

Learning & Leading

WITH TECHNOLOGY

Mary Beth Hertz

Technology teacher and
tech integration specialist
in Philadelphia. Member since 2007
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SUBMISSION GUIDELINES





Have You Thought Your Successes

Do you have a project or model incorporating technology that has been particularly successful for staff development, technology coordination, or infrastructure implementation?

Do you have:

- Examples to show how the project/model helped teachers use technology to incorporate the NETS to make a difference in student learning?
- Examples that show how the project/model helped teachers increase their technology knowledge or facility with technology integration?
- Anecdotes or quotes that demonstrate your claims?
- Solid recommendations for other educators and ideas they can replicate or adapt?

Have you taught a lesson or unit incorporating technology that has gone particularly well?

Do you have:

- Tips, tricks, or short tidbits?
- Anecdotes that demonstrate student learning?
- A great tech tool or resource to share?
- Quick ideas that are easy to adapt?

Have you developed or used an online tool, website, or portal of technology-related resources for a particular topic?

Do you have:

- Evidence of the need for resources on the topic?
- Criteria for evaluating the resources?
- Solid ideas for how the resources can be used by students in the classroom or by teachers for staff development?
- Stories or quotes from teachers/students about how they found the resources useful?

Do you have technical experience that you think is valuable for other educators or students?

Do you have:

- Personal experience that the particular technology skill is valuable to teachers and/or students?
- Solid ideas for how the skill would enhance learning/teaching?
- A proven approach to teaching the skill?
- Stories from teachers and/or students who have found the skill useful?
- A sense that the information can be conveyed in 150–1,000 words?

If you answered *yes*, contact us about writing!

3 Easy Steps

1. If you have a copy of *L&L*, please look it over to familiarize yourself with its tone, voice, and storytelling style. Or request a sample copy by sending an e-mail to submissions@iste.org.
2. Visit the *L&L* website and review the submission guidelines: www.iste.org/LL/submitarticles.
3. Contact the editor, Kate Conley, to discuss your idea before you begin writing (1.541.434.8926 or kconley@iste.org).

about Sharing with Your Peers?

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Product reviews can be extremely valuable. They are also highly specialized and difficult to produce. *L&L* doesn't accept unsolicited product reviews, but we are very willing to work with authors to produce these articles.

Reviews should be fair and objective, factually complete, and tightly written (most should be fewer than 500 words, but some may be assigned as many as 1,000 words). Software reviews should include screenshot capture(s) of the product in use. Hardware should have a picture of the device (preferably in use).

Review Qualifications

A complete review must always include:

- **Suggested retail price** (list price)
Actual (street) price, volume discount, and educational or special pricing can also be included.
- **Basic compatibility**
For example, Mac or PC, operating system, and system requirements also need to be included.
- **Setup/installation/initial use impressions**
- **Environment of the evaluation when appropriate**
For example, installed on an old PC, in a darkened classroom, connected to a network.
- **Conclusion about the product's value**
This should include information about the target market (e.g., administrators, grade 6 students, math teachers), how well the product achieves its purpose, and warranty.

Because reviews are by nature somewhat subjective, *L&L* will not consider reviews written by any author with strong connections to the manufacturer of the product or in return for compensation from the manufacturer. Compensation can include awards, grants, in-kind donations, or other consideration and need not be tied to the writing of the article. For example, if you have won the "Company X Teacher of the Year Award," you could not write a review of Company X's products. The reasoning is twofold: It is extremely difficult for reviewers in these cases to be truly objective, and more important, readers are considerably less trusting of an author who writes from a vested interest. *L&L* insists that all reviewers fully disclose any and all connections they may have to vendors. If you have questions about whether your situation may disqualify you as an author, please contact the editor, Kate Conley, at kconley@iste.org.



www.iste.org/LL/submitarticles

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Questions? E-mail the editor at submissions@iste.org.

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Issue	Topic
August 2011 Editorial Close: 3/30/2011 Ad Close: 5/6/2011 Ad Material Close: 5/18/2011	Leadership & Management
September/October 2011 Editorial Close: 5/3/2011 Ad Close: 6/10/2011 Ad Material Close: 7/11/2011 <i>Bonus Distribution: ISTE Leadership Conference</i>	Excellent Educators
November 2011 Editorial Close: 7/5/2011 Ad Close: 8/12/2011 Ad Material Close: 8/24/2011 <i>Bonus Distribution: National or Affiliate Conference</i>	Cool Tools
December/January 2011-12 Editorial Close: 8/16/2011 Ad Close: 9/23/2011 Ad Material Close: 10/5/2011 <i>Bonus Distribution: National or Affiliate Conference</i>	Digital Citizenship
February 2012 Editorial Close: 9/27/2011 Ad Close: 11/3/2011 Ad Material Close: 11/15/2011 <i>Bonus Distribution: National or Affiliate Conference</i>	Communication & Collaboration
March/April 2012 Editorial Close: 11/7/2011 Ad Close: 12/27/2011 Ad Material Close: 1/6/2012 <i>Bonus Distribution: National or Affiliate Conference</i>	Online Learning
May 2012 Editorial Close: 12/22/2011 Ad Close: 2/9/2012 Ad Material Close: 2/23/2012	Digital Equity
June/July 2012 Editorial Close: 2/15/2012 Ad Close: 3/23/2012 Ad Material Close: 4/05/12 <i>Bonus Distribution: ISTE 2012/San Diego</i>	Professional Learning

Regular Departments and Columns

Products & Services

This department includes software and hardware reviews, buyer's guides, and new product announcements. Send press releases to products@iste.org.

Point/Counterpoint

Educators debate tough issues in a feisty yet friendly fashion.

Learning Connections

This department features the best practices submitted by our panel of curriculum experts. Each issue is packed with valuable classroom tips and examples.

The Connected Classroom

Longtime *L&L* luminary Glen Bull sheds light on the issues all preservice and inservice educators should be aware of. A noted visionary, Bull is a master at connecting the hottest new technologies with best classroom practices.

As I See IT

Forward-thinking tech directors tackle the tough technology integration topics head on.

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Kate Conley, Editor
Phone: 1.541.434.8926 | E-mail: kconley@iste.org