

# How to Publish with NCURA

By Sue Kelch, University of Michigan  
and  
Michelle Schoenecker, University of Wisconsin-Milwaukee

**Like cooking, publishing is the final result of multiple steps. . .**



# How to Get From Here. . .



# To Here!



# But, I Can't Cook ...

## What are the Barriers to Publishing?

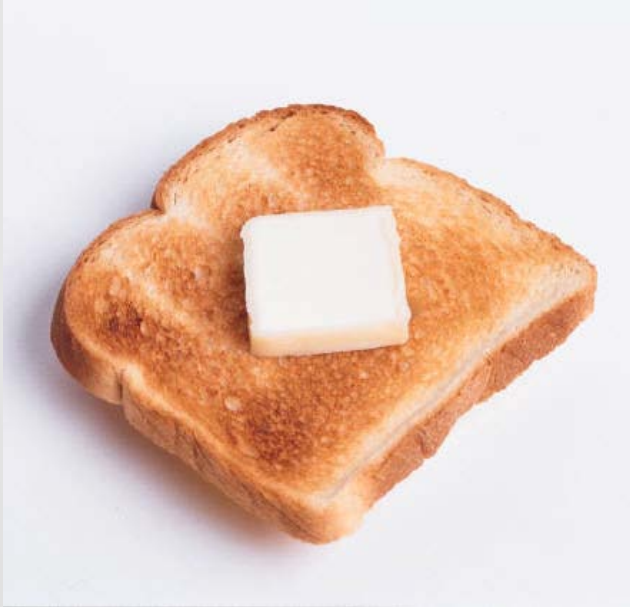
- ▶ I don't know what to write
- ▶ I have nothing to contribute
- ▶ No one knows who I am
- ▶ My article might be rejected
- ▶ I don't write well

# Breaking Down the Barriers

»» Why should you publish?



# It's Your Bread and Butter



- ▶ **Stay current with your skill set**
  - Writing
  - Analysis
- ▶ **Enhance your resume**
- ▶ **Evidence of your professional knowledge**
  - Annual review
  - Promotion

# For Fame and Fortune



- ▶ **Increase visibility within NCURA and field**
  - People know who you are
  - Networking
- ▶ **Monetary gain**
  - Raise/promotion
  - Some publications **PAY YOU** to write articles (NCURA doesn't, sorry)



# Icing on the Cake



- ▶ **Recognized as a person with expertise in the field**
- ▶ **Citations in others' work**
- ▶ **Local and international colleagues will contact you**
  - Expand on work
  - Invitations to present
  - Collaborate on future work
- ▶ **Ego booster! It's great to see your name in print!**

# Learning to Cook – Preparing to Publish is Like Preparing a Meal

- 1) Know Your Food Groups
- 2) Choose a Recipe
- 3) Know Who and How Many You're Serving
- 4) What's in Your Kitchen?
- 5) Do You Need to Borrow Sugar from your Neighbor?
- 6) Follow the Recipe
- 7) Garnish and Present the Meal

# Let's start with the Five Food Groups. . .



# The Five Food Groups

## ▶ **Article**

- Scholarly or non-scholarly
- Quantitative or qualitative
- Purpose to inform/educate/document historical events

## ▶ **Case Study**

- Detailed analysis of a specific situation for highlighting success or failure
- Used as a benchmark for education, research, and/or planning

## ▶ **Discussion**

- Opinion
- Call to action

# The Five Food Groups

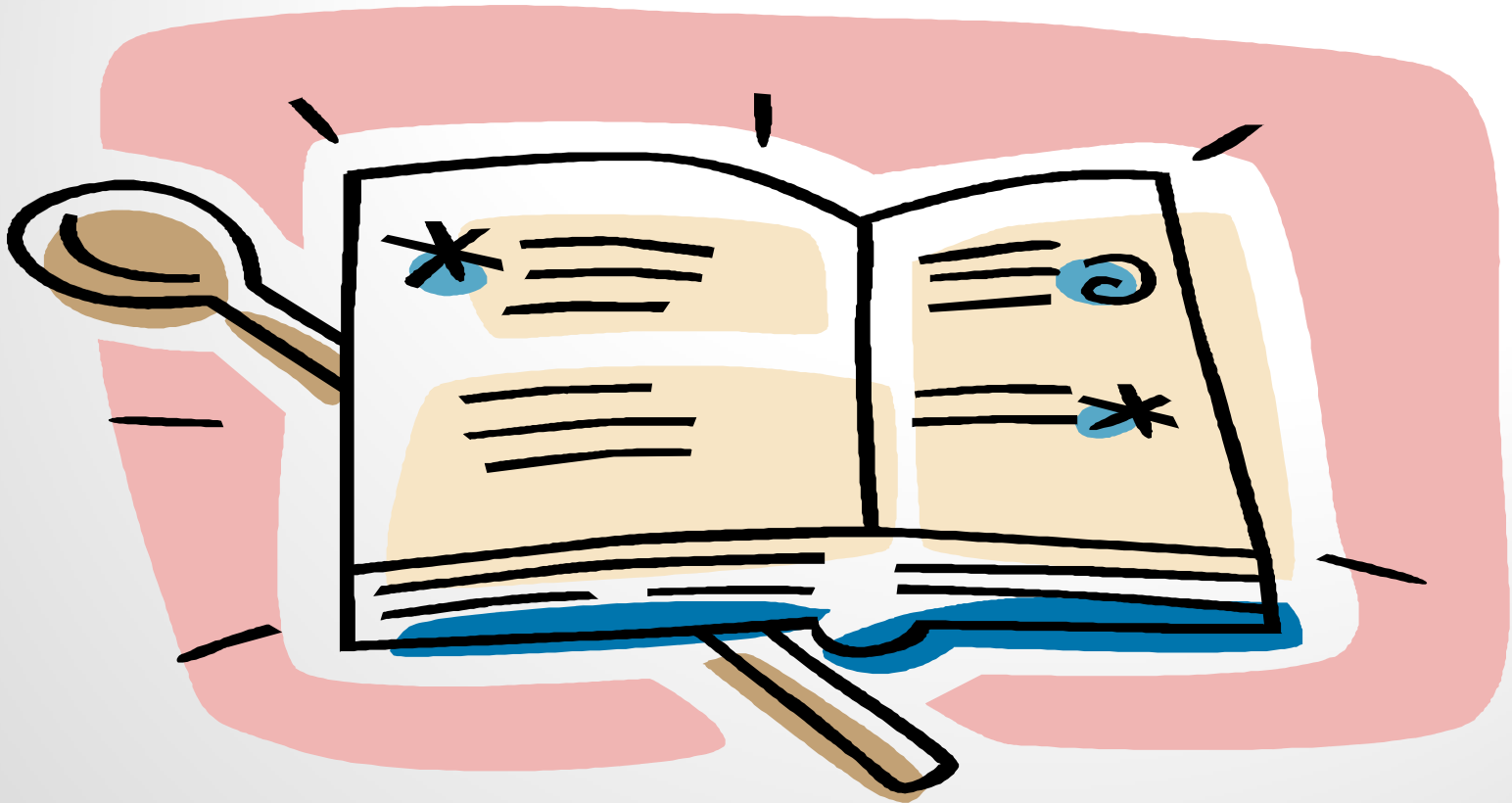
## ▶ **Book Review**

- Descriptive and critical or evaluative account of a book

## ▶ **White Paper**

- Essay-style that provides an in-depth analysis of a technology, trend, product or process
- Authoritative report or guide that helps solve a problem
- Educates readers and helps to make decisions
- Used in politics, policy, business, and technical fields
- Used by businesses as a marketing or sales tool

Now, let's choose a recipe . . .





# Choosing a Recipe

- ▶ **Review past issues of *RMR***
  - Look at broad range of articles that interest you
- ▶ **Review articles in *NCURA Magazine* and regional newsletters**
  - Did you attend a session/workshop that you would like to review or discuss?
- ▶ **Pick a current “Hot” topic**
  - Export control
  - Responsible Conduct in Research (RCR)
  - The Post-ARRA World

# Choosing a Recipe ...

- ▶ **Pick your area of expertise**
  - Use your training skills or everyday work skills
- ▶ **Turn a recent presentation into an article**
  - Did you recently present a case study or moderate a discussion at an NCURA meeting or other professional venue?

# Who Are You Serving?

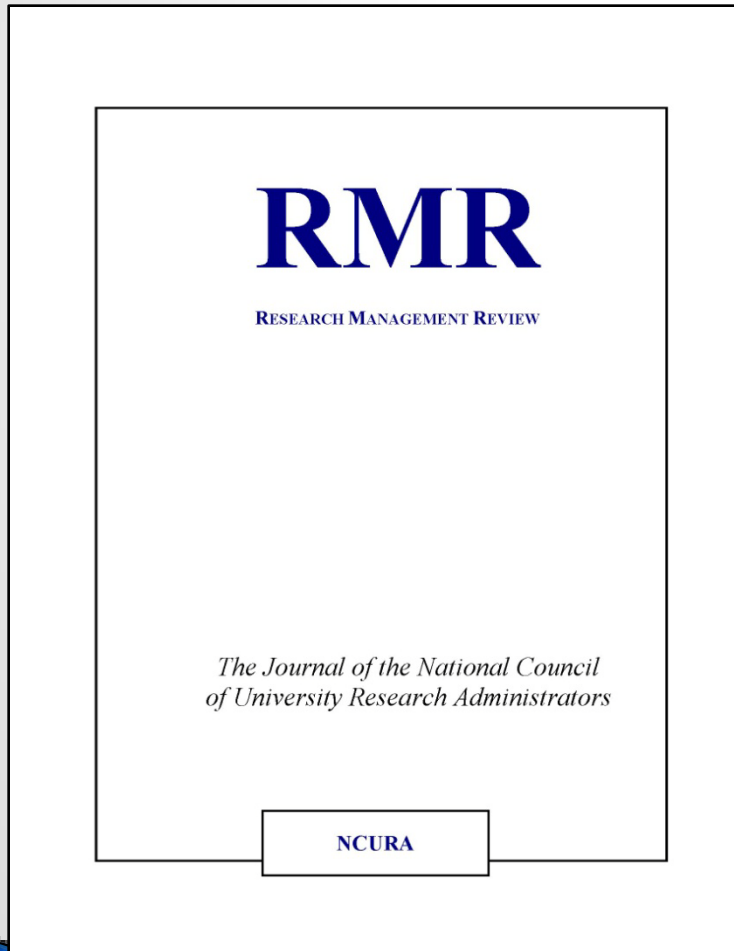


- ▶ **Who is the audience for your article?**
  - Pre-/Post-award?
  - Departmental?
  - College/university level?
  - Finance? Compliance?
  - Management?
  - Peers?
- ▶ **The audience drives the article purpose, content, and format**

# National or Local Audience?



# *Research Management Review*



- ▶ Official journal of NCURA
- ▶ Scholarly, peer-reviewed
- ▶ Focuses on issues affecting academic research administration
- ▶ Forum for political, economic, legal, and social aspects of research administration
- ▶ Published semi-annually

# *Research Management Review*

## ▶ **RMR Article Review Process**

- *Editorial Review Board: Editor plus 13 members*
- Decides on issue topics/themes
- Assesses articles for relevance, evidence, timeliness
  - Relevance to audience and field
  - Quality and quantity of evidence to support thesis
  - Urgency/importance of issue (ARRA, NSF RCR, export control)
- *Copy Editor*
  - Reviews for typos, grammar, and other writing issues
  - Reviews for compliance with **author instructions**



# NCURA Magazine



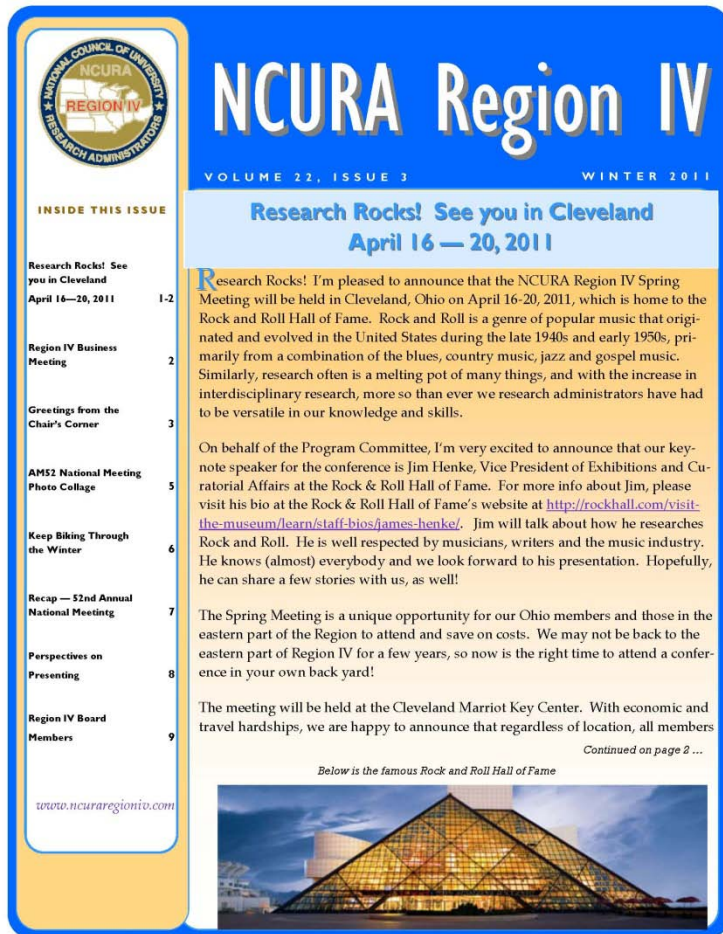
- ▶ **Not scholarly or peer-reviewed**
- ▶ **Published bi-monthly**
- ▶ **General-interest articles pertaining to all aspects of RA**
  - Capital View
  - Biomed
  - ERA
  - FRA
  - Compliance
  - Departmental
  - PUI
  - International
  - Leadership
  - Preaward
- ▶ **Author instructions**

# ***NCURA Magazine***

## ▶ ***NCURA Magazine (cont'd)***

- Senior and Co-Editors (all aspects)
- Managing Editor (layout/design/production)
- Associate Editor and Contributing Editors (content)

# Regional Newsletter



- ▶ Quarterly publication
- ▶ Short articles focused on region-specific news and information
  - Annual regional meeting
  - Region business actions or results
    - Elections
    - Business meetings
  - National updates
  - Photos

# ***Regional Newsletter***

- ▶ **Region IV Communications Committee Leadership**
  - **Chair:** Sue Kelch, University of Michigan
  - **Co-Chair:** Ru Knoedler, University of Michigan
  - **Past-Chair and Webmaster:** Natalie Goodwin-Frank
- ▶ ***Submissions are welcomed from ALL members!***
- ▶ **No published author guidelines**
  - Editorial team will format and edit articles

# What's in your Kitchen?



# What's in Your Kitchen? You Have ...

- ▶ **Plan/Outline**
- ▶ **Writing and Grammar Skills**
- ▶ **Evidence/Data**
- ▶ **Qualitative**
  - Observation
  - Experience
  - Anecdotes
- ▶ **Quantitative**
  - Surveys
  - Interviews
  - Statistics
  - Other publications
  - Case studies



# Borrow Sugar from Your Neighbor

## ▶ What areas do you need help or other resources?

- Publication's rules/guidelines for writing the article
- Writing, grammar, proofreading

## ▶ Should you do a taste test?

- Write a smaller article for “smaller” publication such as the *NCURA Magazine*, regional newsletter, or for your own department/college publication
- Use feedback to improve article and submit to “larger” publication (e.g., *RMR*)

# Borrow Sugar from Your Neighbor

## ▶ **Need a Sous-Chef?**

- Co-authoring shares ideas, experience, and data
- Shares tasks
- Shares recognition

## ▶ **Surf the Internet**

- Article templates, outlines, etc.

# Follow the Recipe!!!



# Don't Half-Bake!

## ▶ Follow *RMR* Call for Articles and Author Instructions!

- Deadlines
  - Appropriate Topics
  - Format based on article type
  - Style (boldface, italics, abbreviations)
  - Citations
  - URLs (allowed/not allowed)
  - Submission process
  - Review Process
- ▶ [http://www.ncura.edu/content/news/rmr/author\\_instructions.php](http://www.ncura.edu/content/news/rmr/author_instructions.php)



# Don't Half-Bake!

## ▶ **Why articles are rejected**

- Topic not relevant/appropriate
- Topic was recently covered
- Lacks sufficient information/support

## ▶ **Revise and Resubmit!**

- Carefully implement reviewer feedback
- Don't give up!

# Garnish and Serve

- ▶ **Serve your work flawlessly**
  - Read article from the audience's perspective
  - Edit for content relevance, structure, and logic
- ▶ **Proofread several times**
- ▶ **Do not serve cold!!**
  - Submit ON OR BEFORE the deadline





# For Your Next Gourmet Meal . . .

- ▶ Resources
  - Web sites
  - Books

# Bon Appetit!

*Research Management Review, Volume 17, Number 1  
Fall/Winter 2009*

## How are U.S. Technology Transfer Offices Tasked and Motivated— Is It All About the Money?

**Irene Abrams**  
*Brandeis University*

**Grace Leung**  
*Harvard University*

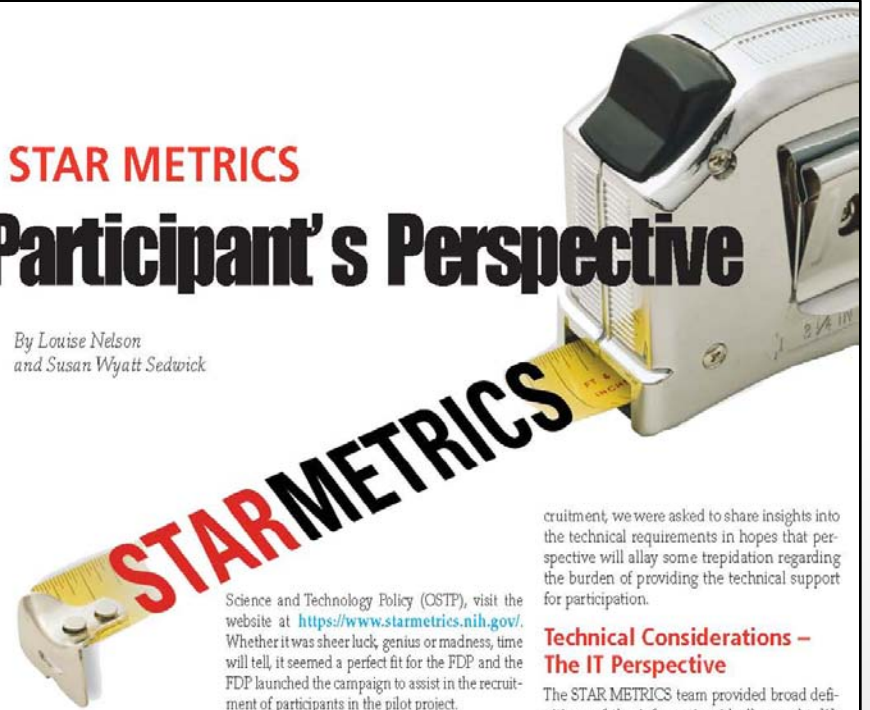
**Ashley J. Stevens**  
*Boston University*

### ABSTRACT

We conducted a survey of directors of offices of technology transfer (TTOs) at U.S. academic institutions to determine how they are organized, tasked, financed, and motivated. We found some interesting quantitative data that have not been reported previously: (1) academic institutions spend on average 0.6% of their research budgets on transferring the technology resulting from their research programs, split 45% on patent protection and 55% on operating costs; and (2) over half the technology transfer programs bring in less money than the costs of

## STAR METRICS A Participant's Perspective

*By Louise Nelson  
and Susan Wyatt Sedwick*



Opportunity doesn't always present itself at the most convenient time. Such is the case of the timing in the summer of 2009 when the opportunity arose for the Federal Demonstration Partnership (FDP) to serve as the pilot for an innovative data collection activity by the Federal government. You may recall that coincides with the time period for the windfall funding event under the American Re-

Science and Technology Policy (OSTP), visit the website at <https://www.starmetrics.nih.gov/>. Whether it was sheer luck, genius or madness, time will tell, it seemed a perfect fit for the FDP and the FDP launched the campaign to assist in the recruitment of participants in the pilot project.

The FDP solicited participants through a webinar and institutions provided the necessary information for consideration. Representatives of the STAR METRICS leadership team chose the targeted group of participants with the goal of having participation from institutions (both public and private with various financial sys-

tem support and embedded research support), recruitment, we were asked to share insights into the technical requirements in hopes that perspective will allay some trepidation regarding the burden of providing the technical support for participation.

### Technical Considerations – The IT Perspective

The STAR METRICS team provided broad definitions of the information ideally sought. We agreed to deliver the following four reports for our first tier federally-sponsored research grants and contracts on a quarterly basis:

- Information on Awards
- Information on Individuals
- Information on Vendors

# *My Article*

- ▶ *Take one topic of interest*
- ▶ *Mix with proofreading and correct citations*
- ▶ *Place in correct format and submit*
- ▶ *Wait two weeks for publication to appear*
- ▶ *Serves many Research Administrators*

**Thank you**

# Questions?

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