

Submission Guidelines for *The Standard Deviation*

Vision

The Standard Deviation (TSD) serves several purposes as the WERA Newsletter: to support and promote WERA conferences and other events; provide reviews keynote presentations from WERA conferences and other WERA events; and present summaries of WERA business, such as Board Meetings, Annual Business Meetings, the Assessment Director's Network Meetings, and awards granted by WERA. In each issue, the President's Column focuses on WERA activities, goals and directions. Other features include: Membership News, calendar of WERA and other events, assessment news, data tips, travel and restaurant reviews, quotations, and humor.

Guidelines for Submission

Submit your article in Microsoft (MS) Word. The length of the article should be between 400-800 words, which is about one or two pages of text, single spaced. The appropriate length for an article depends on content and editor's judgment. Several types of articles will be considered, such as WERA member and community news, events for calendar posting, reviews of WERA events, technical tips and tricks, and restaurant reviews. Also, if you have presented at a recent WERA conference, please consider summarizing your presentation as a written article. Reflections on experiences as an educator, researcher, evaluator, administrator, or data/assessment professional are also welcome.

Follow [APA style](#), 6th edition (American Psychological Association, 2010) for citations and references. Proofread your article, and try to have someone who is unfamiliar with its content proofread it before submission.

General Tips on Writing for Publication

Good writing tells a story, capturing the reader's attention. Indicate what is new in your article, giving credit to others who have made important contributions to your topic. State your topic and point of view clearly and explain why your topic matters to readers. In general, avoid lengthy direct quotes, using quoted material or secondary sources only when necessary. Mention current theories and research and avoid outdated sources. Be respectful of other opinions and points of view about your topic. Avoid ending your article with a statement such as, "Further research is needed." Instead, point out the contributions and limitations of your work (Sternberg & Sternberg, 2010).

General Tips for Data Display

Decide on whether a table or a graph is the best way to display your data. Tables work better for smaller data sets and to show precise values.

- Each table needs a short descriptive title, and each column needs a heading.
- Place numbers or columns to be compared next to each other.
- Avoid any unnecessary rule lines or color.

- Discuss any table in the text of your article.

Graphs (a type of figure) work better than tables to show trends, patterns and more complex relationships among data elements.

- Graphs or other figures should have a title.
- Avoid vertical text and rule lines.
- Display only important information, avoiding decoration (Sternberg & Sternberg, 2010).
- Refer to any graph in the text.

Include any information needed so that the reader can understand a table or figure on its own. Notes may be added to explain abbreviations and statistical inferences. Text and numbers in a table or figure should be large enough to be legible. For TSD, tables and figures should not exceed 5 inches in width, and must fit an 8 ½ by 11 inch page. Please address questions about data display to the editor.

From PowerPoint to Written Article

PowerPoint slides do not fully capture the live presentation and are often difficult to locate online. Keep in mind that PowerPoint is primarily a visual medium, while written articles are verbal. Bullets and attention-grabbing effects in PowerPoint need to be transformed into well-organized sentences and paragraphs. APA style guidelines (APA, 2010) can be helpful when transforming PowerPoint material to written prose. Decide which sections of the PowerPoint to focus on or delete. You may have content for more than one article. Consider the best way to display your data and results and tell the story of your presentation. Be sure to include all citations and references.

Formatting Guidelines for The Standard Deviation Submissions

Please submit articles in MS Word using black Times Roman 12 font for the body of your article and subtitles. The title can be in Times Roman 14. Line spacing of 1.15 or single space generally work well. Use block paragraph style. All margins should be one inch. Omit headers, footers, and page numbers. Include your name, title, and contact information in italics after the article. Please send articles and questions to the editor, Andrea Meld, at andrea_meld@hotmail.com.

References

- American Psychological Association (2010). *Publication manual of the American Psychological Association* (6th ed.). Washington, DC: American Psychological Association.
- Sternberg, R. J., and Sternberg, K. (2010). *The psychologist's companion: A guide to writing scientific papers for students and researchers* (5th ed.). NY: Cambridge Univ. Press.

February 7, 2012: am