

**Publication Guidelines  
of the  
Ateneo de Davao University**

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## Abbreviations

AVP	Academic Vice-President
BIR	Bureau of Internal Revenue
CHED	Commission on Higher Education
CMO	CHED Memo Order
EIC	Editor-in-Chief
ERA	Excellence in Research for Australia
ERIH	European Reference Index for the Humanities
FAQ	Frequently Asked Questions
HRMDO	Human Resource Management and Development Office
IBJ	Iranian Biomedical Journal
ISBN	International Standard Book Number
ISI	Institute for Scientific Information
MJL	Mindanao Law Journal
NCCA	National Commission for Culture and the Arts
OIC	Officer-In-Charge
RA	Republic Act
RPO	Research and Publication Office
SAS	School of Arts and Sciences
SBG	School of Business and Governance
UCEAC	University Community Engagement and Advocacy Council
UITO	University Information Technology Office
UPC	University Publication Committee
UPO	University Publication Office
URC	University Research Council
USA	United States of America

## **Ateneo de Davao University Vision**

The Ateneo de Davao University is a Catholic, Jesuit, and Filipino University. As a university, it is a community engaged in excellent instruction and formation, robust research, and vibrant community service. As Catholic, it proceeds *ex corde ecclesiae* – from the heart of the Church. As Jesuit, it appropriates the mission of the Society of Jesus and the spirituality of St. Ignatius of Loyola. As Filipino, it prepares students to benefit from, contribute to, and engage the global world.

## **Ateneo de Davao University Mission**

The Ateneo de Davao excels in the formation of leaders for the Philippine Church and society, especially for Mindanao. It excels further in the promotion of the faith that does justice, in cultural sensitivity and transformation, and in inter-religious dialogue, particularly with the Muslim and Lumad communities of Mindanao. It promotes communities touched and transformed by the faith, communities of peace and human well-being, culturally resilient yet able to adapt to the modern world. It promotes social justice, gender equality, good governance, the creation of wealth and its equitable distribution. It engages vigorously in environmental protection, the preservation of biodiversity, and the promotion of renewable energy. It leads in Philippine educational reform, especially for the peoples of Southern Philippines.

## **CHAPTER 1**

### **Rationale, Vision, Mission and Goal of Publication at the Ateneo De Davao University**

#### **RATIONALE**

The Ateneo de Davao community performs its three integral functions, namely instruction, research and community engagement, in the realization of its university vision and mission. As a university, it recognizes the significant role that publication occupies in its life. As an institution of learning and as a marketplace of ideas, the imperative to publish scholarly work is great.

Publication is both a documentation and an act of historicizing the creation of authors, writers, researchers, educators, and formators, a process of value in the generation and dissemination of knowledge. Besides being a compendium of information that serves the interests of a preserving community, publication may also serve as resource material that can fill the human spirit and aid in the formulation of sound decisions and informed courses of action.

The impetus for publication emanates from the University's academic, research, community engagement, and formation units. More fundamentally, the impetus comes from the individual faculty member, driven by a desire for excellent instruction and research and acting in exercise of academic freedom within the aegis of the Ateneo de Davao University. This does not discount, though, that publications may also come from members of the University community other than the faculty.

Given the importance of publication, there is need of a protocol that would inspire the Ateneo de Davao community to publish and guide them through the process. This document seeks to encode the principles and guidelines in a form that is accessible to the community at large.

## **VISION**

The Ateneo de Davao envisions itself as a world-recognized publisher of quality books and journals in fields of study and artistic expression pertaining to and originating from Mindanao.

## **MISSION**

The Ateneo de Davao University commits to disseminate knowledge and information for all relevant audiences. It aims to stir multiplicity of discourses and influence ways of thinking and action for human growth and societal development. It further commits itself to a publication of assured quality, integrity, and utility.

## **GOAL**

The Ateneo de Davao University aims to be an educational institution with a vibrant publication culture.

## **CHAPTER 2**

### **University Publication Office**

#### **2.1. MANDATE**

The University Publication Office (UPO) is the service arm of the University that deals with matters relating to publication, that is, any medium for textual and graphical information intended for general public dissemination outside the university, whether for sale or for free. The mandate of UPO is to assist in the production and dissemination of publishable materials for utilization in instruction, research, community engagement and formation. The UPO is the agency that guides the publication toward the desired goal, acting in accordance with the principles set forth in this document.

#### **2.2. MODE AND COVERAGE OF PUBLICATION**

Under present technologies, the UPO covers the following forms of publication:

1. Printed Books
2. Journals
3. Websites

Publications under the purview of the UPO cover academic, literary, and artistic works released under the imprint of the Ateneo de Davao University.

### 2.3. HISTORY

The UPO evolved from the former Research and Publication Office (RPO), an office mandated to “serve as the center for the advancement of research culture in the University.”<sup>1</sup>

The change in the structure of the RPO came in the first semester of the School Year 2011. Upon his assumption as President of the University in June of that same year, Fr. Joel E. Tabora, SJ articulated that, in keeping with the University Vision/Mission, research should proceed from the center of the University. For such a definite purpose, the President decided that a collective body would administer the undertaking instead of a single office. Hence, the creation of the University Research Council (URC).

Tasked to promote, encourage and celebrate research, the URC *ipso facto* assumed the function of RPO pertinent to research.<sup>2</sup> This left RPO with the responsibility of carrying out its publication-related duties. Given the organizational changes that ensued, the University President, upon the recommendation of the URC, approved on July 20, 2011 the renaming of the RPO as the University Publication Office (UPO).<sup>3</sup>

### 2.4. FUNCTIONS

The UPO, as enabler and guide to publication, works in concert with other units from where the motivation to publish comes. It shall perform the following functions:

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<sup>1</sup> Ateneo de Davao University Research Manual, 2006: 1.

<sup>2</sup> Memo from the University President No. 2011-11.

<sup>3</sup> Memo from the University Research Council No. 2011-01 (dated July 20, 2011).

1. Serve as point of contact for the units and/or offices and University personnel who wish to publish some work by guiding them through a process attuned to the basic tenets of quality publication;

2. Support administrative, academic, research, community engagement, and formation units and/or offices with regard to the technical aspect of their publication needs;

3. Provide financial assistance to publishable manuscripts such as books, manuals, journals, conference documentations and other instructional materials;

4. Undertake and/or support the conduct of technical training on publication-related matters such as writing, copyrights, and other publication topics pertinent to the needs of the University, in coordination with other agencies/institutions and offices within and/or outside the university;

5. Facilitate venues for collaborative endeavors with existing journal publication and other publication bodies within and/or outside the university in the following areas: A) Skills development and training for publications for faculty members and other University personnel; B) sharing of editorial expertise; C) needs assessment and evaluation of publication outputs, and D) other forms of technical assistance in the area of publication management, among others;

6. Assist the URC in the formulation of guidelines pertinent to University publications;

7. Monitor compliance with the publication norms of the University and submit report to URC;

8. Draft contracts pertaining to honoraria, publication, and distribution of published materials. The signatory for all contracts is the University President.

All contracts shall be referred to the University lawyer, prior to submission for the signature of the President;

9. Market and promote publication projects in coordination with an appropriate body under the School of Business and Governance (SBG) in order to widen their distribution and drive sales of the products. This may include book launches of newly printed books. The assistance of the author(s) or the sponsoring units/offices for this category of activities may be required. Media for marketing and promotion may be traditional, tri-media, and/or online;

10. Conduct regular inventory of published books and journals. Track sales, consignments, promotional copies, and returns. This shall be done in coordination with the appropriate body under the SBG;

11. Represent the University in relevant publication conferences, and/or fund or co-fund the attendance of faculty and/or other University personnel to attend the same.

## **2.5. ORGANIZATION**

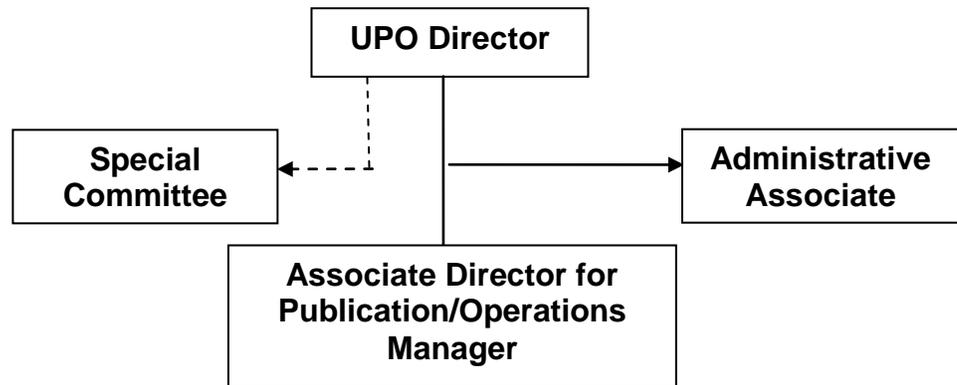
### **2.5.1. Composition**

The UPO is composed of a Director, an Associate Director for Publications/Operations Manager and an Administrative Associate. (Please refer to **Figure 1**)

The UPO has a Special Committee comprised of editors of existing journal publications.

**Figure 1**

**INTERNAL STRUCTURE OF UPO**



**2.5.2. Qualifications**

**2.5.2.1. The Director must:**

1. Be a holder of a college degree;
2. Be a regular/full-time member of the faculty or any regular employee of the University;
3. Have published an article in an academic journal and/or book.

**2.5.2.2. The Associate Director for Publication/Operations Manager must:**

1. Be a holder of a college degree;

2. Be a regular/ full-time member of the faculty or any regular employee of the university;
3. Have experience in publishing journals and/or books.

**2.5.2.3. The Administrative Associate must:**

1. Be a regular employee of the University;
2. Have experience in office and project management;
3. Be proficient in oral and written English communication skills;
4. Be skilled in the use of computer application programs such as Word, Excel, PowerPoint, among others.

**2.5.3. Recruitment**

The heads of publication bodies, Academic Units, Central Administration and other Support Offices, University Community Engagement and Advocacy Council (UCEAC), faculty unions/organizations and the Academic Vice-President (AVP) shall nominate persons who may be considered for the position of Director of the UPO from among the ranks of qualified full-time/regular members of the faculty/personnel of the University. The URC shall receive the names of nominees, subsequently deliberate on them, and submit its recommendation to the University President. The latter shall then appoint the Director of the UPO. If the recommended name is not satisfactory, the University President may ask for a new recommendation from the URC.

The manner of choosing the Associate Director for Publication/Operations Manager shall be the same as that of the Director of UPO. The URC recommends to the Office of the President the appointment of the chosen faculty/personnel. The University may also appoint an Associate Director from the list of nominees for the position of the Director.

The Director of UPO shall file for a request of personnel for the position of an Administrative Associate to the Human Resource Management and Development Office (HRMDO). The Director, together with the Associate Director for Publication/Operations Manager, shall submit to the HRMDO the personnel of choice. The HRMDO shall then recommend to the Office of the President the appointment of the chosen personnel.

#### **2.5.4. Term of Office**

The Director of UPO and the Associate Director for Publication/Operations Manager shall serve for a term of three (3) years renewable for another term of three (3) years, or as needed.

The rules of employment for the University support staff shall serve as basis for the occupancy of the office of the Administrative Associate.

#### **2.5.5. Vacancies**

If the Director/Associate Director is unable to perform the office functions for whatever reason, the President may assign an Officer-In-Charge (OIC) to fill the vacancy. The OIC shall serve office until the University President has appointed a new Director/Associate Director.

## **2.5.6. Duties and Functions**

### **2.5.6.1. UPO Director**

1. Plans, organizes, supervises, and directs the overall functioning and operation of UPO vis-à-vis the university mission and vision and in cognizance of the thrusts, directions, and priorities of other existing journal publications and publication-related bodies;
2. Formulates strategic directions in publishing work in coordination with the URC and other publication bodies within the University;
3. Seeks out media and markets in which the university can have a positive impact in line with its vision and mission;
4. Evaluates publishable manuscripts and makes the necessary technical coordination in ensuring that these comply with the required academic publication standards;
5. Establishes and maintains key relationships with writers, researchers, publishers, printers, channels, accrediting agencies, and other parties that form part of the publishing ecosystem;
6. Collaborates with existing journal publications and other publication-related units within the University on programs and activities geared toward skills enhancement and increased publication productivity;
7. Recommends to the University President, through the URC, the hiring, appointment, and retention of personnel

needed by the office, in coordination with the HRMDO, subject to the standard policies of the University on hiring, retention, and terms of appointment;

8. Supervises, coordinates and evaluates the office staff;
9. Prepares the budget and/or seeks the necessary funding for the operation of UPO;
10. Links with other institutions that may be able to provide technical and financial assistance to publication initiatives;
11. Represents the University in any publication-related functions relevant to the work of the UPO;
12. Prepares and submits to the URC narrative and financial reports required by the Office of the President;
13. Performs other functions that may be required by the University President and/or the URC.

#### **2.5.6.2. Associate Director/Operations Manager**

1. Oversees the production of books and other publications from editing to printing, and their eventual distribution through channels;
2. Works with writers, editors, and printers to ensure the high quality of both the content and the form of the material;
3. Performs other functions that the Director may require.

### **2.5.6.3. Administrative Associate**

1. Handles the day-to-day operations of the office;
2. Maintains record of inventory, sales, and payments for books in coordination with the sales and marketing body under the SBG;
3. Organizes and prepares contracts, and processes payments for authors, printers, and other contractors;
4. Performs other publication-related work that the Director may require.

### **2.5.6.4. Special Committee**

The Special Committee shall perform the following functions:

1. Assist the Director in evaluating manuscripts submitted to the UPO for their publication worthiness;
2. Provide needed editing services;
3. Serve as resource persons for capability-building and enhancement activities organized by the UPO for the members of the academic community.

### **2.5.7. Benefits**

1. The Director and the Associate Director of UPO, if primarily hired for the purpose, shall receive a compensation and package of benefits due to personnel within the same category. However, if those appointed to the post are full-time faculty, they shall receive an

honorarium on top of their salary and other fringe benefits (e.g., wellness and communication allowance) extended to other administrators of the University. Furthermore, as regular members of the faculty, the former shall be afforded a six-unit administrative load, and the latter a three-unit administrative load. This however is subject to eventual university rationalization effects pertinent to loads and honoraria.

2. The Administrative Associate shall receive the compensation package extended by the University to those employed in the same category.
3. The members of the Special Committee shall receive an honorarium commensurate to the expected output (e.g., sourcing, editing, and reviewing of manuscripts) delivered by a member. Membership to the Special Committee and/or attendance in its meetings does not merit an honorarium and/or de-load equivalence.

#### **2.5.8. Operating Budget**

The University fund is the source of UPO's operating budgeting. It may explore other sources of funds for the implementation of special projects beyond the capacity of its appropriation as covered in its approved budget.

The operating budget covers the following categories:

1. Personnel
2. Communication
3. Employee Wellness
4. Formation / Seminars / Training

5. Furniture and Equipment
6. Honoraria
7. Internet Connection
8. Maintenance and Repairs
9. Publication
10. Representation
11. Supplies
12. Travel and Transportation

## **2.6. UPO AND THE UNIVERSITY RESEARCH COUNCIL**

### **2.6.1. University Research Council**

The University Research Council (URC) shall perform the following publication-specific functions:

1. Recommend to the University President policies pertinent to publication;
2. Formulate and recommend to the University President strategic directions, agenda, and objectives pertinent to publication as well as the standards of the University in the conduct of the same. This the URC shall perform in consultation with, or in coordination with respective publication bodies;
3. Review contracts, and submit the results of its review and evaluation as recommendations to the University President;
4. Ensure close communication, relationship, and cooperation among research and publication offices;

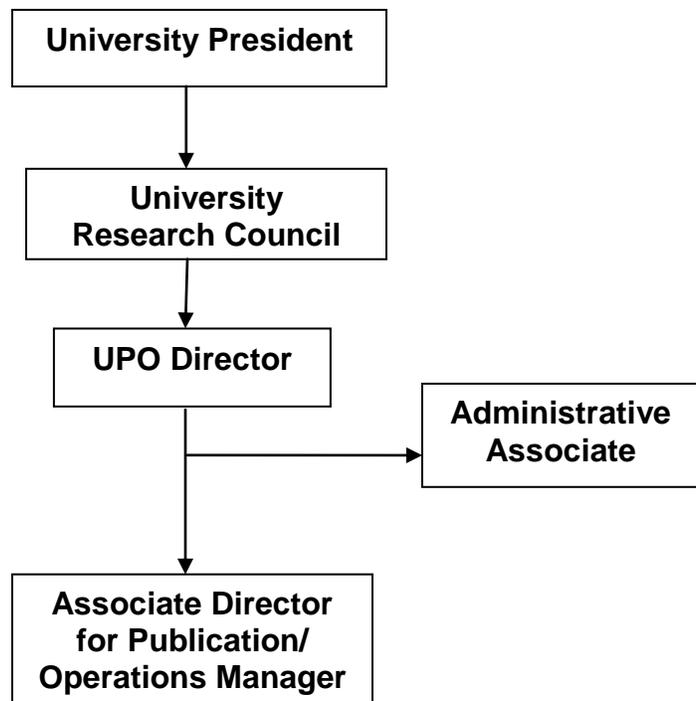
5. Exercise oversight function over offices, centers and institutes within the University that are primarily oriented toward publication and research;
6. Perform other publication-related functions as required by the University President.

### 2.6.2. Relationship between UPO and URC

The UPO shall operate under the office of the University President through the URC.

**Figure 2**

#### **ORGANIZATIONAL STRUCTURE OF UPO**



## CHAPTER 3

### UPO and Other Publication Bodies

#### 3.1. OTHER PUBLICATION BODIES

The university recognizes other publication bodies and existing publications.

The categories are as follows:

1. Academic Journals
2. School and/or Office-based Publications – i.e., Newsletters, bulletins, magazines, among others

The University academic journals are as follows:

1. ***Tambara*** – This is the official journal of Ateneo de Davao University. It is a multidisciplinary journal which focuses on the humanities, social sciences, and Mindanao culture.<sup>4</sup>
2. **Mindanao Law Journal (MLJ)** – This is the journal of Ateneo de Davao Law School which focuses on the philosophy and practice of law in the context of Mindanao.
3. ***IQRA*** – This is the journal of Al Qalam Institute for Islamic Identities and Dialogue in Southeast Asia which focuses on Islamic identity and culture.

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<sup>4</sup> Effective School Year 2012-2014, *Tambara* has received **Category B** certification from the Commission on Higher Education (CHED) based on the CHED Memo Order (CMO) released through the HERCC Directors' Meeting (dated November 19, 2013).

The office-based, or department-based publications, refer to newsletters, magazines, and bulletins, among others, occasionally put out by offices for sharing news and information to the community. Examples of these are:

1. *Research Journal*, a publication of the Graduate School of the School of Arts and Sciences (SAS);
2. *Lawig*, a publication of the Department of Philosophy of the SAS.

The student publications are those run by students with minimal supervision from the administration and with a budget appropriation. Examples of these are:

1. *Atenews*, a student publication of the Ateneo de Davao College;
2. *Blue Knight*, a student publication of the Ateneo de Davao High School;
3. *Magis*, a student publication of the Ateneo de Davao Grade School.

As per the Republic Act (RA) 7079 (*Campus Journalism Act of 1991*), a student publication is published by the student body through an editorial board and publication staff. The editorial board shall freely determine its editorial policies and manage their own funds. Hence, student publications *act autonomously* of the university and of the UPO.

## **3.2. NORMS OF RELATIONSHIP AMONG PUBLICATION BODIES**

- 3.2.1.** The publication bodies in the University are independent and autonomous of each other in terms of their appropriated thrust and function. They are to work in the spirit of collegiality, collaboration and partnership. They shall bear in mind the importance of a shared vision and passion to meet the standards

of publication within the University as they collectively endeavor to promote a vibrant publication culture.

- 3.2.2.** The UPO and the academic journals work directly under the supervision of the URC. The other categories of publication are to operate under the supervision of Unit Heads and/or School Deans under whose jurisdiction they fall.
- 3.2.3.** While pursuing its own publication activities, the UPO shall extend support to the expressed publication needs and concerns of the publication bodies.
- 3.2.4.** Despite separate appropriations, concerned parties may map out provisions for mutual assistance as necessary and/or as needed. The journals may tap UPO's assistance for additional financial support in aid of publication of their respective manuscripts, dissemination, and/or distribution of the finished product.
- 3.2.5.** The UPO shall recognize existing internal publication protocols of various publications. All shall uphold the quality and integrity of published works.

## **CHAPTER 4**

### **Operating Guidelines for Publication**

#### **4.1. GENERAL GUIDELINES**

1. Publications under the auspices of the University must reflect adherence to intellectual integrity and excellence. Fundamentally, publications must exhibit academic rigor and/or literary merit. The author(s) must be conscious of the added responsibility arising from the University mission on “quality, integrity and utility of publication.” Hence, accuracy of content, depth of analysis, profundity, consistency and readability of writing must be given due attention.

2. As a rule, publication projects involving books, journals and websites must coordinate with the UPO in its operationalization.

3. The University respects the copyright of authors. Royalties, whereby authors earn from the fruits of their labors, are an expression of this respect. In publishing with UPO, authors maintain the copyright to the content of their work, which includes the text, graphics, pictures, and any other material provided by the authors. The University, on the other hand, maintains the copyright to the form of the work, which includes the layout, cover design, incidental graphics, and other commissioned work.

4. Publication projects under the UPO must have University sponsor/s. The sponsoring unit acts as the first line of guarantee of corporate ownership and/or continuity of the project.

5. The sponsoring unit/s, or the project supported by the University or by an outside sponsor, may fund the publication.

6. The budget would cover printing costs (in the case of books and journals), maintenance costs (in the case of websites), honoraria for writers and editors, marketing expenses and other incidentals. The funds of UPO should supplement rather than supply all of the project's budgetary requirements for publication.

7. Viability is a special consideration for ongoing publications such as journals and websites. These avenues for disseminating knowledge should be encouraged and taken care of so that they do not become one-off endeavors.

8. A publication project has to have a marketing and distribution plan.

## **4.2. GUIDELINES FOR BOOK PUBLICATION**

### **4.2.1. Categories of Book Publication**

Generally, the books that may be published by the University fall under at least one of these categories:

1. *Scholarly Reference Books*. These refer to books across the disciplines that teachers and students generally use as references in teaching and research.
2. *Literary Books*. These refer to books that contain the original works of a writer/author in any one of the different literary/creative genres: Novels, short stories, poetry, plays, essays, fantasy, children's stories, paintings, sculptures, photography, and the like. This book category may also include anthologies.
3. *Textbooks*. These refer to the primary book used by students and teachers in the classroom. It is a required book if it contains the

necessary information needed in the implementation of the course/subject syllabus.

4. *Compilations*. These refer to the collection of works from various sources used as references in the classroom.
5. *Art Books*. These refers to books whose main focus is the pictorial collection of drawings, paintings, sculptures, photographs, and other visual media of an artist or group of artists.
6. *Theses, Dissertations and Research Reports*. These refer to fully completed research reports and/or academic degree requirements of the Ateneo de Davao University community that are assessed to be relevant to the current social, political, economic, ethical, philosophical, religious, theological, psychological, legal, and scientific concerns of the times, and/or significant to what the University may regard as frontier agenda. These may require some rewriting in order to appeal to a broader audience.

#### **4.2.2. Qualified to Publish**

1. Members of the Ateneo de Davao University community. Much as the members of the university community are encouraged to pursue research, they are also encouraged to disseminate their works so that the results of their study will stand greater chance of utilization for advocacy, policy, education, and further research.
2. External writers, authors, and compilers. Insofar as there are those from outside the university community who also produce work in consonance with the vision and mission of the university, the UPO is open to publishing their work under the banner of Ateneo de Davao University.

### **4.2.3. Role of UPO**

The UPO is the main conduit for book publication. This means that the UPO is the main channel of book publication done in the name of the University.

### **4.2.4. Criteria**

The following are the general criteria for selection of a work for publication:

1. *Originality*. This means that the document submitted by the author(s) is his/her/their own original work, and not copied or based on someone else's work, idea or concept.
2. *Academic rigor and literary merit*. This implies that the academic work is a product of impeccable scholarship and bears academic integrity.
3. *Relevance*. This means that the subject of the work advances the cause of the University's vision and mission. This, likewise, means that the literary works build on materials that contribute to the canon of studies on Mindanao in particular, and the country, in general.
4. *Viability*. This means that the proposed book has a captured audience who are willing to pay for copies of the book. The book must sell within a specific period, two (2) years being the norm for a single print run.
5. *Committed funds*. This means that there is a duly identified source of funds for the publication of the book. These may come from the following sources:

**4.2.4.5.1.** The budget of an externally or internally contracted project, as a line item and previously approved by the University President;

**4.2.4.5.2.** An external grant for publication or co-publication (e.g., from the National Commission for Culture and the Arts [NCCA]), provided that the grant has been approved by the University President.

#### **4.2.5. Procedures**

1. Prospective authors must submit to UPO the complete manuscript (of at least 40,000 words), summary outline, primary audience of the book, number of copies that the identified audience can absorb, attestation of originality and endorsement from a University unit. Theses, dissertations and research reports in their original form are not acceptable for publication; they should be in book form when submitted for review.
2. The UPO director convenes the Special Committee to evaluate the manuscript, give preliminary comments, and endorse the book to the URC.
3. The UPO secures endorsement from URC for the potential book project. The approval is meant to effect the process of review without intention of precluding the outcome of the review of experts.
4. The UPO sends manuscripts to reputable academic scholars for peer review. Depending on the length of the text and subject matter, this may take anywhere from one (1) to three (3) months.

5. The UPO gathers the review reports. The UPO Director and the head of the sponsoring unit will evaluate the reports and decide whether to proceed with the project or not. If the outcome of the review is favorable and, depending on the comments for revision, the author may need to rewrite portions of the text to satisfy the requirements. If needed, the UPO may provide assistance to the authors. The UPO will work with the authors and, if necessary, with the sponsoring unit, to vet any remaining questions and clarifications. If the outcome of the review is not favorable, the UPO writes the authors and returns their manuscripts.
6. The UPO will initiate the process of copy-editing. It shall engage the service/s of an editor/s to check and reformulate the text for grammar and style. Depending on the length of the text, this may take anywhere from one (1) to two (2) months. The author retains the right of final approval over the changes made.
7. The UPO and the sponsoring unit will review the text for final approval. Once approved, the UPO will execute a Contract for Publication with the author. The contract formalizes the relationship between the University and the author. It covers matters such as copyrights, royalties, and other limits to the relationship. This process may take one (1) to two (2) weeks.
8. The UPO will engage the services of a printer. The printer will provide the layout services, subject to the approval of the author and the UPO. The presswork takes from one (1) to six (6) weeks. Related to this, the UPO will procure an International Standard Book Number (ISBN) for the book.

## **4.3. BOOK SPECIFIC NORMS**

### **4.3.1. Copyright and Author Contracts**

The authors must be the copyright holder of their proposed works. The University will not engage with authors who do not hold the copyright to their works.

An author who publishes with the University executes a contract that stipulates the terms and conditions governing the release of the work. The author retains the copyright to the text and images of the submitted work, while the university retains the copyright to all other parts, i.e., format, layout, cover pages, etc.

The university retains exclusive publishing and distribution rights for a limited period, as stipulated in the contract. Ordinarily, this will be for a two-year period.

### **4.3.2. Form**

Books published by the University must be of quality construction. Book covers must be colored and laminated, made of stiff board stock, foldcote cal. 15 (or equivalent) or better. Inside pages must be high quality paper, substance 50 or better.

Books for general public distribution are preferably trade size, that is, 6" x 9." Textbooks may be 8.5" x 11."

Minimum number of copies per print run is 300, but the preferred number is upwards of 500. For too small a volume, the price per copy is higher. A balance between the print volumes against the sales potential of the book must always be a consideration.

### **4.3.3. Funding**

The UPO has an annual budget for book publication. In consideration of reasonable use of resources, there is a need to carefully select the books for publication. In instances where it sees the potential of publishing worthwhile book projects but has no budget, the UPO may secure support from the Office of the President through the URC for this purpose. On other occasions, the UPO, with the approval of the URC, may go into co-publication with another entity for the purpose of funding the book.

### **4.3.4. Editing and Layout**

The UPO will engage the services of copy editor to improve the quality of the text. The UPO will also engage the services of a layout artist to bring the book to its actual form. Their engagement will be subject to honorarium on a fixed rate basis. The UPO will cover the cost of the honorarium.

Editing and layout performed under contract by editors and artists are considered works-for-hire. The copyright of the final output belongs to the University.

### **4.3.5. Sales and Royalties**

The UPO pays royalties to authors for the sale of their books, quantified based on the gross profit derived from each book. Maximum royalty is 50% of gross profit per copy of the book, with 25% being the norm. The authors and the UPO agree on royalties payable on a quarterly basis.

Each book will have a DCB account with the University Finance Office for deposit of sales. An official receipt of the Ateneo de Davao University must accompany the sales of each book. There shall be a quarterly reconciliation of invoices, sales records, and DCB deposits for each book.

#### **4.3.6. Consignment**

The UPO may consign books to reputable and appropriate channels. Consignment is one of the means with which to expand the exposure and sales channels of the books. In a consignment arrangement, the UPO will agree to leave the books with a store, library, museum, or other appropriate channel. The aforementioned channels are the consignees. The following are the norms for consignment:

1. The consigner and consignee will agree on a price at which the consignee procures the books.
2. The consigner will leave a number of copies with the consignee.
3. The consignee will sell the books for a set period of time. The consigner will give a recommended retail price, but the consignees may set their own price.
4. If the consignee sells all the copies before the end of the period, the consigner may replenish its supply (provided copies are still available). The consignee will pay the consigner for copies of the books sold as agreed. The consigner and consignee may extend their agreement.
5. If the consignee does not sell all the copies before the end of the period, two things may happen:

**4.3.6.5.1** The consignee settles with consigner for copies of books sold, and continues to sell the books until the copies run out.

**4.3.6.5.2** The consigner and consignee end the consignment agreement, in which case, the consignee settles with the consigner for copies of books sold, and returns unsold copies of the books.

Copies of books which are damaged or lost while under the care of the consignee are considered sold.

#### **4.3.7. Reprinting**

If the print run of a book sells out within the set period, two (2) years being the norm, the authors and the University may execute a contract for republication.

The Director of UPO, with the approval of the URC, may approve the republication of an existing work without the endorsement of an academic unit. The decision for republication depends on the market demand for the book.

#### **4.3.8. Special Book Projects**

The special book project is one that the University considers worthwhile to publish but which does not meet the criteria for commercial viability. Examples of these include internal publications, manuals and guidelines, conference documentations; monographs and briefing documents for seminars; and special-interest projects of social, cultural, and spiritual relevance that do not have a large audience.

##### **4.3.8.1. Criteria**

The criteria for book publication apply, except for the requirement of viability.

#### **4.3.8.2. Procedures**

The same procedures as stated in book publications apply. The request though will be dealt with on a case-to-case basis, with the UPO conferring with the Special Committee, the URC, and the sponsoring University unit on the possible decision.

## **CHAPTER 5**

### **Journals**

#### **5.1. DEFINITION**

Journals are a regular publication for the dissemination of the results of research to a worldwide academic and scientific community. They consist of scholarly articles submitted by contributors and reviewed by a panel of experts. It is required that articles published in journals be original, factual, research-based and have a theoretical foundation. Furthermore, the articles must be well-written.

A good journal is one that is duly recognized for the quality of its articles and is referenced by teachers, researchers and other scholars. Citations are the metric used to gauge the quality of a journal.

Journals operate according to the criteria set by the Editorial Board. The Editorial Board enjoys some measure of independence in the selection of topics for each issue/volume and the articles published therein. In principle, a journal is the Editorial Board. The print copies are merely the result of the selection and editorial process.

#### **5.2. NORMS IN STARTING JOURNALS**

##### **5.2.1. Criteria**

The University takes due consideration before deciding to open a journal. The following criteria shall be noted:

1. *Specific discipline.* A journal must serve the needs of a specific discipline. A vibrant community from the discipline must be present to sustain the journal, in terms of readership, reviews and contributions.
2. *Unique value proposition.* A new journal should not compete with an already established journal in the exact same space.
3. *Regional and global view.* In conceptualizing a journal, one should think of reaching beyond a Philippine- or Mindanao-based community. The articles themselves may have a specific focus on Mindanao, but written in consideration also of a regional and global audience.
4. *Regularity of publication.* Journals are not a “one-shot” affair. They should come out at least once in a year, preferably within the first quarter. It is ideal that it release two (2) issues per year, one in the first quarter, and another in the third.
5. *Financial viability.* The journal within the first three (3) years of its existence may rely on seed funding for operations and publication. However, part of the Editorial Board’s responsibility is to draw up a plan for the journal’s sustainability beyond its startup phase.
6. *Indexing and accreditation.* A journal is only worthwhile establishing if its articles will be cited; they cannot be cited if they cannot be found. Indexing services require a journal to have its articles published online or on a specific website.

### **5.2.2. Procedures**

1. The impetus for starting a journal must come from an academic or research unit, while the decision to operate rests on the University President. The unit secures the commitment of the Editorial Board.
2. The unit shall secure proper funding necessary for the operation of the Editorial Board. The budget shall include provisions for honoraria.
3. The Editor must seek the approval of the University President through the URC for the operation of the journal. The following shall be submitted to the URC for purposes of review and deliberation as regard the opening of a new journal in the University:

#### **5.2.2.3.1. Journal plan that includes:**

1. Description of the proposed journal in terms of area of discipline, coverage, number of issues to be released in a year, source of articles for publication, among others.
2. Publication plan (themes for each publication and sources of articles) for the next three (3) years.
3. Members of the Editorial Board and their respective Curriculum Vitae.
4. Budget for the next three (3) years.

5. Sustainability plan (distribution/marketing plan and fund generation scheme).
4. The URC shall formally communicate to the Editor the outcome of the deliberation. A favorable decision means an automatic endorsement to the University President for approval. The URC shall formally transmit to the Editor, the final decision.

### **5.3. THE EDITORIAL BOARD**

#### **5.3.1. Composition**

The journal is the Editorial Board. Without an Editorial Board, there is no journal. The people who comprise the team must be recognized experts in their field. Recognition takes the form of papers they have published in indexed journals. As experts, the Editorial Board should have an extensive network of peers from where they can possibly draw contributors and reviewers.

The head of the unit and/or the head of the research office is responsible for convening the Editorial Board. Heads may solicit recommended names from knowledgeable members of the Ateneo de Davao University community. The University President confirms the appointment of the members of the Editorial Board upon recommendation of the URC.

#### **5.3.2. Term of Office**

The members of the Editorial Board should serve for a term of at least three (3) years renewable for another term. However, the University President may decide to extend the board's term of office depending on the need.

In case of vacancy in the board, the immediate supervising head of the Editorial Board initiates the process of finding for a replacement or substitute.

The supervising head shall submit the names of possible replacement or substitute to the URC, who in turn, reviews and submits recommendation to the University President. The University President confirms the appointment of the replacement/substitute upon the recommendation of the URC.

### **5.3.3. Duties and Functions**

The members of the Editorial Board shall perform the following:

- 5.3.3.1.** Operate the journal as an ongoing concern by driving the process of soliciting contributions through a call for papers, filtering submitted works, engaging reviewers, printing, marketing, distribution, and accreditation;
- 5.3.3.2.** Produce the journal on a regular basis;
- 5.3.3.3.** Work for the accreditation of the journal and maintenance of the accredited status;
- 5.3.3.4.** Establish, maintain and expand external networks/linkages among national and international journals;
- 5.3.3.5.** Draw up and implement the plan for the journal's sustainability beyond its startup phase;
- 5.3.3.6.** Monitor the citations of the articles published in the journal;
- 5.3.3.7.** Assist the UPO in reviewing book proposals;
- 5.3.3.8.** Prepare and submit reports required by the University President through the URC;

#### **5.3.4. Benefits**

Faculty members receive load equivalents for serving in the Editorial Board. The Editor-in-Chief (EIC) receives a six-unit load equivalent, and the associate editors a three-unit load equivalent for the semester.

#### **5.4. ROLE OF UPO IN JOURNAL PUBLICATION**

The UPO does not produce journals. Instead, it only helps to start journals from within the University. The UPO provides assistance with the printing, marketing, and distribution of the journal during its startup phase. This is in support of the Editorial Board that may need to focus on the content of the journal.

#### **5.5. ROLE OF THE UNIVERSITY INFORMATION TECHNOLOGY OFFICE IN JOURNAL PUBLICATION**

The University Information Technology Office (UITO) shall be responsible for setting up the infrastructure necessary to host a website needed by the journal in publishing its volume/issue online. UITO will require a formal request from the UPO.

#### **5.6. WRITING FOR OTHER JOURNALS**

Members of the faculty, especially those at the tertiary level, are encouraged to publish their work. As much as possible, they should diversify the journals where they intend to publish. In particular, they should aim to publish in indexed journals. Again, citation is the measure of the effectiveness of a published paper.

## CHAPTER 6

### Websites

#### 6.1. NORMS IN OPENING WEBSITES

1. University websites are a more efficient and cost-effective way of disseminating ordinary communications to students, faculty members, and community partners. Ordinary communications refer to news, calendars of activities, updates, announcements, commentaries, opinions and editorials, and essays. Ordinary communications do not need the academic rigor expected of books and journals, although they must still adhere to the spirit of the vision, mission, and goals of the University. Newsletters/bulletins/magazines and departmental publications are preferred to be posted on the websites. (Please refer to Attachment 2, *URC Memorandum No. 2013-2014-07*)

2. The University units are the primary owners of their websites, and therefore take responsibility for their content, both in their creation and curation. Every University unit, down to the departmental level, is entitled to start their own website. However, units should coordinate with each other for optimal organization.

#### 6.2. CRITERIA AND REQUIREMENTS

##### 6.2.1. Role of UPO

The UPO will perform the following:

**6.2.1.1.** Endorse through the URC the website project to the UITO;

**6.2.1.2.** Organize training for editors, writers, and webmasters in coordination with UITO;

**6.2.1.3.** Recommend templates for uniform look-and-feel of the websites;

**6.2.1.4.** Monitor the websites to see if they are adhering to the update schedule, as well as to flag for broken links.

### **6.3. ROLE OF UITO**

The UITO will provide the following:

**6.3.1.** Host for the site, usually on internal servers;

**6.3.2.** Content management for the site, typically WordPress, Drupal, or DokuWiki;

**6.3.3.** A subdomain for the site, under the *addu.edu.ph* domain (e.g., *nsm.addu.edu.ph*);

**6.3.4.** Backup services for the site;

**6.3.5.** Security monitoring for the site.

### **6.4. PROCEDURES**

1. Before starting a website, a unit must form its basic organization, comprised of personnel from the unit itself that includes, at the minimum, an editor. This organization shall serve as the editorial committee. The editorial committee shall be comprised of an editor, writers, and webmaster.

2. The editorial committee of the website shall decide on the update schedule. At the very least, there shall be a monthly update, with weekly updates being the ideal. Websites not updated for two (2) consecutive months will be subject to closure.

3. The editor solicits and vets articles from colleagues. The writers provide articles on assignment from the editor. The webmaster updates the website by uploading the articles. The webmaster also responds to comments on the site or forwards the comments to the editor or appropriate writer.

## **6.5. BENEFITS**

The unit heads shall provide honoraria to members of the editorial committee. The unit heads recommend the amount of the honorarium of members of the editorial committee. Approval of the honorarium is subject to the approval of the Office of the President, through the HRMDO.

## **CHAPTER 7**

### **Extraordinary Projects**

#### **7.1. DEFINITION**

Extraordinary projects refer to those publications that do not meet the criteria for books, journals, or websites. The UPO will handle them on a case-to-case basis, in consultation with the URC.

#### **7.2. PROCEDURES**

**7.2.1.** The academic units and/or research offices, centers and institutes conceptualize the extraordinary projects at their level.

**7.2.2.** The units/offices coordinate with the UPO before operationalizing the plan. The UPO, in turn, will act based on the appropriate norms stipulated above, pending clarification as regard the type, need and budget of the proposed project.

## **CHAPTER 8**

### **Violations and Sanctions**

The norms in the Faculty Manual pertinent to violations, sanctions and ethical conduct shall serve as the bases in addressing similar concerns under this guideline.

## CHAPTER 9

### Affirmation

**9.1.** In its effort to promote a vibrant publication culture, the Ateneo de Davao University duly recognizes the publication initiatives of its members whether this be done in their respective personal capacity, or in accord with institutionally-recognized undertakings;

**9.2.** The University has adopted the following measures as a way of acknowledging published work/s of its members:

**9.2.1.** Inclusion of publication in the appraisal of the personnel's performance for purposes of rank and promotion;

**9.2.2.** Establishment of a University-based recognition system to publicly honor published faculty and/or other personnel;

**9.2.3.** Provide support that may be needed by the faculty and/or other personnel in publishing their work in indexed or duly recognized journals;

**9.2.4.** Provide monetary incentives to published full-time faculty members. (Please refer to Attachment 3, *Guidelines for Journal Publication Monetary Incentives*)

## **CHAPTER 10**

### **Effectivity Clause**

This guideline shall take effect on 13<sup>th</sup> June 214 and shall remain in force until duly amended.

## APPENDIX 1

### Frequently Asked Questions (FAQ)

#### 1. What are publication work/s not covered by the UPO?

Since the spread of what can be called “publications” is quite broad, there are actually works that do not fall within the purview of the UPO. How can one tell what is covered by the UPO and what is not?

As a general rule, one must remember that the UPO covers publications that are:

- product of the academic work or artistic endeavor of a person associated with the University;
- intended for general public dissemination; and
- released under the brand or imprint of the Ateneo de Davao University.

## 2. Can we publish a book without the UPO?

Yes.

Of course, we wish that you would publish with the UPO. However, as authors, you have the freedom to take your original work—for which you own exclusive rights—to another publisher. However, if the work was commissioned by Ateneo de Davao, then you do not have exclusive rights to it. Therefore, you must consult first with the unit that commissioned the work.

Note, however, that if you publish a book outside the auspices of the UPO:

- You may not represent the work as a product of the university;
- You may not claim any endorsement of the work from the university;
- The work may not bear the seal of the university or its units;

Violations are subject to sanctions from the University, including legal action.

However you may decide to work, *always remember* that it is your duty and responsibility as a member of the University community to protect the reputation of Ateneo de Davao University.

### **3. Can we start a journal without involving the UPO?**

No.

A University journal is an extension of the University, and thus represents it in an official capacity. This is unlike a book, which an author may publish in a personal capacity.

We have clear guidelines on how to start a journal.

### **4. Can we start a newsletter without involving the UPO?**

Yes. For academic units, yes, it can be initiated, provided it has the approval and support of the unit head and the AVP. Newsletters do not comprise academic publications and do not fall under the UPO. Newsletters from support offices need approval and support from their unit/office heads and the appropriate university officer.

However, consider carefully why you need a printed newsletter. A website is a more effective and cost-efficient solution in reaching wider audiences.

### **5. What are the UPO policies involving textbooks?**

We need to distinguish between the selection of textbooks and the publication of textbooks. The two are *related*, but *not the same*.

Selection of textbooks is an academic matter decided at the department level by the chair in consultation with the faculty (and the equivalent structures in High School and Grade School). It is outside the purview of the UPO.

Publication of textbooks through the UPO follows the same process outlined for books, i.e., endorsement by an academic unit, manuscript review, and standard contracts.

However, we call for great delicacy in the use of university resources to publish textbooks for our own students' use, and more so if our faculty is also the author of the text. The University wields great powers of moral persuasion with regard to the choice of educational materials. This authority should *not* be misused to gain financially from our students.

## **6. Extraordinary Projects**

In approaching the UPO for approval, consider the following questions:

- 1. Will this project fit as a book or a journal instead?*
- 2. Does the content involve a topic that needs review?*
- 3. Is it possible to deliver the content through our university websites?*
- 4. What pressing issue necessitates its publication in printed form?*
- 5. Whose budget will pay for its publication?*

## **7. How to contact the UPO:**

The official email address of UPO is ***publications@addu.edu.ph***. This is the best way to reach the office.

The telephone number of UPO is (+6382) **221-2411**, Local **8213**.

# ATTACHMENT 1

## Checklist of Questions

### 1. Questions on Academic Rigor and Literary Merit, Marketability and Viability of the Project (assessment of the project's potential for publication):

1. *Who is the audience for this project?*
  - a. Is the content appropriate for the audience?
  - b. If the work is for sale, does it fall within the price point that the audience is willing to pay?
2. *Who is the sponsor for this project?*
3. *Does the work pass the criteria for academic rigor and literary merit?*
4. *Who will fund the project?*
5. *What is the distribution/marketing plan?*
6. *What benefit will the University derive from this project?*
7. *What are the metrics for measuring the success of the work?*

### 2. Basic Questions to Consider in Starting Up a Journal:

1. *Who are the editors for the publication?*
  - For how long are they committed to the project?
  - How do we compensate them for their work?
2. *Who will contribute articles?*
  - How many issues/volumes worth of articles do we have?
  - How many articles are there in the pipeline?

- How do we compensate our contributors?

3. *How will the publication be funded?*

- Who will provide initial funding?
- How will the second and third releases be funded?

## ATTACHMENT 2

### Memo on Newsletters



## ATENEO DE DAVAO UNIVERSITY

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In Consortium with Ateneo de Zamboanga University and Xavier University

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### University Research Council

Memorandum No. 2013-2014-07  
October 10, 2013

### MEMORANDUM

**FOR:** University Community

**FROM:** LOURDESITA S. CHAN  
CHAIR  
UNIVERSITY RESEARCH COUNCIL (URC)

**RE:** Newsletter

---

Please be informed that based on the recommendation of the University Research Council, the University President has approved that,

*“Newsletters are left to the oversight of the Offices or Units that publish them. Since its contents are likely **news in nature** and are not necessarily research results neither are they scholarly writings, the University Research Council exercises no jurisdiction over them. The offices are strongly encouraged to opt for a web-based newsletter to ensure maximum coverage and minimum cost. The assistance of the UPO may be sought for purposes of technical editing and of the UITO for web development.”*

This guideline is held effective 30<sup>th</sup> September 2013 and shall remain in force until amended.

## ATTACHMENT 3

### GUIDELINES FOR JOURNAL PUBLICATION MONETARY INCENTIVES

#### I. Rationale

The University aims for a vibrant publication culture, publication being one critical venue through which transmission of knowledge is reliably attained. It recognizes that publication in scholarly journals that enjoy collective approval from various prestigious bodies of peers at the international, national and local level significantly indicates such culture. Henceforth, it is committed to hastening and supporting the involvement of its faculty in this endeavor that every scholar must strive for.

Realizing that going through the process of scholarly writing can, at times, be daunting, the University would like to extend added affirmation to those who have successfully hurdled the challenge of getting their thoughts read by others, especially by respected bodies of peers. At the same time, the University ensures that this is done without diminishing the ideal motivation that should propel its publication work.

In the context of the Ateneo de Davao University, an honorarium can and does take on the character of a **monetary incentive** for publishing. In keeping with the rules of the Bureau of Internal Revenue (BIR), a monetary incentive/honorarium is income for the faculty member to whom it is given. As such, ***an honorarium is subject to tax.***

## II. Publications that Qualify for Monetary Incentives

**Only** those publications in **refereed journals** put out by reputable universities and colleges will be given monetary incentives. Authors of refereed books already receive royalties, so monetary incentives may no longer be necessary.

## III. Norm for the Determination of the Award

The amount of the monetary incentives shall be based on the category of the refereed journal relative to its geographical scope: **Local, national, and international.**

1. **Refereed local journals** are those published within the Davao Region and Mindanao. If a local journal is accredited by the Commission on Higher Education (CHED), it is *automatically* considered as a *national journal*. A faculty who published in a refereed local journal (as sole author) receives PhP 3,000.00 (per article).
2. **Refereed national journals** are those published outside the Davao Region and Mindanao. The amount of incentives is computed on the basis of the journal's CHED accreditation category. National journals that are indexed in the Institute for Scientific Information (ISI), i.e., Thomson Reuters, and Scopus, are *automatically* considered as refereed *international* journals. Under the CHED standard, these national journals are considered **Category A-2**. A faculty who published in a refereed national journals (as sole author) receives:

- |                            |                                      |
|----------------------------|--------------------------------------|
| 1. <b>Category A-2</b>     | - <b>PhP 10,000.00 (per article)</b> |
| 2. <b>Category B</b>       | - <b>PhP 7,000.00 (per article)</b>  |
| 3. <b>No Accreditation</b> | - <b>PhP 3,000.00 (per article)</b>  |

3. **Refereed international journals** are those published outside the country, whether in Europe, United States of American (USA), Asia Pacific, or Africa. Only those journals **indexed** in ISI, Scopus, and other legitimate indexing bodies are considered for monetary incentives (e.g., Excellence in Research for Australia [ERA], European Reference Index for the Humanities [ERIH], among others). In cases when the journal is not yet indexed, the reputation of the international publisher (Springer, SAGE, Taylor & Francis, Acumen, Peeters, universities, among others) will be used as an indicator of quality. A faculty who published in refereed international journal (as sole author) receives:

- |   |                                      |
|---|--------------------------------------|
| 1. <b>ISI, IBJ &amp; Scopus</b>                           | <b>- PhP 30,000.00 (per article)</b> |
| 2. <b>Other Indexing Bodies &amp; Reputable Publisher</b> | <b>- PhP 15,000.00 (per article)</b> |

4. In case of an article with multiple authors, the monetary incentives will be properly adjusted on the basis of the faculty's specific contribution (*/s s/he the first author, second author, or third author?*). In such a case, it might be necessary to require the said faculty to provide a brief explanation. The general rule should be: Published articles with sole author must be given higher monetary incentives than those with multiple authors.

#### **IV. Other Publications that May Be Provided Monetary Incentive**

The school may decide, on the basis of separate criteria and/or process, to grant monetary award to, a) those who publish an article from a **peer-reviewed book** compiled by an editor(s) and published by a reputable publishing house (as listed above); and, b) those who publish an article on a topic of primary importance to the University yet **not accepted for publication in journals indexed and/or listed** in ISI, Iranian Biomedical

Journal (IBJ), Scopus and other legitimate indexing bodies. The University President shall be responsible for the decision to grant monetary incentive for this type of publication.

#### **V. Procedure for the Granting of Award**

- a. The faculty shall inform the University Research Council (URC) about the publication, in writing. The letter shall be supported by pertinent documents such as copy of the journal where the article appeared;
- b. The URC shall conduct the necessary review and make appropriate recommendations to the University President, who then makes the final decision to give the honorarium;
- c. The honorarium shall be awarded at the time designated by the URC;
- d. The honorarium shall be subject to applicable income tax liabilities.

#### **VI. Other Form of Monetary Incentive**

The University through the URC and with the approval of the University President may provide needed financial support to enable faculty to publish in journals **indexed** in ISI, IBJ and Scopus, and other legitimate indexing bodies.

#### **VII. Effectivity Clause**

This guideline shall take effect on 6<sup>th</sup> September 2013 and shall remain in force until duly amended.