SO YOU WANT TO WRITE AN iBOOK?

FOR INSTRUCTORS

© 2015 Lynn University, Inc. All Rights Reserved.

Any unauthorized use or reproduction of this copyrighted material is strictly prohibited.
Table of Contents
So You Want to Write an iBook? ................................................................. 3
  Step-by-step procedure for the development of Lynn University’s faculty-
  authored iBooks ...................................................................................... 3
iBook Proposal Form .................................................................................. 7
  Reminders .................................................................................................. 10
iBook Process Workflow Checklist ............................................................ 11
So You Want to Write an iBook?

Step-by-step procedure for the development of Lynn University’s faculty-authored iBooks

With the advent of the Lynn University Digital Press (LUDP) and the accompanying enthusiasm by faculty members to participate in expanding iBook offerings for the University’s curriculum, this guide was developed to assist in the navigation of the creative process, from conception to publishing. Following the sequence of steps below, pertinent contact information for all affiliated parties is provided. All listed parties are here to help you throughout the approval and production processes, so do not hesitate to reach out with inquiries and requests. Good luck!

1. When faculty have decided that they would like to author an iBook, they must first:
   - Propose their concept for the text, and its role with the accompanying course to the Dean of the appropriate college.
   - Provide an outline or Table of Contents.
   - Submit completed sample chapter (written in a Word document).
   - Attain approval from the Dean.
   - Fully complete the iBook Proposal Form.

2. Once approved by the Dean, the signed iBook proposal form will be passed along for approval to Dr. Gregg Cox, Vice President of Academic Affairs and Mike Petroski, Director of Faculty Development and Academic Assessment, who will then assess the potential iBook’s appropriateness, application, and value within a given course’s syllabus.
3. After authorization from Dr. Cox and Mike Petroski, the faculty member will be issued an Author Agreement outlining the conditions for the iBook’s creation and publishing, including but not limited to compensation/royalties, timeline for creation, and ownership/copyright. Once completed, the Author Agreement should be promptly submitted to both Executive Assistant LewAnn Tonna, and Academic Editor Jordan Chussler.

4. Faculty members may then contact Mike Petroski for issuance of a MacBook to complete creation of the iBook.

5. At this juncture, iBook authors will set up a meeting with Academic Editor Jordan Chussler. This meeting will ensure the process is as seamless as possible from inception to completion, covering the basics from drafting to editing, a timeline for chapter submissions, and status meetings. Additionally, he will cover topics such as Fair Use, citing works, and content resources.

6. A meeting will then be set up with Instructional Designer Dawn Dubruiel, who is here to support and assist faculty authors. These meetings will establish the framework for the creation of the iBook, and include discussions on structure, layout, multimedia and widget development and inclusion, and discussion of the need for Talent Release Agreements. Faculty will then be provided with the Lynn University iBook Style Guide, and will begin to write their texts (in a Word document), submitting chapters one by one to Jordan Chussler for editing. Once edited, they will be returned to the faculty member in preparation of the build-out in iBooks Author. At this point, it is encouraged that each iBook author to record a brief introductory video for his or her iBook with the assistance of Dawn Dubruiel. The video
will provide students with an overview of the coursework, and an explanation of how the iBook is tied to the course.

7. Once the first edited chapter has been returned to the author, they will make an appointment with Mike Petroski, Dawn Dubruiel, or Jordan Chussler for instruction on layout and formatting in iBooks Author, wherein the first chapter will be compiled together.

8. When the first chapter is completed in iBooks Author, it will be submitted to the appropriate Dean for either approval or recommended content revision. For the compensation model, faculty will be required to compile the remainder of the text themselves, with consultation from the aforementioned parties as needed. If the iBook is to be entirely compiled by Instructional Design or Editorial (no compensation model), faculty must approve the first chapter’s production before moving forward.

9. Once the faculty member begins to receive subsequently edited chapters of their text, and images, multimedia, and widgets have been selected for inclusion, he or she will continue building the rest of their iBook through iBooks Author independently. Any issues that arise from the use of this software may be addressed by contacting Dawn Dubruiel. It is recommended that regular status and review meetings with the Dean are conducted as the iBook develops.

10. After the entire iBook has been produced in iBooks Author, the .iba file will be submitted to Jordan Chussler for review, before being passed along to the appropriate Dean for final approval. The Dean will setup an approval committee comprised of the Dean, additional subject matter experts appointed by the Dean, Mike Petroski, and Jordan Chussler. Members of the approval committee may include external
(non-Lynn University) personnel. Once approved, the iBook will then be exported as an .ibooks file, moved to the S: Drive, and made available for upload to course materials through iTunes U. In the event that the Dean does not approve the iBook, the book will be considered incomplete, compensation will not be issued, and a revision process as deemed necessary by the Dean will begin. If the iBook is approved, submit the completed iBook Process Workflow Checklist, with required signatures, to Jordan Chussler and Mike Petroski. The payment process will not be started until the signed iBook Process Workflow Checklist is received.

11. The University, per the Author Agreement, reserves all rights to the iBook, including distribution rights, including whether the text will be made available to the general public or strictly to the Lynn University audience.

12. In the event that revisions are necessary after the iBook is in classroom use, it is incumbent upon the faculty author to inform his/her college’s dean and all faculty members teaching a section of the course that the iBook is used for that an updated version is available.
iBook Proposal Form
Lynn University Digital Press

Faculty name: ___________________________________________

Course code: ___________________________________________

iBook title: ___________________________________________

Implementation date: ________________________________

Type of iBook (check one): Textbook □ Workbook □

Type of proposal (check one): New □ Revision □

Who is your intended audience? Include details on number of sections, day/evening, remote instruction, etc., in the space below:
Provide a Table of Contents for the iBook in the space below:
Provide a Sample Chapter of the iBook in the space below:

Dean's approval: ____________________________________________
Reminders

13. Along with your iBook Proposal Form, please submit the following:
   - A rough outline for your intended text.
   - An estimate of Chapters and page counts.

14. The form and outline should be submitted to Academic Editor Jordan Chussler either via email (jchussler@lynn.edu), or to his office (1st floor library behind the reference desk).

15. The entire iBook process starts with your College Dean.

16. On completion, submit the iBook Process Workflow Checklist, with approval signatures, to Jordan Chussler and Mike Petroski. The payment process will not be started until the signed iBook Process Workflow Checklist is received.
iBook Process Workflow Checklist

Course: _______

Projected enrollment: _______

1. ☐ iBook Proposal form.
   ☐ Table of Contents submitted to the Dean.
   ☐ Sample chapter submitted to the Dean.

   ☐ Dean’s approval: ________________________________

2. ☐ Submit proposal, complete with Dean’s signature to Dr. Cox and Mike Petroski for authorization.


4. ☐ Issuance of MacBook from Mike Petroski.

5. ☐ Meeting with Jordan Chussler to establish timeline for production and status meetings.

7. □ First chapter is returned to author, followed by meeting with Dawn Dubruiel for iBooks Author instruction on how to compile the book (first chapter only).

8. □ Completed first chapter submitted for Dean's approval:

   Dean's Approval ________________________________

9. □ Upon approval, remainder of iBook produced in iBooks Author as chapters are returned from editor.

10. □ Completed .iba file is submitted for final review to editor.

11. □ Completed book submitted to Dean for review by approval committee.

   Type of iBook (check one): Textbook □ Workbook □

   Dean's Approval ________________________________

12. □ Approval granted; .ibooks file made available through S: Drive for upload to iTunes U course materials.

13. □ In the event that revisions are necessary after the iBook is in classroom use, it is incumbent upon the faculty author to inform his/her college’s dean and all faculty members teaching a section of the course that the iBook is used for that an updated version is available.
Helpful Contacts

• iTunes U inquiries:
  Mike Petroski
  Director of Faculty Development and Academic Assessment
  561-237-7007
  MPetroski@lynn.edu

• Library resources inquiries:
  Amy Filiatreau
  Director of the Library
  561-237-7067
  AFiliatreau@lynn.edu

• Editing and copyright/Fair Use inquiries:
  Jordan Chussler
  Academic Editor
  561-237-7147
  JChussler@lynn.edu

• Layout, design, video production, and iBooks Author inquiries:
  Dawn Dubruiel
  Instructional Designer
  561-237-7159
  DDubruiel@lynn.edu
• Author Agreement inquiries:
  LewAnn Tonna  
  Executive Assistant  
  561-237-7452  
  LTonna@lynn.edu  

• Citation inquiries:  
  Leecy Barnett  
  Reference and Instruction Librarian  
  561-237-7059  
  LBarnett@lynn.edu