



"Practical Problem-Solving Advice for Publishers"

Five Commonalities of Association Content Producers: A McHugh Select

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Are Some Association Departments Publishers?

Content-driven programs in associations and societies include certification, conferences, *education* (professional development), standards, E-learning, and symposia. What do all content producers have in common with their publishing colleagues?

Quite a bit, if you accept the premise that associations and societies are in the information and education business. This is true whether information is delivered in print (books, magazines, journals) or live (educational seminars and conferences) or electronically. All content producers in associations and societies are publishers.

Here's what these content-driven programs have in common with publishers:

- All must develop new product.
- All deliver content by either print and electronic means or both.
- A profit/loss mindset should pervade.
- Intellectual property of others must be respected and yours must be protected.
- Customers must be satisfied and retained.

Therefore, keep in mind the interdependencies between publishing and other information-driven programs, such as certification, conferences, education (professional development), standards, E-learning, and symposia. Recognize the interrelationships among these programs and the power of collaborative planning.

Three Suggestions to Enhance Interdepartmental Collaboration

- Share information between departments.
- Purge the silo mentality.
- Knock down interdepartmental walls that stifle collaboration and information sharing.

Also of Interest, Free <http://goo.gl/l3iyfz>

I-3, *Success in Association Publishing: An Interview with David Beacom of NSTA*, 2010

I-1, *McHugh Interviews McHugh on Consulting*, 2013, revised

About John B. McHugh

John B. "Jack" McHugh is a 40 year veteran of the publishing business. Jack has worked as an executive for Houghton Mifflin, Wadsworth, and Saint Mary's Press. Jack is also an experienced association publishing executive. For seven years, he was Publisher and Director of Programs at the American Society for Quality and for a two-year period, he served as the Interim Publisher at the Project Management Institute. He is a member of the ASAE Advisory Board for Publishing, Communications, and Media Issues and Practices.

Jack's specialties include association/nonprofit publishing, book publishing, executive recruiting, journal publishing, rights and permissions, new ventures, organizational design, and social media strategy and policy.

McHugh and Liz Novak, of IAPD, are co-authoring a series of papers on Networking Techniques. Jack McHugh is also the manager of the LinkedIn™ group, Association and Nonprofit Publishing.

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