



**Platinum and Gold  
Sponsor Partner  
Newsletter Article  
Guidelines  
2011–2012**  
(posted 110601)

*[mathedleadership.org](http://mathedleadership.org)*

## **NCSM Platinum and Gold Sponsor Partner Article Submission Guidelines for the *NCSM Newsletter***

Thank you for your interest in writing for the *NCSM Newsletter*. As a platinum or gold level sponsor partner, you have earned the benefit of submitting one article this year in the *NCSM Newsletter*, a periodical that is a valued benefit of NCSM membership. By contributing articles to the *NCSM Newsletter*, you support NCSM and its members—mathematics education leaders in the U.S., Canada, and abroad. Your article will add to the body of knowledge related to mathematics education and leadership.

### **ABOUT THE *NCSM NEWSLETTER***

The purpose of the NCSM Newsletter is to advance NCSM’s mission to provide professional learning opportunities necessary to support and sustain improved student achievement. The newsletter is packed with up-to-date information about research, issues, trends, programs, policy, and best practices in mathematics education and mathematics education leadership. Leaders depend on the NCSM Newsletter for timely reviews of new resources, insights on professional development and research, and highlights on exemplary leaders in the U.S., Canada, and abroad.

**Number of Issues:** NCSM publishes four (4) newsletters yearly—fall, winter, spring, and summer. The publication schedule is driven by NCSM events and the academic calendar.

**Printed Circulation:** The NCSM Newsletter is mailed to all NCSM members—between 2,000 and 2,400 mathematics education leaders from the U.S., Canada, and abroad. Readers are administrators, authors, classroom teachers, consultants, curriculum leaders, department chairs, state or provincial directors, educational technology providers, mathematics coaches/mentors/specialists, mathematics coordinators, mathematics resource teachers, mathematics specialists, mathematics supervisors, principals, professional development providers, superintendents, and teacher educators. Some are emerging leaders, some are new to leadership, and some have been leaders for many years. They are all dedicated to improving student achievement.

**Electronic Circulation:** Past NCSM newsletters are posted on the NCSM Website ([mathedleadership.org](http://mathedleadership.org)) approximately 6–8 weeks after each issue is published, expanding the circulation of the NCSM Newsletter to mathematics education leaders who are not yet NCSM members. Currently the back issues are available to anyone who visits the NCSM Website, [mathedleadership.org](http://mathedleadership.org).

### **PREPARING YOUR ARTICLE**

**Article Length:** Articles should not exceed 1,300 words.

**Article Content:** Visit the NCSM Website, [mathedleadership.org](http://mathedleadership.org), to view past NCSM newsletters to get a feel for the tone of this valuable and member-anticipated periodical.

Write your *NCSM Newsletter* article so it benefits NCSM members and supports NCSM's mission, vision, and values (see the last page of this guide or visit [mathedleadership.org](http://mathedleadership.org)). Write your article to inform, to inspire, and to be of intense interest to mathematics education leaders.

NCSM prides itself on providing research-informed resources and information to its readership. The main focus of your article needs to be in the spirit and context of providing provocative, important, research-informed information or perspectives of value to our readership.

Please be sure your article is devoid of specific, explicit, competitive, and/or adversarial references to other companies by name or to any specifically named product or service from other companies. The NCSM Board has great respect for and confidence in the ability of NCSM members to carefully consider resources, products, services, and ideas in the absence of explicit competitive sponsor references to other companies and products. NCSM members have been making these kinds of choices for years, making decisions that suit teachers they support and communities they serve and represent. In the end, although every mathematics leader may make a different decision, each will have been exposed to the same resource options. We ask authors to respect this position.

Your company's web address may be added at the end of the article for readers who wish to learn more about your company.

**Photographs:** Photographs add interest to your article and often help illustrate your points. Please send each photograph as a separate electronic file. Photos will be printed in black and white. Captions will help readers identify the connection between your article and photo(s). The NCSM Editor will determine the placement. Please note that photos should be sent electronically with a resolution at no less than a 300 ppi (900 x 900 pixels).

## **SUBMITTING YOUR ARTICLE**

**Spelling and Grammar:** Please check your article for spelling and grammar. Be sure that all acronyms are spelled out at least once in the article. Although NCSM will copy edit your article for readability, you can make this process much easier and more accurate by carefully editing it before submission.

**Technical and Informational Specs:** Please send all files electronically to the *NCSM Newsletter* Editor, Kay Gilliland, at [gillilandk@mac.com](mailto:gillilandk@mac.com). Remember to:

- Send the article as a WORD file.
- Send photos (optional) and a headshot for each author:
  - Use a separate file for each photo or headshot.
  - Use descriptive file names.
  - Send graphic, art, and photos:
    - each as its own file
    - each having a resolution at no less than a 300 ppi (900 x 900 pixels)
    - each at the approximate size to be used in the article

- each, if in color, using black and the NCSM color designated for the issue (this pertains to graphics and art; remember photos will be printed in black and white)
    - Use a PDF, JPG, or TIF format.
- Identify suggested key point(s) or provocative excerpt(s) or quote(s)
  - The Editor may use them as space permits.
- Send a professional profile for each author (≤ 60 words):
  - Full Name
  - Affiliation
  - Position
  - Address
  - Phone Number
  - E-mail Address
  - Experience/qualifications relevant to the topic chosen

**CONDITIONS UNDER WHICH ARTICLES ARE SUBMITTED**

**Deadlines:** Deadlines for submission of all required electronic files (text, art, graphics, photos, headshots, etc.) are noted below. Late copy will be held for consideration in the next *NCSM Newsletter* issue.

**The Deadlines for *NCSM Newsletter* Articles**

<b>Issue</b>	<b>Due Date</b>	<b>Mailed to Members</b>
Fall	August 5	Early-September
Winter	October 5	Early-November
Spring	November 5	Early-February
Summer	April 5	Early-June

**Article Publication:** NCSM reserves the right to reject any and all articles without assigning a reason. Sponsor partner articles will be clearly marked as such. At no time shall an article appear to exploit any specific portion of the professional content of the *NCSM Newsletter*, nor should it imply NCSM’s advocacy or endorsement of any promotional product or service.

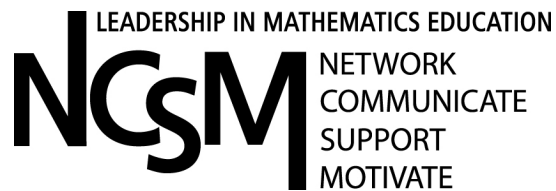
**Copyediting:** All articles undergo copyediting. NCSM reserves the right to edit articles at the discretion of the *NCSM Newsletter* Editor. The *NCSM Newsletter* Editor will contact the author if there are questions.

**Insertion:** Newsletter space is limited. NCSM cannot guarantee any article submitted will be published or when it will appear in the quarterly *NCSM Newsletter*. The Editor will make every effort to publish it in the issue the author intends.

**Space and Location:** Placement of all articles is at the discretion of the *NCSM Newsletter* Editor.

**Liability:** Sponsors and their agents agree to indemnify and protect NCSM from all claims, actions, or expenses arising from articles placed in the *NCSM Newsletter*. NCSM shall not be liable for any costs or damages if for any reason it fails to publish an article.

**Questions and Answers:** Please contact the *NCSM Newsletter* Editor: Kay Gilliland at [gillilandk@mac.com](mailto:gillilandk@mac.com) or (510) 638-6393.



## **Mission**

The National Council of Supervisors of Mathematics (NCSM) is a mathematics leadership organization for educational leaders that provides professional learning opportunities necessary to support and sustain improved student achievement.

## **Vision**

NCSM envisions a professional and diverse learning community of educational leaders that ensures every student in every classroom has access to effective mathematics teachers, relevant curricula, culturally responsive pedagogy, and current technology.

To achieve our NCSM vision, we will:

- N: Network and collaborate with stakeholders in education, business, and government communities to ensure the growth and development of mathematics education leaders
- C: Communicate to mathematics leaders' current and relevant research, and provide up-to-date information on issues, trends, programs, policies, best practices, and technology in mathematics education
- S: Support and sustain improved student achievement through the development of leadership skills and relationships among current and future mathematics leaders
- M: Motivate mathematics leaders to maintain a life-long commitment to provide equity and access for all learners