CPD & Writing for the professional literature

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Outline

• Link between writing and professional development
  – Insight.
  – Career prospects.
• Tips on how to approach writing.
• Types of writing.
• Where to publish?
Sources:

1) Nick Joint
“Writing for publication in a library journal”
SCONUL Newsletter - Number 28
Spring 2003 pp. 61-66.

2) Ideas from Linda Ashcroft, editor
New Library World.
CPD, writing and publication (1)

• Becoming a ‘Reflective practitioner’
  - you think about your practice by writing about your practice.

• Idea of ‘Reflection’:
  - Writing as a form of creative dialogue with yourself
Reflection involves cultivating:

- “the desire to understand your practice in a new and compelling way”

- “the need to pin down a truth about your practice and thus clarify an issue for yourself and the community of practice”

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CPD, writing and publication (3)

• Connect with your ‘community of practice’
  - Writing as dialogue with other professionals

• Putting your practice ‘on display’
  - means shaping your work more, thus improving your professional development.
CPD, writing and publication (3)

- Writing and career development:
  - Your material is disseminated across a wide audience.
  - You lay claim to your achievements.
  - You gain recognition for your work.
  - You build your reputation and develop your career.
Think: what have you achieved (1)?

- Have you completed a project which concluded satisfactorily?
- Do you have a case study of good practice?
- Have you worked in an advisory or consultancy capacity?
- Have you undertaken a piece of research?
- Are you working on a doctoral or masters thesis?
- Have you given a speech or conference paper?
- Do you have an opinion or observation on a topical issue?

(Thanks to Linda Ashcroft, Editor, New Library World)
What have you achieved (2)?

If you find these questions hard to answer, then this is a spur to improving your professional development!
What have you achieved (3)?

• “The ability to write is a sign of good practice…

• “If you spurn the challenge of authorship, you may also be spurning the challenge of improving your professional development.”
Which type of journal?

- Before writing decide which journal is most relevant for your topic
- Difference between
  - Research journals
  - Practitioner publications
  - “Practitioner research” journals
Journal quality criteria

• Highly cited journals:
  – High academic prestige, better for researchers
• Journals with wide readership:
  - Arguably better for practitioners, especially for CPD point of view.
• Ideal of practitioner research:
  - Highly cited and widely read!
Types of writing

Research - Impact

- Refereed articles
  - research reports (experiment)
  - case studies (before and after)
  - review articles (literature-based)
- Feature articles (descriptive)
- Commentary/opinion pieces (subjective)
- Conference reports
- Reviews - of books or electronic resources

Practice - Visibility
Outlets for publishing (1)

- Emerald has a very wide range of library and information journals
- Mix of practitioner and research journals
- Refereeing process
- As well as hard copy journals, articles are available electronically via the Emerald database
  - which means very wide international dissemination
Outlets for publishing (2)

- Professional association journals
  - Eg National Library Association - Prestige plus circulation to all association members: UK, CILIP Library + Information UPDATE.

- Journals of other professional societies
  - Prestige plus access to members of the society: UK SCONUL FOCUS/Newsletter.

- Perhaps less emphasis on refereeing process
• “links researchers, educators and library professionals"

• No pure research, refereed articles, viewpoint articles, book reviews (3 issues open access next week)

• Editorial objectives:
  …editorial links with the Centre for Digital Library Research at Strathclyde University.
"charting new developments for the information profession"

refereed articles, feature articles, conference reports, book reviews
• much more a news and alerting focus
• shorter feature articles, conference reports, regular columns
Getting started with writing

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“Writing for publication in a library journal”
SCONUL Newsletter - Number 28
Spring 2003 pp. 61-66.