

Guidelines for Selecting Products for NCDA Distribution

Updated February 2007

NCDA Mission Statement

The National Career Development Association (NCDA) is a division of the American Counseling Association (ACA). The mission of NCDA is to promote the career development of all people over the life span. To achieve this mission, NCDA provides service to the public and professionals involved with or interested in career development, including professional development activities, publications, research, public information, professional standards, advocacy, and recognition for achievement and service.

In an effort to provide products that meet membership needs and increase revenue, the NCDA Publications Development Council is soliciting recommendations from authors and publishers for existing products that should be considered for resale by NCDA.

Procedures

1. Author/publisher contact is made with the NCDA Headquarters which immediately requests three copies of the materials be sent to NCDA Headquarters with the understanding that NCDA only distributes materials providing a discount of at least 40%.
2. The Publications Chair receives a copy from NCDA and makes an initial screening and requests that the NCDA Headquarters Office send a copy to two committee members.
3. NCDA alerts selected members about material to be forwarded. Materials will be reviewed 3 times per year. Reviews will be May 1, September 1 and January 1. Products for review must be submitted 2 weeks prior to these review dates.
4. Reviewers will then return written evaluations to the Publications Chair within three weeks.
5. The Publications Chair recommends action to Board from reviewer input within 30 days following the review. If the reviewers are in disagreement, a third reviewer will be selected.
6. If the proposal is accepted, NCDA Headquarters completes contractual negotiations with the author/publisher.
7. If the product is accepted, all distributor agreements should include a request to have NCDA authored publications cross-distributed as well. (For example, if NCDA distributes a Corwin Press book, NCDA would ask Corwin to distribute NCDA products.) *This is preferred but not a requirement.*

Evaluation Elements

Reviewers will evaluate the material by scoring and providing comments to the following questions:

1. Does the material align with the mission, goals, image and purpose of NCDA?
2. Would you purchase this material yourself or recommend it to others such as students, counselors, teachers, parents, career practitioners, librarians, counselor educators, career development facilitators, coaches or others?
3. Does the material address the needs of the audience for which it is intended?
4. Is packaging attractive?
5. Is pricing attractive?
6. Is the material current?
7. Does the material add a new perspective to the subject?
8. Does the material show quality in terms of style, ease of understanding/use, structure and appeal?
9. Do you see any elements in the product that would preclude NCDA from publishing the materials?
10. Do you know of additional books on the subject matter that NCDA should consider reselling?
11. In conclusion, please provide a score of 1 (low) to 5 (high) that describes your opinion as to whether NCDA should resell the materials.

Author/Publisher Submission Form

February 2007

Please complete this form and submit 3 copies of the publication to be reviewed to:

National Career Development Association

Attn: Mary Ann Powell

305 North Beech Circle

Broken Arrow, OK 74012

PH: (918) 663-7060

Fax: (918) 663-7058

Email: mpowell@ncda.org

Author Name: _____

Publisher Name: _____

Contact Information: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Title of Publication: _____

Copyright Date: _____

*Please note: NCDA will only review publications with a copyright less than 3 years old. Publications with a copyright more than 3 years old may request a special review. Please contact the NCDA office for more information.

Retail Price of Publication: _____ Discount Price of Publication: _____

Target Audience: _____

Please circle the appropriate category(ies):

- Career Development Theory and Models
- Individual/Group Counseling and Facilitation Skills
- Assessment
- Career Information Resources/Curriculum/Activities
- Program Planning/Promotion/Management/Implementation
- Coaching/Consultation/Performance Improvement
- Specific Populations
- Supervision
- Ethical/Legal Issues
- Research/Evaluation
- Technology
- Career Planning and Job Seeking Resources

Please circle the appropriate setting(s):

- K-12 and Parents,
- Post Secondary,
- Non-Profit,
- Governmental,
- Business and Industry, and/or
- Independent/Private Practice.

Please circle the type of media:

- Print
- DVD
- CD-ROM
- Video Tape
- Other