

Author's Manual

Institute for Continuing Education, Inc.SM

8176 Center Street, Suite C * La Mesa, California * 91942 * U.S.A.
(800) 990-2377 FAX (619) 442-4574
<http://www.ceu.org> info@ceu.org

Philosophy

The purpose of this manual is to provide you with guidance in the development and the delivery of your module. These guidelines were developed to encourage uniformity in the quality and format of the modules developed by different authors.

ICE's continuing education modules focus on job-related training and education. Our students are usually licensed professionals who need to augment their skills to maintain licensure. These students are interested in subjects ranging from broad issues (e.g., effective decision making) to specific topics (arterial blood gasses).

These modules are more than a "how-to" for the professional. The ultimate goal is for the student to be more effective and productive in their work, upgrading their skills.

The independent study format of our modules gives students an opportunity to work at their own pace which provides them with sufficient time to master the content. Once students complete the modules, we follow up with an evaluation to assure you, and us, that the resources are instructionally effective. If we find that students are having difficulties or problems, we will contact you, the author, to improve the course.

ICE does not insist on exclusive, first-time publication rights. In fact, it might be a simple as adapting what you have already written and adding the requested sections. Or one of our authors can add the missing sections for you (usually requiring the objectives and the post-test.

It is up to you to come up with a topic. Topics should be state-of-the-art and current. Remember, you are being paid a percentage of sales—if the module does not sell—you will not receive a royalty. However, another potential payoff of having a module published is the reward in terms of professional recognition, career advancement, satisfaction or other benefits that will make it worth your time and effort. ICE has a list of topics we have been accumulating if you need any suggestions.

Articles can be "how to's," issue-oriented, reportorial-style pieces, case histories, or reports on pertinent research.

It is our intent to design programs at a highly practical, application level. We believe that students should learn knowledge and skills that can be used on the job immediately. We subscribe to the motto, "Learn it tonight—use it tomorrow!" This means that we depend upon you to make every effort to define relevant, applicable outcomes.

Please call if you have any questions (800) 880-2377

To the Author

We are pleased to welcome you to the ranks of a most select group—an impressive roster of experts and professionals who have become partners with the Institute of Continuing Education in developing and writing continuing education modules for healthcare professionals.

On becoming an ICE author, you have accepted a unique opportunity:

- to share your special knowledge
- to teach the concepts crucial to in–depth understanding
- to motivate professionals to reach beyond themselves
- and to be a continuing resource as they refer to your module again and again.

This handbook will assist you with our requirements. If you have any questions after you have read the handbook carefully, be assured that we are available to provide any additional information you might need.

Again, Welcome,

The Institute for Continuing Education

Table of Contents

I. Philosophy	1
II. To the Author	3
III. The Manuscript Layout	7
The Overview	7
Objectives	7
Glossary	7
Outline/Headers	8
Text	8
Case Studies	8
References	8
Examination	9
The Answer Keys	10
About the Author	11
IV. Manuscript Preparation	11
Style and Usage	11
Rights and Permission	11
Spellcheck	11
Abbreviations	12
Text	12
Capitals	12
Boldface, Italics, and Underlining	12
Pagination	12
Revision	12
V. The Art Package	13
Figures/Illustrations	13
Tables	13
Placement	14
VI. Desktop Publishing	14
VII. Disk Management	14
VIII. Submission to ICE	14
IX. Responsibilities of the Institute for Continuing Education	15

The Manuscript Layout

Here is an overview of the components of the modules:

- An overview or introduction
- Objectives
- A glossary
- An outline (headers)
- The manuscript
- Case studies
- References
- A multiple choice and/or true–false exam
- A short biography

The Overview

The overview or introduction is to describe the purpose of the text and relate this material to what the professional has already learned or will be learning later. It gives the context within which the text fits. The overview leads the professional from the overall purpose of the course to its specific objectives.

Objectives

- Define the purpose of the text.
- Indicate what the professional is expected to learn.
- Indicate what skills they will be able to perform as a result of this instruction.
- Provide the basis for the outline and for formulating test questions.

Glossary

Include all technical terms that apply to the subject in a glossary. Define the term clearly. Underline all terms used in the glossary in the text. These hyperlink from the text back to the glossary.

Outline/Headers

The next step in the process is developing an outline (headers). These constitute the major divisions or sections of the module. The outline will establish the scope of the text.

The working outline is a natural outgrowth of the objectives. The outline should specify in a logical order what the professional needs to know to fulfill the objectives.

Text

As you write, remember that your major goal is to present your material in a simple and logical manner so that the professional can readily understand it. The text must be complete in itself so that the professional has all the information needed to master the subject it covers. It must teach

concepts instead of facts. Words and illustrations must complement and reinforce each other so that the text has unity. The text must also contain the most recent, most pertinent, and most reliable information available at this time.

The text's primary purpose is to help the professional fulfill the stated objectives.

Case Studies

Some modules include a case study. The main purpose is to guide the professional to a fuller understanding of the text content. Through a real life situation, it highlights important details, providing clarification of the concepts basic to their understanding.

References

All resources used in developing the modules must be referenced. Resources that would enable the student to learn the content in greater depth should be identified as "supplemental resources." You will be expected to obtain permission for the use of any excerpts or illustrations from previously published work.

If the source is a book, provide the following information:

- the name of the author, editor, or the institution responsible for writing the book
- the full title of the book
- the series, if any
- the volume number, if any
- the edition
- the city of publication
- the publisher's name
- the date of publication

For an article, include the following information:

- the name of the author
- the title of the article
- the name of the periodical
- the volume number and date

- the pages on which the article appears

All items are listed alphabetically by the last names of the authors.

Examination

Exams are taken “open book” which tests all the information provided in the module. Whenever possible, tests should be constructed in a multiple choice format. Responses to multiple choice or other objective tests are marked on the test form for optical scoring. For this reason, there is a limit of four choices per item and only one correct answer per question.

The advantages of multiple-choice test are as follows:

- Highly versatile for measuring a variety of learning outcomes.
- Quick response time permitting broad coverage.
- A single idea is measured by each item.
- Items are easy to score.
- Less guessing than true-false.
- Easy to analyze items.

The examination must assure that the performance objectives have been met. Certain guidelines must apply:

- Questions should be significant, clear and of appropriate difficulty.
- The answer to the item should not be given directly in the material. The item should test the principle, not parrot the text.
- It should not be possible to answer the question solely by general intelligence, without any knowledge of the text material.
- The exam should measure how well the student can perform in accordance with the performance objectives.

Answer Keys

You must provide the corresponding answer key for each examination. Insert the answer keys at the end of the module; an electronic copy at the end of your word processing file; and a hard copy attached at the end of your printed manuscript. All correct answers must appear the course material and must be identified by page number on the answer key.

The total number of CEs is determined by the number of hours it takes to complete the module (one hour equals one credit) and is validated by the number of questions in the test:

- 15–25 multiple choice or true/false questions = 3 CEs
- 25–35 multiple choice or true/false questions = 5 CEs
- 50 multiple choice or true/false questions = 10 CEs

About the Author

Include a brief summation of your credentials, education, background, and experience.

Manuscript Preparation

Authors are asked to submit two hard (printed) copies of their manuscript. In addition, they are to submit a copy of the manuscript on Macintosh or IBM-compatible floppy disks. We have found Microsoft Word to be the most compatible word processing program.

The manuscript should be keyed in as straight text and ICE will provide the formatting and page layout.

Style and Usage

The authority for style and usage is the *Chicago Manual of Style*. The authority for spelling is the most recent *Webster's New Collegiate Dictionary*.

Rights and Permissions

Plagiarism is a serious charge. Violations of the copyright laws have specified legal consequences. ICE views such violations as sufficient cause to void any existing contract and initiate legal action.

Permission in writing from the copyright owner is required as follows for copyrighted materials if the copyright has not expired:

- Passages of more than 40 or 50 words
- Any copyrighted material that is complete in itself

Spellcheck

Please run spellcheck program immediately before submitting your manuscript to ICE. Not only does this save time and effort in our editing stage, but it might alert you to problems that you, can remedy before sending your materials to us. Please proofread the manuscript for completeness, clarity, grammar, spelling; be sure all references, figures, and tables are cited in the text.

Abbreviations

Use an abbreviation only if the term occurs several times in the paper. Write out the full term the first time it appears, followed by the abbreviation in parentheses. Thereafter, employ the abbreviation alone. Never use an abbreviation without defining it. Do not create new abbreviations unless absolutely necessary.

Text

Use only the “left justified” (right ragged) format setting.

Capitals

Do not type in “all caps.”

Boldface, Italics, and Underlining

The nature of your content may require the use of **boldface**, *italics*, underlining, centering, bullets, and so on. Instead of inserting these various codes into your computer text, use hi-liters to mark the characters that should be set a certain way. For instance, indicate **boldface** type with a yellow hi-liter. Define any other elements with a different color of your choice, just be sure to include a legend so we can decipher your coding system. Whatever coding you choose, we ask that you please be consistent.

Pagination

A good rule of thumb is “don’t.” Through the various stages of editing and formatting, page numbers change. Also do not include page numbers in the Table of Contents. However, we do ask that you number the pages by hand once the manuscript is printed. This eliminates the tedious task of determining their order if the manuscript becomes shuffled out of order.

Revision

All modules must be updated and revised three years from the publication date to continue to receive royalties. If the module is not updated, the author will not receive royalties and the module will be owned by ICE.

The Art Package

Please supply all figures, photographs, sketches, drawings, and so on when you submit your completed manuscript. Photographs must be glossy prints 5 x 7 to 8 x 10 inches and should be black and white. Letters and numerals must be neat and large enough to remain legible if the figure is to be reduced in size for publication.

Determining the art (illustrations, graphs, and photographs) for your text is considered one of your responsibilities. Here are the requirements to keep in mind:

- A list of figures, including identification and description, is to be included in the manuscript.
- Charts, graphs, tables and photos should appear as nearly as you would like them to look as possible. Submit them on a separate page to facilitate scanning. Label them accurately, exactly as you want them to appear. Indicate where they should be placed in the manuscript.

Figures/Illustrations

Please supply all figures, photographs, sketches, drawings, etc. when you submit your completed manuscript. All photographs, diagrams and graphs must be numbered as Figure 1, Figure 2, etc., according to the order in which each is first mentioned in the text. Identify each figure on the back with non-repro blue pencil or a stick-on label showing the figure and an arrow indicating which end is the top. Cover the label with clear tape so the ink will not smudge other prints. List the figure legends on a separate page. If a figure has been published before, list the source in the legend.

Tables

Tables should be printed on separate pages. Avoid using more than eight columns. Continue a deep table on following pages. Give each table a number (i.e. Table 1, Table 2, etc.) and descriptive title, placed above the table.

Placement

Simply indicate approximate placement of figures, illustrations, photographs, and tables with handwritten instructions on the final hard copy that you submit to us.

Desktop Publishing

If your manuscript is extremely long, you may wish to save separate parts or chapters under different filenames as well. Doing so guarantees the stability of the many chapters on the disk.

Disk Management

We suggest that you devote an entire disk to the manuscript you are developing. Regularly back up your files on this disk with another disk to avoid loss by accidental erasures, faulty disks, etc. Then when you are about to send us your final product, either copy onto yet another blank disk or be sure each file is saved in its final state onto your backup disk.

Submission to ICE

Please send us two hard (printed) copies of your manuscript and the disk(s) from which it was printed. On one hard copy, please indicate tabular arrangement, distinctive elements (boldface, for instance), and any other items of importance for achieving a certain appearance and outcome. In addition, please write on the various printouts that comprise your total manuscript:

- 1) your name
- 2) the project name
- 3) the file name(s) it was saved under
- 4) the hard copy's print out date
- 5) the page numbers.

Keep a copy of the manuscript and illustrations for yourself. ICE cannot be responsible for lost manuscripts.

Send the manuscript together with the illustrations, in a sturdy envelope or mailer. Use first-class mail.

ICE utilizes desktop publishing for all its publications. This requires that all manuscripts be submitted from authors on disks as well as hard copy. It is important to format your disks to the following guidelines:

- Use a 3.5" floppy diskette (double sided, double density or high density).
- It is preferred that you format your work in Microsoft Word.
- Charts and graphs should be done in Microsoft Excel; graphics can be done in Quark Express.
- If you have access to a modem, you can download your files and save valuable mail time.
- Be sure to make a backup copy of your manuscript.

Responsibilities of the Institute for Continuing Education

Once received, reviewed and approved, the Institute for Continuing Education will format the manuscript according to their guidelines for publication. Some of the manuscripts will also be converted and placed on our website. Following is a breakdown of the number of hours necessary for the completed production of each CE module:

- Review of punctuation, grammar, style, typemarking —1 day
- Formatting — 4 days
- Review: edit formatting errors and typos — 1 day
- Revisions: corrections of any errors found during initial review — 1 day
- Final review — .5 day
- “Unexpected” — 1 day
- Printing/binding — 1 day

The maximum completion time per CE module requires 10 working days once it is received.

PAGE INTENTIONALLY LEFT BLANK

AUTHOR'S AGREEMENT

1. Fill in the blanks
2. Include a separate sheet of paper if necessary to list topic(s) and module(s).
3. Sign agreement and return to: Institute for Continuing Education
8176 Center Street, #C
La Mesa, CA 91942
4. ICE will sign and return for your files.

THIS AGREEMENT is made as of (date) _____, 199__ between (name of company/person) _____ (Contractor) and the INSTITUTE FOR CONTINUING EDUCATION, INC. ("ICE").

RECITALS

1. Contractors principal place of business is located at _____
_____.
1. ICE's principal place of business is located at 8176 Center Street, #C, La Mesa, California. ICE is in the business of providing continuing education to healthcare professionals.

SCOPE OF SERVICES

1. Contractor's Services: Provide continuing education module(s) designed for healthcare professionals (topics of module(s)-include separate sheet of paper if necessary)

1. The module(s) will consist of the following:
 - a) An overview or introduction;
 - b) Objectives;
 - c) An outline (headers) augmented by text;
 - d) Case studies;
 - e) References; and
 - f) A multiple choice exam

as more fully described in Exhibit A, a part of and attached to this Agreement. Contractor will determine the method, details, and means of performing the above described Module(s).

Contractor will provide a resume, prepare the art package and submit the module(s) as set forth in Exhibit B attached to this Agreement.

The proposed title(s) of the Module(s) is (are):

1. ICE's Services: Provide access to the Module(s) for subscription by health professionals for the term of the Agreement and distribute the Module(s) through various means, including, but not limited to the worldwide Internet, publication and through facsimile transmission.

PAYMENT

During the term of this Agreement, ICE will pay Contractor an amount equal to _____ Percent for each Module prepared by Contractor which is purchased from ICE, within thirty (30) days of receiving payment from purchaser.

During the term of this Agreement and any extensions, ICE will render to Contractor quarterly reports on or before the last days of January, April, July and October of each year showing:

1. The total quantity of Modules produced by Contractor, sold during the preceding calendar quarter; and
2. The amounts paid or owed to Contractor for the preceding calendar quarters under this Agreement.

Contractor will have the right, at mutually agreed reasonable times during usual business hours and at Contractor's cost, to bring in any consultants and personnel it deems appropriate, including certified public accountants, to inspect ICE's records with respect to the Module(s) provided by Contractor and audit ICE's books and records to ensure compliance with this Agreement. If the results of any such audit indicate a payment deficiency, then within thirty (30) calendar days after receipt of the audit report and after review and concurrence by ICE, ICE will remit the amount of such deficiency to the Contractor.

WARRANTIES

1. Contractor represents and warrants as follows:
 - A. Contractor has provided his or her original work, free of any liens, encumbrances, restrictions, or other legal or equitable claims.

- B. Contractor has the full right and authority to enter into this Agreement with ICE.
 - C. Contractor has acquired written permission from the owner of any copyrighted material as defined by the copyright laws of the United States. Contractor will produce copies of the written permission as requested by ICE.
2. ICE represents and warrants that it has the full right and authority to enter into this agreement with Contractor.

COVENANT NOT TO COMPETE

Contractor agrees not to provide similarly designed modules to any other person or entity to be used as continuing education for allied health professionals during the term of this Agreement without the express written permission of ICE.

RECORDS

ICE and Contractor will at all times and for six (6) months after termination:

- A. Maintain accurate records relating to the Module produced by Contractor;
and
- B. Produce these records at the offices of ICE during regular business hours, from time to time and on written request by either party for inspection and copying by either party, its, his or her representative or a mutually accepted third party.

INDEMNIFICATION

Contractor will indemnify, defend, and hold harmless ICE and its officers, directors, shareholders, employees, agents, representatives and customers (ICE's and agent's) against all liability, claims, costs, damages and expenses incurred, relating to or arising from the Module(s), as long as Contractor is notified in writing within thirty (30) calendar days after commencement of any suit or proceeding and given authority, information, and assistance by ICE and agents to defend or settle the suit or proceeding. Contractor, at his or her sole discretion and expense, may elect to settle the claim on such terms and conditions as it deems advisable or to undertake and direct the defense of any legal or other action based on the claim. If Contractor elects to defend, ICE and agents shall render to each other all reasonable assistance that may be required to defend. ICE and agents will not settle or otherwise compromise any claim for which it seeks indemnification under this Section without Contractor's consent. ICE reserves the right to inform its subscribers about the disposition of the matter.

TERM OF THE AGREEMENT

This Agreement is effective as of _____, 199__ and unless terminated sooner will continue in force for three years from the effective date. At the end of the term the parties may continue this Agreement in force for an additional three year term upon written agreement, a sample of which is attached as Exhibit C. At the end of the first term of Agreement no further payments will be made to Contractor unless this Agreement is extended.

TERMINATION

This Agreement may be terminated by mutual agreement within thirty (30) calendar days of written notification by both parties before the termination date. If this Agreement is terminated for any reason whatsoever, whether by expiration of its term or otherwise, Contractor's future and continuing rights and obligations under it will terminate and ICE will retain all rights of ownership of the Module.

ICE will have the right for a period of one year after termination of this Agreement or subsequent renewals to dispose of the Module.

Any claim or cause of action for breach or violation of this Agreement existing as of the date of termination will survive termination of this Agreement and remain in full force and effect until such rights and obligations are fully discharged.

All rights and obligation of the parties relating to indemnification shall survive termination of this Agreement.

DEFAULT

Each of the following will constitute a default under this Agreement:

- A. ICE fails to pay the amounts due under this Agreement within sixty (60) calendar days after such payment is due.
- B. ICE or Contractor fails to perform or observe any term, covenant, or undertaking in this Agreement and such default continues for ninety (90) calendar days after such performance is due.

- C. Either party files a voluntary petition under any bankruptcy, reorganization, or insolvency law of any jurisdiction, or consents to or applies for appointment of a trustee, receiver, custodian or similar official for itself or for all substantially all of its assets.

REMEDIES

In the event of default, the aggrieved party may terminate this Agreement and the termination will be without prejudice to any other rights or claims the aggrieved party may have against the defaulting party.

If ICE is in default on any payment due under this Agreement, the amount in arrears will bear interest from the date of the default until the amount is paid in full, at the applicable federal rate in force at the time of the default.

NOTICES

Any notice, report, payment, or statement required or permitted under this Agreement will be considered to be given or transmitted when sent by certified mail, facsimile (with confirmation of receipt), or by personal delivery. The record addresses of the parties are set forth in the Recitals.

AMENDMENTS

This Agreement may be supplemented, amended, or modified only by the parties' mutual agreement and must be in writing and signed by both parties.

INTEGRATION

This Agreement and all exhibits and schedules referred to in this Agreement constitute the final, complete, and exclusive statement of the terms of the Agreement between the parties. If any inconsistency exists or arises between a provision of this Agreement and a provision of any exhibit, the provision of this Agreement will prevail.

WAIVER

Any waiver of any breach, failure, right or remedy will not be deemed a waiver of any other breach, failure, right or remedy, whether or not similar.

GOVERNING LAW

This Agreement, and any dispute arising from the relationship between the parties to this Agreement, will be governed and determined by California law.

ATTORNEY FEES

In any litigation, arbitration, or other proceeding by which one party either seeks to enforce its rights under this Agreement or seeks a declaration of any rights or obligations under this Agreement, the prevailing party will be awarded reasonable attorney fees, together with any costs and expenses, to resolve the dispute and to enforce the final judgment.

SEVERABILITY

Any provision of this Agreement that in any way contravenes the law, to the extent the law is contravened, be considered separable and inapplicable and will not affect any other provision of this Agreement, unless an essential purpose of this Agreement would be defeated by the loss of the illegal, unenforceable, or invalid provision.

BINDING EFFECT

This Agreement will inure to the benefit of and be binding on the successors and assigns of Contractor and ICE.

Dated: _____ INSTITUTE FOR CONTINUING EDUCATION, INC.

signature

print

Dated: _____

affiliation

signature

print

EXHIBIT C

EXTENSION OF TERM OF AGREEMENT

This extension Agreement modifies that Agreement made on _____, 1998 between _____(Contractor) and INSTITUTE FOR CONTINUING EDUCATION, INC. (ICE).

Contractor agrees to update and revise the continuing education module designed for allied health professionals titled _____

ICE agrees to continue paying Contractor for an additional three year period beginning on _____and ending on _____an amount equal to _____percent for each revised Module prepared by Contractor which is purchased from ICE.

Dated: _____ INSTITUTE FOR CONTINUING EDUCATION, INC.

signature

print

Dated: _____

affiliation

signature

print

Author's Agreement

Dated: _____

affiliation

signature

print