

Writer's Guidelines

What's your story? If you're like most librarians in management positions, you have one to tell, and *Strategic Library* would like to help you share your expertise with colleagues. The following tips will help to make the writing, submission, editing, and production of your article a smooth and enjoyable process.

The Audience: Subscribers to *Strategic Library* are executive decision makers at all types of libraries: academic, public, and specialty. Our subscribers number around 8,000, although that number is an estimate since many of our subscriptions are institutional. Since our audience is quite broad, we publish a range of articles in each issue, many that have overlapping applications to various types of libraries.

Remember, the readers of your article are experienced managers who are looking for the latest strategies and best practices on a range of topics to help them plan for the future.

Topics: To spark ideas on article topics, look through the [Strategic Library 2015 Editorial Forecast](#). But the best articles are the ones that cover concepts, strategies, and technologies that are important for you to share with your colleagues. For example:

- Has your library completed a five-year strategic plan in a new format?
- Does that plan include renovations, new construction, or consolidations?
- Have you embarked on an outreach program to the communities you serve?
- How are you positioning next year's library fundraising campaign based on what you learned last time?

Once you've decided on a topic, consider the points in the [Outline for Strategic Library Articles](#). To summarize, preparing an outline that describes an issue your library faced, how you solved it, and how it's working is a good place to start.

Format: *Strategic Library* is published monthly. Articles are around 2500 words, although longer submissions are accepted. As an e-newsletter, we can accommodate, and welcome, all types of graphics and links. Preferred format for images is a high resolution JPEG.

We prefer to receive manuscripts as Microsoft Word documents. Footnotes, references, and further readings should be formatted as endnotes in any standard style. A short biographical sketch of the author or authors, with contact information should readers have additional questions or comments, should also be included.

Deadlines and Publication Dates: Our article deadlines are the 15th of the month. New issues are also released by the 15th of the month. So, articles meeting the August 15th deadline and accepted, for example, could appear in the September 15th issue.

The Process: Article submissions should be sent to the publisher at madavidson@charter.net. Once received, the article will be edited and formatted for *Strategic Library* style and clarity. It will be returned to the author for review and for answers to any questions posed in the text during editing. Once in a final version, the article will be assigned to an issue.

Forms: When an article is accepted, two forms will be sent to the author to be signed and returned—scans are fine. The first is an “Author Agreement,” which verifies that the content of the article is an original work of the author.

Each issue of *Strategic Library* is copyrighted as a collection by Library Works, Inc. All authors are asked to sign one of the following copyright release forms—again scans are fine.

- Assign copyright to Library Works. In this case, the author can use the article but any requests from others must be approved by Library Works.
- Retain copyright. In this case, all requests to reproduce from others must be approved by the author.

Compensation: Neither *Strategic Library* nor Library Works pays authors for articles published in the e-newsletter.

GUIDELINES AT A GLANCE

- Draw story ideas from personal experience and expertise. Use the Editorial Forecast as a guide.
- Organize thoughts by preparing an outline.
- Write around 2500 words.
- Focus on strategic planning through trends and solutions.
- Include charts, graphics, photos, and links.
- Put footnotes, references, and a brief bio at the end.
- Send a Word file to madavidson@charter.net