



Editorial U e-Lecture:  
**Educational Publishing  
Essentials**

Accompanying Materials

## Contents

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Educational Publishers and Development Companies .....	2
Sample Job Descriptions .....	3
Supplemental Products .....	5



UpGradeEducation™

# Educational Publishers and Development Companies

## Some Major Textbook Publishing Companies

McGraw-Hill Education (Glencoe/McGraw-Hill, Macmillan/McGraw-Hill, SRA/McGraw Hill, and many more)

Pearson Education (Pearson Scott Foresman, Prentice Hall, Pearson Digital, and many more)

HM Rivergroup PLC (Houghton Mifflin Company, Holt-McDougal, and many more)

**\*Most textbook publishers fall under one of these umbrellas.**

## Some Major Trade Book and Supplemental Educational Publishing Companies

The College Board

Crabtree Publishing

DiscoverySchool.com

Encyclopædia Britannica

Hampton-Brown (National Geographic School Publishing and others)

Peoples Education

World Book Encyclopedia

**\*UpGrade Education is considered a trade book publisher.**

## Some Major Development Companies

Baseline Development Group

The Mazer Corporation

Shakespeare Squared

Quarasan

Words & Numbers



# Sample Job Descriptions

## Associate Editor

### **Qualifications**

- Bachelor's degree in education, English, or related field
- Strong writing skills
- Strong proofreading and copyediting skills; basic knowledge of *The Chicago Manual of Style*
- Basic content-editing skills
- Working knowledge of Microsoft Word and Excel
- Strong organizational and time-management skills
- Desire to learn about the educational publishing industry

### **Responsibilities and Tasks**

- Variety of editorial tasks (fact-checking, proofreading, basic copyediting, researching, etc.) with supervision
- May work on multiple projects at once
- May do some original writing
- Will attend committee meetings, work on teams, and perform other duties as assigned

## Editor

### **Qualifications**

- At least 2–3 years of experience as an editor in educational publishing
- Relevant teaching experience helpful
- Bachelor's degree in education, English, or related field
- Excellent writing skills
- Excellent proofreading and copyediting skills (knowledge of *The Chicago Manual of Style*; ability to follow style guides)
- Excellent content-editing skills
- Working knowledge of Microsoft Word and Excel; some familiarity with InCopy

### **Responsibilities and Tasks**

- Variety of editorial tasks (fact-checking, proofreading, copyediting, researching, etc.) with little supervision
- Will work on multiple projects at once
- Will lead small projects; may lead multiple small projects at once
- Will do original writing
- Will communicate with freelancers
- May communicate with clients
- Will attend committee meetings, work on teams, and perform other duties as assigned



## Senior Editor

### **Qualifications**

- At least 5 years of experience as an editor in educational publishing
- Relevant teaching experience extremely helpful
- Bachelor's degree in education, English, or related field
- Outstanding writing skills
- Outstanding proofreading and copyediting skills (deep knowledge of *The Chicago Manual of Style*; proven ability to follow and create style guides)
- Outstanding content-editing skills
- Strong supervisory skills
- Broad knowledge of pedagogy across grade levels and disciplines
- Working knowledge of Microsoft Word, Excel, and InCopy; ability to teach others these programs

### **Responsibilities and Tasks**

- Variety of editorial tasks (fact-checking, proofreading, copyediting, researching, etc.)
- Will lead medium and large products; may lead multiple projects at once
- Will do original writing
- Will communicate with freelancers
- Will be primary contact-person with clients
- Will supervise and give feedback to in-house editors
- Will analyze and interpret project guidelines; will explain them to in-house editors and freelancers as needed
- Will develop and write project guidelines
- Will coordinate with project management
- Will be the final eye on projects before they go to editorial directors
- Will lead and attend committee meetings, lead and work on teams, and perform other duties as assigned.



# Supplemental Products

## Assessment Tools

Assessment tools may appear in the form of printed workbooks, CD-Roms, or online programs. They may include student tests, which help the teacher assess student comprehension of material presented in the basal program, or practice standardized tests for students preparing for state exams.

## Lesson Plans/Teachers' Guides

Lesson plans and guides are teacher materials that walk the teacher through an activity regarding a core topic. They will include several parts, such as background information, educational standards, vocabulary, activity explanation, and assessment.

## Leveled Readers

Leveled readers are short fiction or nonfiction books that have been written to a certain grade level and reading level. For instance, a leveled reader may be written to a struggling, English learner, on-level, or advanced student reading audience within any grade level.

## Manipulatives

Manipulatives include any product that aids a teacher in the demonstration or illustration of a certain concept. For instance, a primary teacher may use a clock with moveable hands in order to teach time or magnetic letters to teach spelling.

## Resource Books

Resource books include dictionaries, encyclopedias, thesauruses, or any other reference books.

## Transparencies

Transparencies are simple worksheets or graphic organizers that are formatted for the overhead projector. Teachers use them to illustrate concepts to students.

## Workbooks

Workbooks, or Practice Books, correlate to the assignments in the basal textbook. They may include standard question and answer pages, puzzles, graphic organizers, and any other assignment page meant to be completed independently by the student.

