### Developing a Community College Press

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<th>FISCAL YEAR</th>
<th>ID NUMBER</th>
<th>COLLEGE</th>
<th>DISTRICT</th>
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<td>1987-88</td>
<td>87-0221</td>
<td>Chaffey</td>
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**Grant = $2,223**

**Eligible Program:** E --- Improvement of Trad. Instruction Prog.

**Project Category:** Implementation Model

**Project Product:** Resource Materials

**Project Topic #1:** Newsletter

**Project Topic #2:** Inter-Disciplinary

**Project Director:** Philip Hartley, Treasurer

**Project Supervisor:** Philip Hartley, Treasurer

**Proposal Description:**

This project is designed to initiate a California community College Press which would provide for the publication of a newsletter, and other publications including a scholarly journal. The project is to proceed under the auspices of the Academic Senate for California Community Colleges. Ideally, the products of the Press would be distributed to full-time professionals in the California Community Colleges including faculty, administration, and staff and student leaders. College libraries across the United States would also receive copies of the biannual journal. However, to be successful, the California Community Colleges Press must be a well-planned project with attention paid to logistical and support questions. The largest questions seems to be how to arrange for long-term support and what will actually be necessary in terms of funding and publishing requirements. Clearly, it would not be advantageous to begin such a publication effort on a one-year, pilot basis, only to have the project fail in its second year. Since the FII fund is not intended to support projects on a perpetual basis, other sources will be sought to fund the start-up and continuing costs of the Press.
This project is designed as the first and necessary step in addressing PROJECT #4 of the Board of Governor's Basic Agenda. Project #4 is designed to initiate a California Community College Press which will serve as an umbrella agency for the publication of a Fund for Improvement of Instruction newsletter, and other publications including a scholarly journal. The project is to proceed under the auspices of the Academic Senate for California Community Colleges.

This project proposes to develop a detailed, comprehensive request for proposals that will insure a well-planned, long range project to establish a community college press. Specific goals, definitive formats, actual cost estimates and funding strategies will be developed to give Project #4 a clear definition and realistic set of specifications.

The activities of the project will require time for consultation, analysis and writing, and some minimal travel and clerical support. The Academic Senate for the California Community Colleges has agreed to provide the clerical support needed for this project as well as a site for the collection of information. Chaffey College has agreed to serve as fiscal agent for the project.

Each of the activities in the project will undergo continuous evaluation by appropriate Chancellor's Office staff and the Executive Committee of the Academic Senate. The Executive Committee of the Academic Senate, along with the Chancellor's Office, will have the right of final review. The project will not be considered complete until the final RFP document is approved by both evaluative sources. The final document will be presented to the Chancellor's Office for dissemination.
California Community College Press

1. Specific Educational Program Being Addressed

EDUCATIONAL SERVICE, POPULATION SERVED AND PROBLEM

This project is designed as the first and necessary step in addressing PROJECT #4 of the Board of Governor's Basic Agenda. Project #4 is designed to initiate a California Community College Press which would provide for the publication of a Fund for Improvement of Instruction newsletter, and other publications including a scholarly journal. The project is to proceed under the auspices of the Academic Senate for California Community Colleges.

Eventually, it is the hope of the Academic Senate that the California Community College Press will:

A. Publish a monthly newsletter including highlights of successful FII projects, informational reports from various divisions of the Chancellor’s Office, periodic messages from the Chancellor, and discussions of current academic and professional issues.

B. Publish a biannual scholarly journal which would include articles selected by an editorial board on topics of significance to the community colleges. Research on issues such as transfer, articulation, faculty development, vocational education and student trends would, for the first time, have an avenue for statewide dissemination. Monographs on specific issues would also be commissioned for publication.

Ideally, the products of the Press would be distributed to full-time professionals in the California Community Colleges including faculty, administration, and staff and student leaders. College libraries across the United States would also receive copies of the biannual journal.

However, to be successful the California Community College Press must be a well planned project with a great deal of attention paid to logistical and support questions. The largest questions seems to be how to arrange for long term support for the project and what will actually be necessary in terms of funding and publishing requirements. Clearly, it would not be advantageous to begin such a publication effort on a one-year, pilot basis, only to have the
project fold in its second year. Since the FII fund is not well suited to fund projects on a perpetual basis, other sources might be better suited to fund the start-up and continuing costs of the Press.

The most useful contribution the Fund for Instructional Improvement could make to the Board of Governor’s Basic Agenda goal of establishing a community college press would be to fund the creation of a detailed, concrete and comprehensive project proposal which would address the specific cost and logistical requirements for such a set of publications. This present proposal would generate such a prospectus which can then be used to more accurately and productively pursue the goal of establishing a California Community College Press.
2. Specific Problems Being Addressed

[SEE “SPECIFIC PROGRAM” SECTION OF THIS DOCUMENT.]
3. Population To Be Served

[SEE “SPECIFIC PROGRAM” SECTION OF THIS DOCUMENT.]
OBJECTIVES

Create a detailed, accurate proposal for the creation and long term support of a California Community College Press.

   COMPLETION DATE:   February 15, 1988
   COST:               $1933.00
5. Workplan Narrative

ACTIVITIES

1. Create a detailed description of the initial publication goals of the California Community College Press. To be useful, this description must provide specifications concerning the type, format, target length and material quality of each of the proposed publications. This activity will require consultation with the Chancellor's Office, the Academic Senate Executive Committee and leaders of the Chief Instructional and Chief Executive Officers Organizations.

2. Determine approximate cost projections for each of the proposed publications. This activity will require consultation with a number of publishers and printing companies in at least 2-3 regions of the state. Also useful will be consultation with a number of publishers of scholarly journals, such as the American Psychological Association, to assess the long term costs and issues involved in the publication of such a journal.

3. Document distribution strategies in terms of cost and viability. This activity will require consultation with a number of statewide organizations now involved in some degree of literature distribution to all of the California Community Colleges. Also useful would be an exploration of the use of the distribution strategies of ERIC and other electronic databases.

4. Determine appropriate request for proposal (RFP) specifications to insure informed judgment on the part of applicants.

5. Describe possible funding sources and/or mechanisms for the continued support and success of the publications.

6. Present completed RFP to Chancellor's Office for distribution.

Each of the above sequenced steps require time for consultation, analysis and writing, and some minimal travel and clerical support. The Academic Senate for the California Community Colleges has a greed to provide the clerical support needed for this project as well as a site for the collection of information. Therefore, each of the activities will only require some professional time on the part of the project director and some funds for necessary travel.

Each of the activities will undergo continuous evaluation by appropriate Chancellor's Office staff and the Executive Committee of the Academic Senate. Especially important will be evaluative feedback on completeness, appropriateness and accuracy of the developing RFP document. The Executive Committee of the Academic Senate will have at least four opportunities to review and discuss the developing document and, along with the Chancellor's Office, will have the right of final review. The project will not be considered complete until the
final RFP document is approved by both evaluative sources.
6. Expected Outcomes

[NO "OUTCOMES" ACCOMPANIES THIS DOCUMENT.]
7. Evaluation Plan

[NO “EVALUATION” ACCOMPANIES THIS DOCUMENT]
8. Dissemination Plan

The final document will be presented to the Chancellor’s Office for dissemination.
9. Budget Narrative

[NO “BUDGET NARRATIVE” ACCOMPANIES THIS DOCUMENT.]