

## WSU Extension Publication Categories and Associated Criteria

**Note:** Beginning March 1, 2009; WSU Extension will begin producing publications in five discrete categories. There are also new review processes for each publication type. A description of each publication type and associated review process is provided in this document. There is also a maximum target established for each publication type relative to the time a publication is in review and the total time from submission to publication.

### EXTENSION PUBLICATION TYPES AND DESCRIPTIONS

#### 1. TIME-SENSITIVE MATERIALS:

Extension professionals must be able to produce and post or print or digital materials quickly when emergencies occur or when there are needs to get technical information before the public in a very rapid manner. To expedite this process, a template has been developed for time-sensitive materials.

Additionally, time-sensitive materials are not required to undergo peer review and are not submitted through the *Manuscript Fast Track* system. However, authors should go to WSU Extension Publications web site and download the MS Word template for their time-sensitive materials. It is also highly recommended that authors request a review by at least one content expert before posting or printing the material. The author is responsible for selecting and communicating with the content reviewer.

Time-sensitive materials are not assigned an official publication number and they are not considered to be peer reviewed publications for promotion and tenure purposes. However, these materials may be submitted for peer review through the *Manuscript Fast Track* system as an 'information update' or 'factsheet' at a later date if appropriate.

Time-sensitive materials are generally produced in a 1-2 page format and contain less than 1,000 words. These can be produced and posted and/or printed within one week.

#### 2. ONLINE INFORMATION UPDATES (OIU SERIES):

Information Updates (IU) represent an entirely new mechanism for publishing extension materials. These documents are produced to be read entirely online, **must be less than 500 words in length**, and include no more than one photograph or graphic image. Information Updates must be written in an 'inverted pyramid' style much like news releases. This style engages the reader quickly with the main concept and then provides increasing detail from

beginning to end. These documents may also include hotlinks to other numbered WSU Extension publications.

Information Updates are considered peer reviewed publications and as such authors must submit these materials to the [Manuscript Fast Track](#) system. Each proposed Information Update must be reviewed by a single content expert assigned by WSU Extension Program Directors in consultation with Department Chairs, Research and Extension Center Directors, and District Directors.

The peer review process for Information Updates will not exceed one week. If an Information Update is approved, it is assigned a publication number and will be posted on appropriate web pages within two weeks of submission.

### **3. FACTSHEETS (FS SERIES):**

Factsheets are short (**less than 2,000 words**) and very concise technical materials. They address a fairly narrow topic, and when printed, are **no more than 4 pages in length**. As such, this format allows easy printing on any home or office printer. In addition, this format is also ideal for 'print on demand' applications reducing storage requirements. In some cases, Fact Sheets may also take the form of short, stand-alone video clips on a single topic.

Extension Factsheets are numbered in a manner that allows them to be "joined" with other related factsheets to create a complete series on a broader topical area. It is highly recommended that authors consider developing a series of Factsheets instead of a single more in depth publication. This makes the material more accessible to readers or viewers while not compromising quality or precision.

All proposed Extension Factsheets must be submitted to the [Manuscript Fast Track](#) system. Each will be evaluated by two or more peer reviewers assigned by WSU Extension Program Directors in consultation with Department Chairs, Research and Extension Center Directors, and District Directors. Review processes must be concluded within two weeks of submission.

All Extension Factsheets will be produced in pre-designed templates for each program area (Agriculture, 4-H Youth Development, Community Development, Families and Consumers, Energy, and Natural Resources). This reduces production time and creates a stronger brand presence. Unless extraordinary requirements exist, approved Extension Factsheets will be published within one-month of submission.

### **4. EXTENSION MANUALS (EM SERIES):**

Extension Manuals are comprehensive documents providing in-depth analysis and recommendations related to complex topics. Care should be taken to identify the audience and justify why a large and detailed publication is necessary versus a series of factsheets. Because

of the size (often greater than 20 printed pages), manuals are usually not as appropriate as online publications.

In some cases, manuals may be produced in video format. Video “manuals,” will undergo the same review processes as print manuals.

All proposed Extension Manuals must be submitted to the [Manuscript Fast Track](#) system. Each must be evaluated by two or more peer reviewers assigned by WSU Extension Program Directors in consultation with Department Chairs, Research and Extension Center Directors, and District Directors. External reviewers may be recruited as necessary. Review processes must be concluded within one month of submission unless extraordinary requirements exist (excessive length or complexity).

Because of the increased complexity, Extension Manuals require more time for post-review editing and design. In general, these documents will be published within two months of submission. However, if extraordinary requirements exist, publication may be delayed. Authors should consult with the Publications Coordinator to determine estimated publication date.

## **5. EXTENSION CURRICULA (EC SERIES):**

Extension curricula are educational materials supporting delivery of a designed program. These compilations may include written, digital or other media; instructions and protocols; evaluation tools; etc. packaged as a single focused curriculum. These documents may be submitted to the [Manuscript Fast Track](#) system for peer review at the discretion of the author. Peer review is not required for curricula used by Extension professionals. However, when curricula have successfully undergone peer review, they can be considered as scholarly products for promotion and tenure processes.

In general, peer review of Extension Curricula will be concluded within one month of submission. All approved Extension Curricula will be issued a publication number. Because of the varied requirements for publishing curricula, it is difficult to establish an expected time to publication. Authors should consult with the Publications coordinator to determine estimated publication date.