CALL FOR MANUSCRIPTS: Business Education Forum

The Forum is getting a facelift, and that means you have new opportunities to share what you know about teaching business by writing an article for publication.

How does this benefit you? Gaining professional accomplishment and recognition, making a difference in the life of your colleagues, and making a lasting contribution to the profession you love.

What kind of article? Articles by practitioners, for practitioners. Articles that interest teachers in the field of business education and that aim to improve learning for students by making teaching more effective and creative. The kind of article you would like to read—one that brings something new to the table.

- **Business Education content articles** (in the traditional business education disciplines) of 1200–1500 words each. Look at recent issues of the Forum for examples.
- **Planbook articles** (written like a lesson plan). Have a lesson or a teaching approach that has worked for you? Share it in 450–950 words. Include a brief overview, time required, grade level, learning objective(s), targeted NBEA standard(s), materials/equipment, procedure, evaluation/summarization/enrichment, and accommodations as applicable.
- **CTSO News.** Has your student organization done something special? Have you found the secret to getting students engaged and excited in participating? Tell us about it 250-400 words.

What kind of style? In general, articles should be original and written in clear, accessible prose. Specifically:

- **Business Education content articles** can be “academic” in nature—i.e., include references to previously existing discourse—yet written in concise, specific, and plain language that uses active rather than passive voice. Look at recent issues of the Forum, particularly February 2016, for examples.
- **Planbook articles** should strive to be clear, concise, and specific. These are “how-to” pieces. Write them in a way that any business educator can easily and reliably reproduce in his/her classroom.
- **CTSO News** should be upbeat and friendly—as if you are sharing your idea with a teaching friend across the lunch table. Use clear, concise, even colloquial language and active voice.

What kind of format? Double space your text in a standard word processing program such as Word. Then consult the following checklist before considering your draft final:

**GENERAL**

- Your article has a TITLE and the word count is the appropriate for the kind of article you are submitting.
- You have included subheads as needed for readability.
- At the end of your article, you have included a one-sentence bio in this format: Your Name (phone number; email address) is job title at School or Institution, City, State.
You have labeled any illustrations (photos, graphs, tables, charts) and are saving them as separate files, in electronic format suitable for print reproduction (e.g., PDF, TIFF, JPEG, EPS). Please include any legends, captions, and/or photo credits at the end of the article, after the bio.

You have proofread for grammar, punctuation, spelling, and readability.

You have named your manuscript file in this format: Forum Submission_Last name_Article keyword or title

You have named your illustration files in this format: Forum Submission_Last name_Illustration label (e.g., Figure 1, photo 1, etc.)

SPECIAL CONSIDERATIONS FOR “REFERENCED” CONTENT:

You have provided attribution for any content that you are quoting from another source.

If you have cited references, you have formatted them according to style guidelines in The Publication Manual of the American Psychological Association (sixth edition).

You have obtained copyright permission for reproducing any content that is not original (such as photos, graphs, illustrations, etc.).

How does the publication cycle work? To accommodate review, editing, layout, and production timelines, manuscripts are requested approximately four months in advance of month of potential publication. Deadlines are as follows: June 30, August 30, October 30, and January 15.

Where and how do I send it? Three easy steps:

1. For “Business Education Content” articles, email steve.lewis@mtsu.edu. For “Planbook” or “CTSO News” articles, email jlg@joannelozarglenn.com.

2. In the message header, type FORUM Submission (type of article, i.e., “Business Education Content” or “Planbook” or “CTSO News”). Here is an example: Forum Submission (Planbook)

3. Attach your files, include a brief message if you like, and press “send.”

What happens next? You will receive confirmation that your email was received. You will be notified if your article is accepted (please allow 4-6 weeks) and be given an opportunity to review any edits prior to publication. You will also be asked to sign a copyright release verifying that the content is original and not published elsewhere. You will tell all your friends that you are being published in NBEA’s most prestigious publication, and they will share your good news on social media! 😊