

Writing about Learning and Teaching in Higher Education

Creating and Contributing to Scholarly Conversations
across a Range of Genres

Mick Healey, Kelly E. Matthews, and Alison Cook-Sather

Elon University Center for Engaged Learning
Elon, North Carolina
www.CenterForEngagedLearning.org

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PART 6

SUBMITTING, RESPONDING TO REVIEWERS, AND PROMOTING YOUR WORK

Introduction to Part 6

Before you submit your writing for publication there are many important checks to undertake. Our experience as editors is that too many people submit manuscripts that are still in draft form. This does not give a good impression to hard-pressed, usually voluntary editors. Some people, of course, are the opposite, and in seeking perfection never get around to pressing the submit button. As Wendy Belcher (2009, 268) points out, “There are diminishing returns to perfecting your work. After all, the peer reviewers must have something to criticize. . . . Your biggest enemy at this point is fear of finishing.” There is, though, no excuse for failing to follow the author guidelines and keeping to the word limit (unless the editor has agreed to an exception), and it is essential to put the references in the house style and check them against those cited in the text. We include a pre-submission checklist to help you try to avoid these traps.

It is rare for manuscripts to be accepted without reviewers or editors requesting changes, and rejection letters are common. Responding to these experiences can be emotionally draining. A request for minor changes is a cause for celebration. In this part of the book, we offer advice regarding how to join in a conversation with editors and how to respond to requests to revise and resubmit. We also discuss how to deal with the rejection email, which we have all experienced.

Once your writing is accepted you need to think strategically about how to promote your work and what your next publication

will be. With the exponential increase in the number of works being published, a significant proportion of papers do not get cited. Given all the effort you have put in to researching and writing your pieces, it is sensible that you do what you can to make potentially interested readers aware of your work. We review the principal ways you can promote your work (without boasting) and how you could develop a publication plan to build a body of related work written across a range of genres.

Before you embark upon reading part 6, consider addressing the following questions, and then revisit your responses as you work your way through this final section of the book:

- How can you develop a mindset that ensures you are thorough without being overly perfectionistic in preparing to submit a piece of writing?
- How can you best prepare yourself for and manage the emotional, intellectual, and logistical demands of revision in response to reviewer comments?
- What strategies might you develop for ensuring that your writing is noticed and contributes to the unfolding conversations constituted by scholarship on learning and teaching?