

## **Procedure for Submitting Product Development Proposal To NCDA's Publications Development Program for Review**

Updated February 2006

### ***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 to identify new publications that NCDA should consider publishing.

### **Procedures:**

1. Three copies of the proposal (written or electronic) should be sent to the NCDA Headquarters. NCDA staff will distribute them to the Publications Chair and two reviewers.
2. NCDA Headquarters alerts the Chair and selected reviewers about material to be forwarded.
3. Reviewers return written evaluations to the Publications Chair within three weeks of receipt.
4. The Publications Chair recommends action to the Board based on reviewer comments within 30 days of the receipt of the review.
5. If the proposal is accepted, NCDA Headquarters completes contractual negotiations with the author.

### **Proposal Format:**

The proposal should include the following items:

1. Title of Publication
2. Please indicate Monograph or Book  
*Monograph:* approximately 100 pages double-spaced, practitioner oriented and focused on a single topic related to career counseling or career development.  
*Book:* minimum of 175 pages double-spaced and focuses on issues, research, history, or other topics related to career counseling or career development that yields knowledge or understanding.
3. Author
4. Contact Information
5. Author's Bio
6. Description of the Intended Audience
7. Publication 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
8. Setting
    - K-12 and Parents,
    - Post Secondary,
    - Non-Profit,
    - Governmental,
    - Business and Industry, and/or
    - Independent/Private Practice.
  9. Media Type
    - Print
    - Video
    - CD-ROM
    - DVD
    - Other
  10. Detailed outline of the product
  11. 200-word summary that describes the materials including the structure of the content (e.g., case studies, activities, reflections, etc.)
  12. Examples taken from the reference list (minimum of 10 references)
  13. In addition, illustrate evidence of quality and impact by submitting items such as previously authored materials, previous editions of the materials, and/or two or three finished chapters that the reviewers will use to complete the evaluation.

**Submit Proposals To:**

National Career Development Association

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