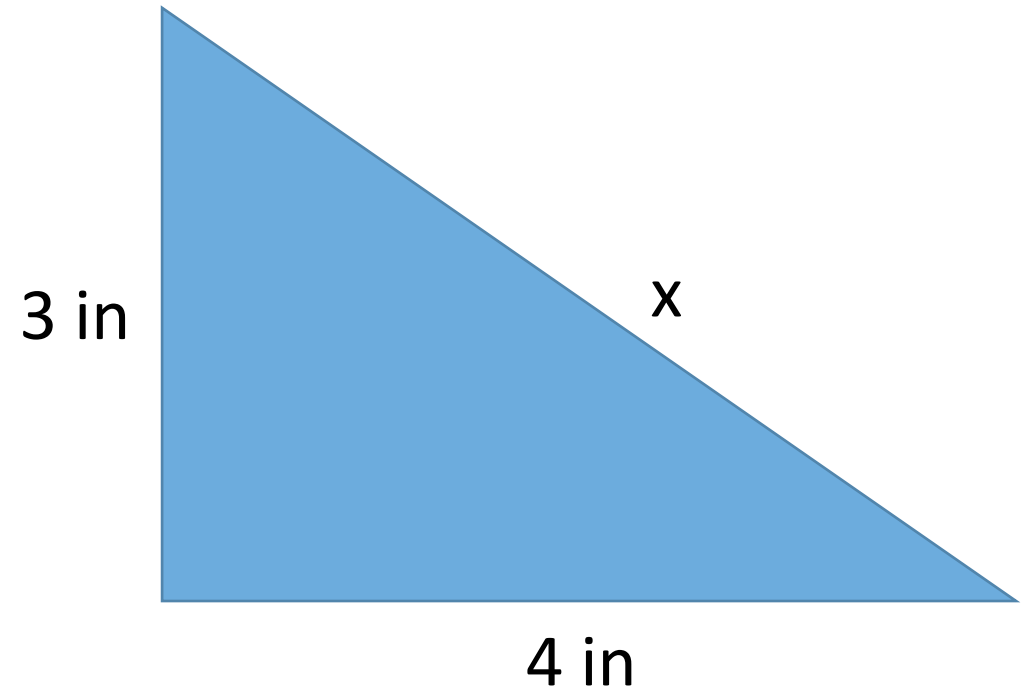
Use the pythagorean theorem to find the missing side length.

A. 7 in

B. 5 in

C. 6 in

D. 36 in



Sample Assessment Question (Post-edit)

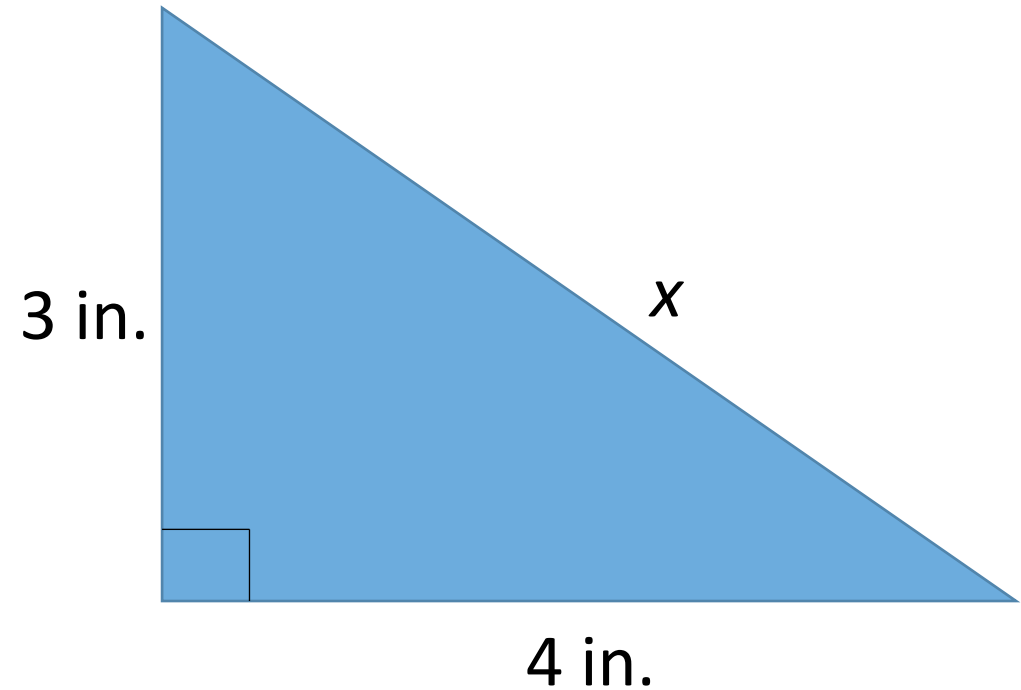
Use the Pythagorean Theorem to find the missing side length.

A. 5 in.

C. 7 in.

B. 6 in.

D. 12 in.



Pop Quiz!

Assessment Question #1

Which of the following is **not** a copy editor's role in the educational publishing field?

A. Reviewing content flow

B. Shooting video

C. Creating style guides

D. Verifying facts

Assessment Question #2

According to a 2014 report, what was the mean salary of a copy editor in the educational publishing field?

- A. \$32,570
- B. \$46,210
- C. \$54,890
- D. \$65,230

Assessment Question #3

The _____ will win the NCAA Men's Basketball Championship.

A. North Carolina Tar Heels

C. Villanova Wildcats

B. Oklahoma Sooners

D. Syracuse Orange

508 Compliance: Closed-Captioning

- Captions display audio content on a screen or monitor as text.
- Closed-captioning is a useful tool for the hearing-impaired audience.

<http://www.section508.gov/>

508 Compliance: Alt Text

- Alt text is “alternative text.” It is a textual alternative to non-text on-screen content (i.e., images, audio, or video) that people with visual or cognitive disabilities can access.
- The primary purpose of alt text is to provide semantic meaning and description to images. It is read by a screen reader and is intended to help users make sense of the page and grasp the purpose and context of images.

Alt Text Example #1

Source: ScienceNotes.org

Periodic Table of the Elements																		18 VIII 8A					
1 IA 1A																			2 He Helium 4.003				
3 Li Lithium 6.941	4 Be Beryllium 9.012																	5 B Boron 10.811	6 C Carbon 12.011	7 N Nitrogen 14.007	8 O Oxygen 15.999	9 F Fluorine 18.998	10 Ne Neon 20.180
11 Na Sodium 22.990	12 Mg Magnesium 24.305	3 III 3B	4 IV 4B	5 V 5B	6 VI 6B	7 VII 7B	8 VIII 8	9 VIII 8	10 VIII 8	11 IB 1B	12 IIB 2B	13 Al Aluminum 26.982	14 Si Silicon 28.086	15 P Phosphorus 30.974	16 S Sulfur 32.066	17 Cl Chlorine 35.453	18 Ar Argon 39.948						
19 K Potassium 39.098	20 Ca Calcium 40.078	21 Sc Scandium 44.956	22 Ti Titanium 47.88	23 V Vanadium 50.942	24 Cr Chromium 51.996	25 Mn Manganese 54.938	26 Fe Iron 55.933	27 Co Cobalt 58.933	28 Ni Nickel 58.693	29 Cu Copper 63.546	30 Zn Zinc 65.39	31 Ga Gallium 69.723	32 Ge Germanium 72.61	33 As Arsenic 74.922	34 Se Selenium 78.972	35 Br Bromine 79.904	36 Kr Krypton 84.80						
37 Rb Rubidium 84.468	38 Sr Strontium 87.62	39 Y Yttrium 88.906	40 Zr Zirconium 91.224	41 Nb Niobium 92.906	42 Mo Molybdenum 95.95	43 Tc Technetium 98.907	44 Ru Ruthenium 101.07	45 Rh Rhodium 102.906	46 Pd Palladium 106.42	47 Ag Silver 107.868	48 Cd Cadmium 112.411	49 In Indium 114.818	50 Sn Tin 118.71	51 Sb Antimony 121.760	52 Te Tellurium 127.6	53 I Iodine 126.904	54 Xe Xenon 131.29						
55 Cs Cesium 132.905	56 Ba Barium 137.327	57-71	72 Hf Hafnium 178.49	73 Ta Tantalum 180.948	74 W Tungsten 183.85	75 Re Rhenium 186.207	76 Os Osmium 190.23	77 Ir Iridium 192.22	78 Pt Platinum 195.08	79 Au Gold 196.967	80 Hg Mercury 200.59	81 Tl Thallium 204.383	82 Pb Lead 207.2	83 Bi Bismuth 208.980	84 Po Polonium [209]	85 At Astatine [209]	86 Rn Radon 222.018						
87 Fr Francium 223.020	88 Ra Radium 226.025	89-103	104 Rf Rutherfordium [261]	105 Db Dubnium [262]	106 Sg Seaborgium [266]	107 Bh Bohrium [264]	108 Hs Hassium [269]	109 Mt Meitnerium [268]	110 Ds Darmstadtium [269]	111 Rg Roentgenium [272]	112 Cn Copernicium [277]	113 Uut Ununtrium [278]	114 Fl Flerovium [289]	115 Uup Ununpentium [289]	116 Lv Livermorium [293]	117 Uus Ununseptium [293]	118 Uuo Ununoctium [294]						
Lanthanide Series		57 La Lanthanum 138.906	58 Ce Cerium 140.115	59 Pr Praseodymium 140.908	60 Nd Neodymium 144.24	61 Pm Promethium 144.913	62 Sm Samarium 150.36	63 Eu Europium 151.966	64 Gd Gadolinium 157.25	65 Tb Terbium 158.925	66 Dy Dysprosium 162.50	67 Ho Holmium 164.930	68 Er Erbium 167.26	69 Tm Thulium 168.934	70 Yb Ytterbium 173.04	71 Lu Lutetium 174.967							
Actinide Series		89 Ac Actinium 227.028	90 Th Thorium 232.038	91 Pa Protactinium 231.036	92 U Uranium 238.029	93 Np Neptunium 237.048	94 Pu Plutonium 244.064	95 Am Americium 243.061	96 Cm Curium 247.070	97 Bk Berkelium 247.070	98 Cf Californium 251.080	99 Es Einsteinium [254]	100 Fm Fermium 257.095	101 Md Mendelevium 258.1	102 No Nobelium 259.101	103 Lr Lawrencium [262]							
Alkali Metal		Alkaline Earth		Transition Metal		Basic Metal		Semimetal		Nonmetal		Halogen		Noble Gas		Lanthanide		Actinide					
																		© 2014 Todd Helmenstein sciencenotes.com					

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sciencenotes.org

The periodic table of elements

Alt Text Example #2

Source: NewYorkTimes.com



President Obama signing the Affordable Health Care
Bill
as members of Congress look on

Alt Text Example #3

Source: BusinessInsider.com



A crazy rich guy with bad toupee
making a silly face behind a podium

Social and Legal Compliance

Addresses the following:

- Multiculturalism
- Biases/stereotypes
- Diversity

Best Practices:

- Include contributions and achievements of people from diverse cultural groups.
- Include folktales, stories, and other literature, both historical and contemporary, from a variety of cultural groups.
- Maintain an equitable balance of males and females in illustrations (artwork and photographs).
- Maintain a racial and ethnic balance in illustrations and photos that reflects the diversity of our school populations according to the latest U.S. government statistics.

Social and Legal Compliance (con't)

- Illustrations and photos should include people of various physical types.
- Illustrations and photos should also realistically portray people with various disabilities.
- Include a variety of family units and family sizes.
- Acknowledge that there are different and sometimes opposing perspectives and opinions on historical events, as well as on contemporary political and cultural issues.
- Integrate information about cultural groups throughout the materials.

Social and Legal Compliance (con't)

- Avoid brand names.
- Avoid corporate logos.
- Avoid discussion of dangerous substances.
- Model exercise and healthy lifestyles.
- Model environmental protection.
- Promote safety.
- Promote modest attire.
- Promote scientific accuracy.

Software Considerations

- Adobe Dreamweaver CS6
 - Komodo Edit
 - Adobe Acrobat Pro
 - WordPress
- Closed-captioning software
 - Express Scribe
 - MathType
 - Camtasia Studio
- Microsoft Office Suite
 - Stratalogica

Reputable Companies



Performing Job Search: Sites

- Indeed.com
- FlexJobs.com
- Craigslist.org
- SearchCraigslist.org (GLOBAL)
- FreelanceWriting.com/freelance-writing-jobs.php
- LinkedIn
- ACES Job Board



Performing Job Search: Keywords

- Copy editor/Copyeditor
- Copy editing/Copyediting
- Freelance editor
- Freelance copy editor
- Freelance copyeditor
- Proofreader
- Contract editor
- Contract proofreader
- Remote editor
- Remote copy editor
- Remote copyeditor
- Content editor
- Math editor
- Social studies editor
- Science editor

Any questions?

#ACES2016

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