

NSTA Publications and Products

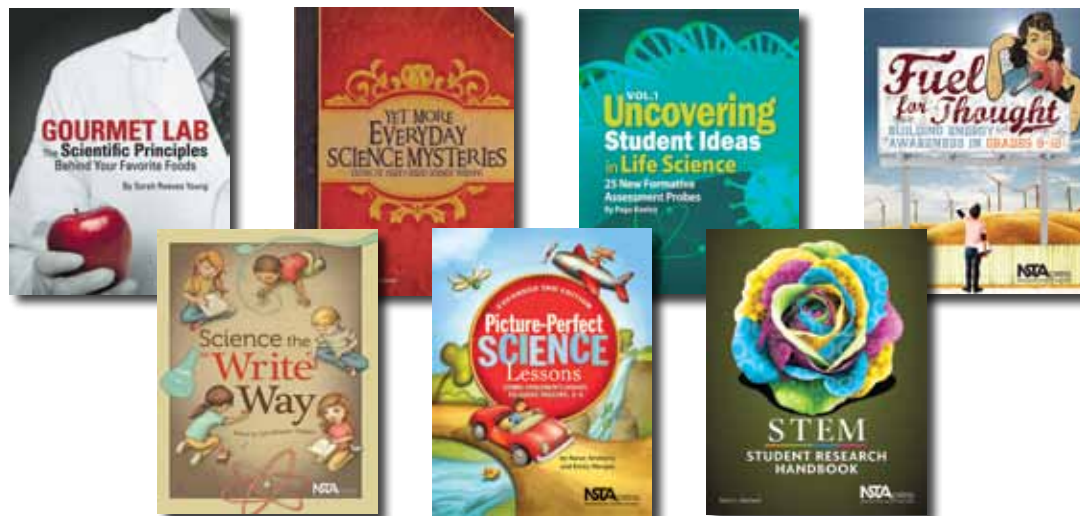
This group develops and distributes all of NSTA's print publications and the overwhelming majority of its online content.

Pubs' deepest roots lie within NSTA's four peer-reviewed member journals—one for each major grade band from preK through college—both in print and online. Our online journal archive now includes all published content from 2000 to the present. Each year, that archive is accessed by NSTA members, as well as by tens of thousands of additional educators across the United States and, increasingly, worldwide. For example, a representative subset of our journal articles now appears each month, in translation, in China.

Publications is also the home of NSTA Press®, which produces at least 20 new books each year, in both print and electronic form. Over the past decade, NSTA Press has increasingly become the publisher of choice for novice and veteran authors seeking to reach the science education community. The Press develops award-winning content across all science disciplines, for every grade band.



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2012

“... to promote excellence and innovation in science teaching and learning for all.”

www.nsta.org

NSTA National Science Teachers Association

NSTA Publications and Products



We also distribute co-publications (books and programs developed by NSTA and leading outside groups such as WestEd), as well as a select few books from other publishers (such as the Standards and the new *Framework*).

Beginning in late 2011, NSTA Press books will be put into distribution worldwide in English. Individual titles have already been translated into several foreign languages, including Chinese, German, Japanese, and Portuguese.

Pubs and Products also develops complete educational kits called *ClassPacks*, as well as branded items known collectively as NSTA Gear.

Publications also manages the NSTA core website—developing content for the home page and for all Pubs working groups, and providing support for other NSTA groups' online presence.



Publications also operates the Science Store online and supports its on-site extensions at NSTA conferences and in other venues.

In addition, we publish the *NSTA Reports* newspaper and a substantial amount of daily news online, plus NSTA's numerous blog entries—and we are currently establishing a substantial organizational social-media beachhead on Facebook and Twitter.



Further, Pubs develops and mails virtually all of NSTA's e-newsletter content, from *NSTA Express* (a weekly overview of what's happening in science education) to the award-winning *Book Beat* (the best new content from NSTA Press) to the fledgling *The Leaders Letter* (a cooperative venture with the National Science Education Leadership Association).



The rich online resource known as *SciLinks*—vetted web pages, accessed through a simple keyword search—is also a Pubs service. As is *NSTA Recommends*, the go-to source for educator reviews of nearly 4,000 classroom resources. Also launching in 2011 is a new technology branch of *Recommends*.

Publications provides design, production, printing, and mailing services not only for its own products but for all of NSTA. We easily create and send a million pieces (catalogs, journals, newspapers, programs, etc.) each year.

In a roller-coaster era for publishers, NSTA has prospered—in print, still, but also in a variety of electronic forms. NSTA publications and products have won every major prize in their field—and in ever-increasing numbers over the past decade.