Lessons Learned From Online Publishing at the Library

Brian Sweeting & Rob Crawford
Library Mission

Resources → Environments → Robust Learning → Experiences
EdLab Team
Publishing Team
Publishing Mission

The publishing team creates and curates compelling digital content that deepens our understanding of forward-thinking learning, teaching, and research.
Promoting Access Through Segregation: The Emergence of the “Prioritized Curriculum” Class
by Jessica Bacon, Carrie E. Todd & Beth A. Ferri
This paper critically examines a resultant phenomenon of the Standards-Based Reform movement: the emergence of self-contained Prioritized Curriculum classes, designed to provide students with disabilities access to standards-based general education curriculum in segregated classes.
post a comment

Examining Competing Notions of Social Justice at the Intersections of High-Stakes Testing Practices and Parents’ Rights: An Inclusive Education Perspective
by Federico R. Waitoller & Barbara L. Pazey
This article examines the tensions that can materialize at the intersection of high-stakes accountability assessments and the rights of parents of students with dis/abilities.
post a comment

Book Reviews
A Think-Aloud Approach to Writing Assessment: Analyzing Process and Product with Adolescent Writers
by Sarah Reck
reviewed by Keri Bushel
post a comment

Reflective Language Teaching: Practical Applications for TESOL Teachers
by Thomas S. C. Farrell
reviewed by Yolanda N. Padron
post a comment

Muslim Educators in American Communities
by Charles L. Glenn
reviewed by Liz Jackson
post a comment

TCR Yearbooks: Call for Proposals
by Gary Hatteberg
The editors of the Teachers College Record announce a call for proposals for yearbooks to appear in 2021 and beyond.
post a comment

Publishing in TCR
To submit work to the Teachers College Record, please use our online submission system. To access the system, use the link “Submit My Work,” found in the Member Center. The submission system will explain our publishing guidelines, and will allow you to upload your submission.
Featured Articles

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Commentary

Are School Leadership Experts Paying Close Enough Attention to Teacher and Principal Turnover?
by David Edward DeMatthews & David S. Knight
The authors of this commentary call for a collaboration between two groups of scholars, school leadership experts and researchers focused on educator turnover, in order to more effectively address teacher and principal turnover.

Editorial

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Teachers College Record

- Subscribers: 600 universities; 2,000 individuals
- Print issues: 14/year
- Articles: >110/year
- Acceptance rate: 8–10%
Teachers College Record

January & February 2019 Analytics

Total Pageviews: 84,005 (2.6 pages per visit)
Total Visits: 32,052
Direct Entry: 69%
Search Engines: 20%
Referrals: 11%
Website activity by day (hours)
Snowflakes, or a Moral Vacuum?

by Jeff Frank - February 19, 2018

Language matters. As the term snowflake spreads across our public discourse, we are creating a moral vacuum that doesn't provide our college-age youth the education they deserve.

Student Segregation and Achievement Tracking in Year-Round Schools

by Ross E. Mitchell & Douglas E. Mitchell - 2005

Twenty-five percent of California's elementary schoolchildren attend schools operating on nontraditional, ‘teachers panning calendars collectively referred to as multitrack year-round education (MT-YRE).’

The Evolution of the High School in America

by Joseph Murphy - 2016

The narrative in this article runs as follows. As the political, social, and economic environments that surround the American high school undergo seismic shifts, they create new forms of secondary education. We report that the environmental conditions between 1890 and 1920 were such that most of the pillars that anchored the American high school prior to the 20th century were swept away. New scaffolding for how classrooms should function, how schools should be organized and managed, and how the school-community relationship should be defined were constructed. By the early part of the 20th century, the highs schools the nation had known for the previous three centuries were mostly gone. Over the 30 years, the social, economic, and political environments that envelop education have begun to reshapen the American high school once again. Pressures accompanying the evolution to a post-industrial economy have introduced
Four Steps to Create Cross-Cultural Collaboration in Online Classes

Strategies and obstacles based on online instructors’ experiences. read more
Bringing to Light the Impact of the LGBTQ+ Population on STEM

500 Queer Scientists is an organization that creates visibility and connection. read more

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By Toland Lawrence

Chances of Brain灰泽: 深化教育变革
New Learning Times

January – March 2019 user visits (18,770)

- Direct (4,560)
- Google (10,358)
- Facebook (923)
- Newsletter (1,011)
New Learning Times

Time spent on site

Visits

Visit duration

0-10s  11-30s  31-60s  1-2m  2-4m  4-7m  7-10m  10-15m  15-30m  30+m
Effects of Social Media Usage on Academic Performance

By Ryan Allen

Universities have increasingly adopted social media for a variety of educational and communication activities. This technology can boost student collaboration, ease resource sharing, and facilitate online instruction. However, student online behavior has also been a growing concern for educators and researchers. Research has dispelled the notion of a generational advantage in multitasking, as the human brain can handle a limited "cognitive load." Dr. Wilfred W.F. Lau's research seeks to understand the disparities between the benefits and distractions of social media use by university students.

What Causes Fake News to Spread Online?

By Ryan Allen

Fake news remains a growing problem and people are still grappling with how to fight against a constant barrage of misinformation. So a group of researchers set out to understand how truths or falsehoods diffuse across social media, and to what extent bots or humans factor into the proliferation.

Wattpad

By Rebecca Rosenberg

Wattpad connects people who love to read and write together. Avid readers Allen Lau and Ivan Yuen started the Toronto-based company in 2006. The members of the fast-growing Wattpad community (over 40 million writers and readers worldwide) share ideas and exchange feedback with one another. New and seasoned authors can share their
Lessons Learned
Culture: People first

- Dedicated team
- Multiple roles
- In-person work
- Interdisciplinary backgrounds
Technology: Stay agile and updated

- Explore new platforms
- Update to stay visible
- Improve SEO:
  - .edu and .org are better than .com
  - Mobile load times
  - Mobile-friendly
Production: Look for new models
Social Media: Be visual and engaging

- Create a personal connection
- Be responsive and friendly
- Create images out of text
Social Media: Be visual and engaging

The data show us that playful installations that exercise the mind can work! In the same way that you put gym equipment in a park, you can put mental gymnastics out in public spaces. We have now seen better results than most interventions in the world.

KATHRYN HIRSH-PASEK
FOUNDER OF PLAYFUL LEARNING LANDSCAPES
My students can’t tell time on analog clocks, read cursive, or memorize telephone numbers. But they somehow know how to dig up embarrassing online photos of me from college, and honestly, I respect that.
User login: Use different models

- Teachers College Record:
  - No login on homepage
- New Learning Times:
  - Hard login
  - Soft login
  - No login
Analytics: Find creative ways to share

- Incorporate analytics into culture
- The more perspectives, the better
- Shared analytics displays
- Shared monthly blog posts
Library Site and App Updates, March 2019

No time to waste; let’s jump on in to that liony, lamby March data. Traffic OverviewApp downloads, March: 38 (33 iPhone | 5 Android)
NLT Analytics, Feb 2019

Our strong start to the year continued in February, when NLT received 6,992 visits, up 7.7% from January and setting a new record for our second-busiest month of traffic. This increase came from Google search traffic, up 20% from January. Signed-in user visits remained consistent at around 100 visits. Traffic from the newsletter and Facebook both fell, as Flipboard again overtook Facebook as our leading website for referrals.
Support a culture of learning
More!

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