



Evaluation in Practice Series

Series Editors Christina A. Christie and Marvin C. Alkin

Proposal guidelines

The following guidelines provide direction for writing and submitting your proposal for reviewing and publishing purposes. The ideal proposal presents a convincing rationale for your volume, and explains how it fits in the Series. It clearly delineates the book's objectives and, more importantly, explains the benefits and advantages it provides to readers, vis-à-vis what is currently available.

A well-developed prospectus can be brief (approximately 4-6 pages) and cover the points listed below. The audience for your proposal is the Series Editors, external reviewers, and SAGE staff. Your proposal should include sections on:

1. **Description of the project.**

A couple of paragraphs here will cover your rationale for the volume: what is the book's purpose, what will it cover, and why is it needed (what needs does it meet in the market)? How will you be addressing the combination of theory and practice around your topic, based on the rationale for books in this Series? Why is this a good project to be published in the Series?

2. **Format, features, artwork.**

Books in the Series are likely to be 50,000-60,000 words (approx. 200 printed pages), and contain around six or seven chapters. Please provide an indication of your expected word count, and number of tables and figures you envisage, plus any other pedagogical features you plan to add.

3. **Audience.**

Here you will need to provide some information on various channels through which your book will sell:

- What are some typical course names for which the book could be used as a supplementary text in higher education? Which departments are these courses offered in?
- Which sections within AEA would be interested in the book?
- Are there any other organizations or discipline areas to which the book could be marketed?

4. **Competition.**

Please provide some brief information on any competing volumes on this topic, and how your proposed book compares.

5. **Table of Contents.**

The preparation of an annotated table of contents will help you to refine your plans for the overall structure and the features of the book. In addition, it will enable the Series Editors, reviewers, and the publisher to evaluate the organizational logic and pedagogic strategy. Please provide a detailed table of contents, in outline form, incorporating headings and subheadings and including a brief description of each chapter, for example:

Chapter 1: Chapter Title

Following the chapter title include a paragraph describing the chapter, its structure, and its purpose. You might indicate how the chapter fits in with the rest of the book and what readers should have learned upon finishing the chapter.

A. First Heading

1. First subheading

2. Second subheading

B. Second Heading, etc., until the chapter is described as fully as possible.

Please send your proposal to the following:

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