

HESA Brown Bag Series  
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## How to Get Published

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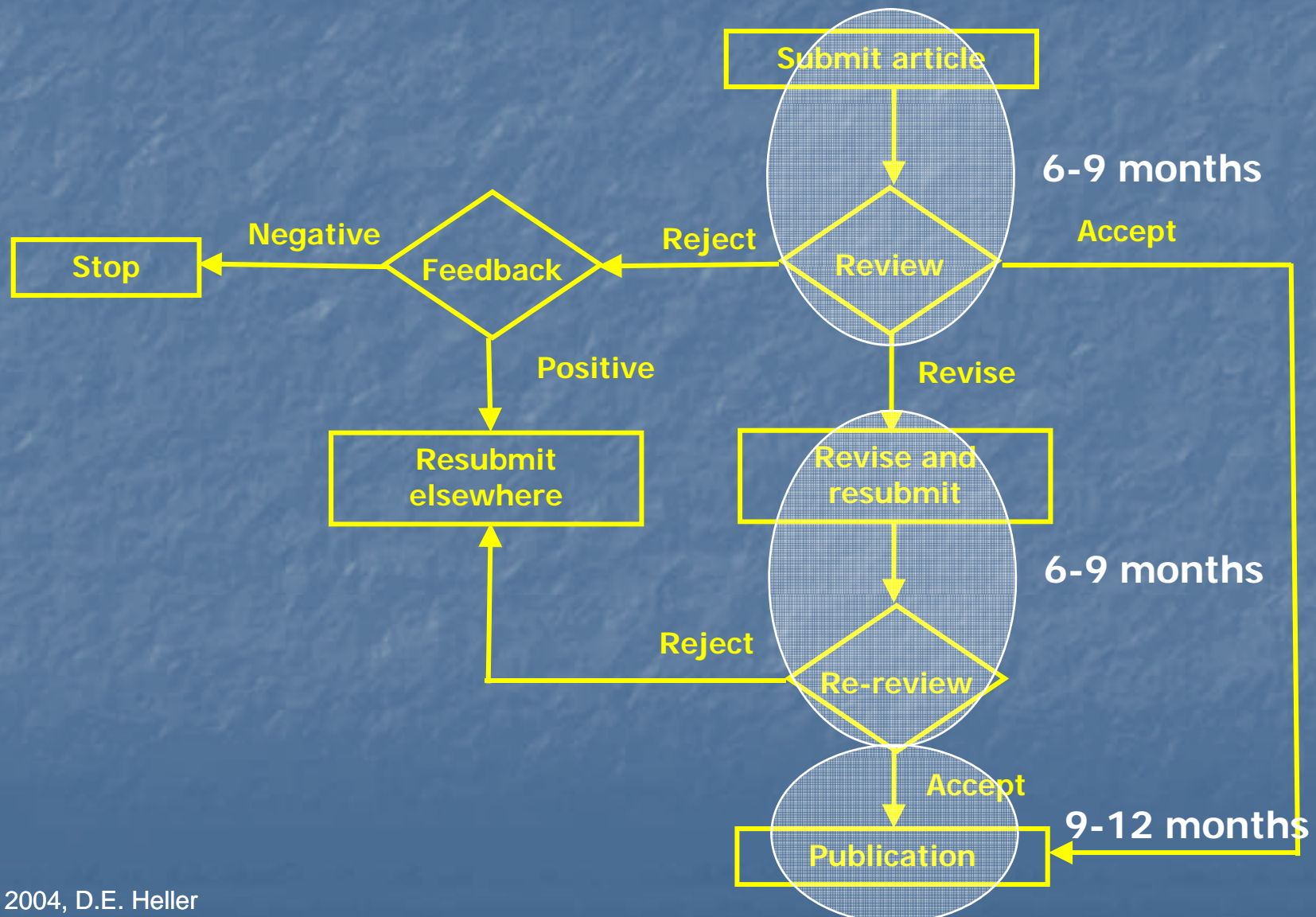
COLLEGE *of* EDUCATION

CENTER FOR THE STUDY OF HIGHER EDUCATION

## How to start

- An important problem or issue in higher education
- Of general interest to readership of the journal
- Contributes new knowledge
- Methodologically solid
- Well written
- Well written
- Well written

# The publication cycle



## What do journals look for?

- Quality of writing
- Organization of ideas
- Importance of the problem
- Creativity
- Quality/completeness of literature reviewed
- Conceptual grounding
- Appropriate length
- Research design and method
- Quality or representativeness of data
- Suitability of data analysis
- Presentation of data analysis
- Adequacy of conclusions/implications
- Logical development
- Writing style and readability

# Suggestions

## *Do*

- Leave your ego at the door
- Have colleagues/others give you comments before sending
- Choose an appropriate journal
- Read other articles in the journal
- Ground your work conceptually
- Explicitly state your research question
- Clearly explain your research methods
- Include implications for policy and/or practice
- Write well!

## *Don't*

- Be too narrow
- Be atheoretical
- Ignore the journal guidelines for length, style, etc.
- Ignore previous research on the same or similar topics
- Go overboard with figures and tables
- Write poorly
- Be afraid!

## Other publication opportunities

- Monographs for professional and other non-profit organizations
- Books (edited and authored)
- Book chapters
- Book reviews
- Op-ed/opinion pieces