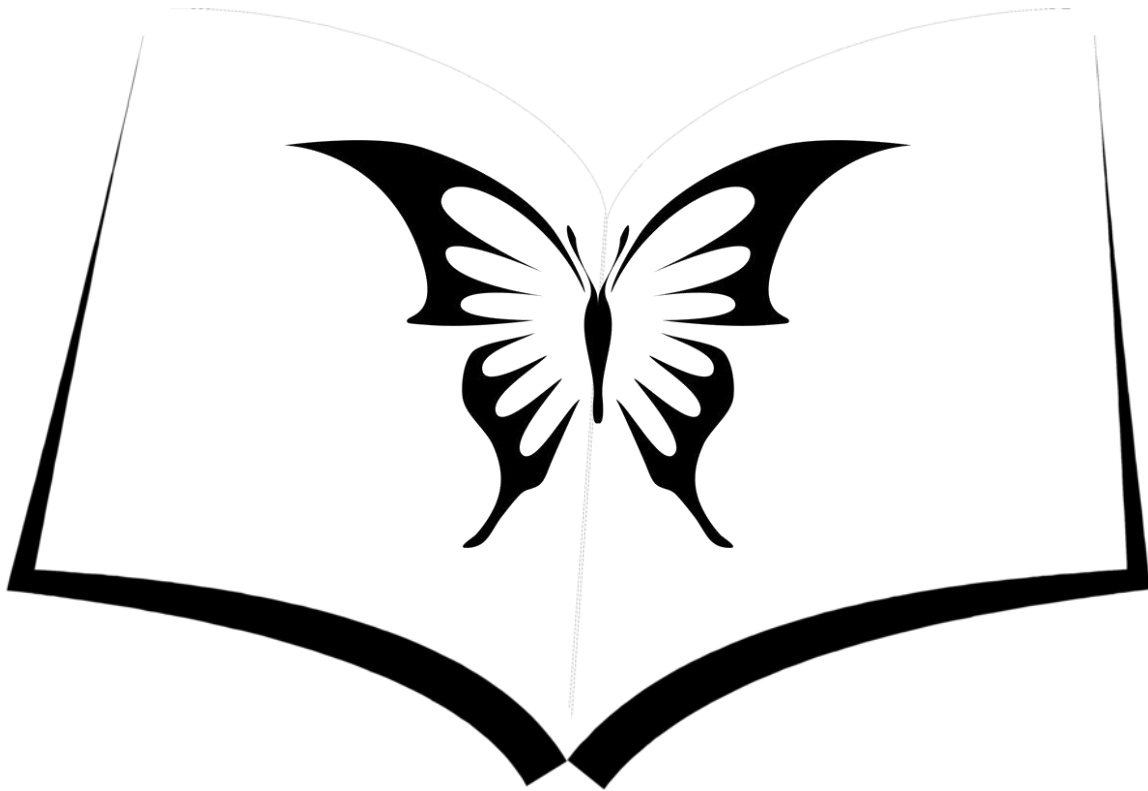


colophons.com

Connecting Publishers & Students



Colophons offers a new and unique way for college students looking to pursue a career in the publishing field to interact and connect with professionals within the industry

Victoria Giordano

December 18th, 2017

Submitted to: Ford Foundation



000 Main Avenue,
Stirling, NJ 00000

December 18th, 2017

Ford Foundation
1440 Broadway
New York, NY 10018

Dear Ford Foundation,

I am a third-year student at the University of Massachusetts Amherst pursuing a double major in English, with a specialization in the Study and Practice of Writing, and Hospitality & Tourism Management. I am reaching out to request funds for a website I am producing to connect professionals within the publishing industry to students in colleges and universities across the United States.

After my first year at UMass, I was lucky enough to have a connection to a publishing agency near my hometown. My sister's boss's wife worked as an agency at a company called BookEnds Literary Agency. After a lot of resume and cover letter preparation, and many months of uncertainty, I was accepted as their Summer 2016 Intern. That internship greatly opened my eyes to the world of book publishing; however, not every college student has a connection to the publishing industry, making the vast field very daunting. For the most part, students apply through publishing websites and hope for an interview. By creating the website Colophons, I hope to limit this anxiety and fear of the depths within the publishing field. The website will merge the social aspect of Facebook to the networking component of LinkedIn, while being unique and distinct to the publishing industry. There will be a variety of components to Colophons that will enhance the experience both professionals and students have on the website. The goal is to expand the networking platform in publishing, and allow students to connect to the publishing world before they even graduate. Students will have the opportunity to find internships and a job on this website, granting an endless amount of possibilities.

I am excited about this website and I know I can make a difference for students and graduates. Please feel free to contact me at vgiordano@umass.edu or (111) 111-1111. I look forward to hearing from you!

Sincerely,
Victoria Giordano

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1. Statement of the Problem

Throughout college, there is the looming concern about what will come next. The possibility of not having a job after graduation weighs down on students, causing anxiety and stress. In a world that promotes math and science, this could be even more overwhelming for an English major. Although the job market has significantly increased in recent years, the stigma against English majors is still prominent. The automatic assumption is that English majors will become teachers. However, there are many other fields that an English major can follow; one of them is publishing. Publishing is a wider field than it is generally assumed. There are hundreds of thousands of small imprints and houses apart from the “Big Five” (i.e. Penguin Random House, HarperCollins, Simon & Schuster, Hachette, and Macmillan)¹. At the same time, within each of these five publishing houses, there are hundreds of their own personal and unique imprints, building a wider dimension of the publishing industry. In October 2017, it was reported that there are 715,900 employees within the publishing field². That number is daunting to a recent graduate looking to step into this career. Like any business, there is an aspect of “who you know,” and the limitations that many students may have creates a big setback. The best way to bridge this gap is to connect the publishing world to the educational world.

Career services at universities are generally expected to help prepare students to take that next step into the working life. Many schools have a career service set up, however, according to a Gallup poll, only 1 in 6 U.S. college graduates say that their career service was helpful³. This is

¹ McIlroy, Thad. “What the Big 5's Financial Reports Reveal.” Book Business, 8 Aug. 2016, www.bookbusinessmag.com/post/big-5-financial-reports-reveal-state-traditional-book-publishing/.

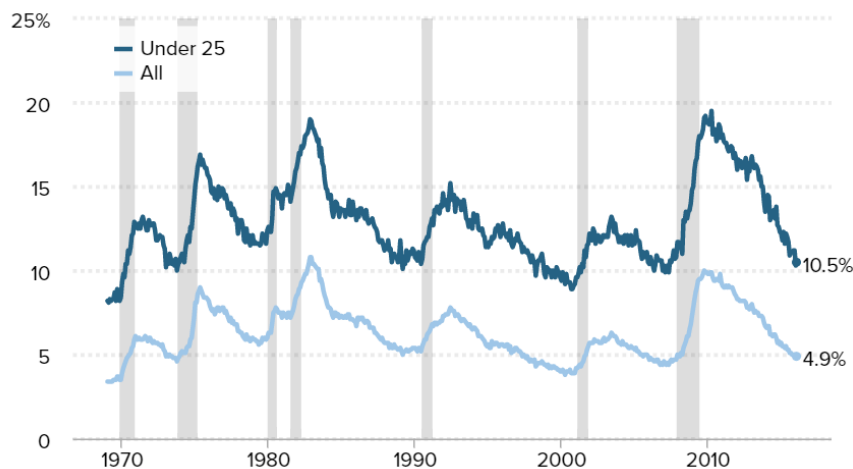
² “About the Publishing Industries (except Internet) subsector.” U.S. Bureau of Labor Statistics, U.S. Bureau of Labor Statistics, www.bls.gov/iag/tgs/iag511.htm.

³ Gallup, Inc. “One in Six U.S. Grads Say Career Services Was Very Helpful.” Gallup.com, 13 Dec. 2016, http://news.gallup.com/poll/199307/one-six-grads-say-career-services-helpful.aspx?g_source=Education&g_medium=newsfeed&g_campaign=tiles

unacceptable, especially since career services are created to help merge students into the working world. Career services are set up to ensure students that they are not left alone in the large and broad world, with an uncountable number of job possibilities. Without a productive and helpful career service program, students have no safety net to fall back upon.

Young workers' unemployment rate is roughly twice the overall rate

Unemployment rate of workers under age 25 and all workers, 1969–2016



According to the figure above, the rate of unemployment for young workers under the age of 25 has constantly been double that of the total unemployment rate⁴. This figure can be very daunting for recent graduates.

There is a divide between students and the jobs they hope to be accepted into after graduation. There is already so much focus on jobs for business, science, or engineering majors, that the humanities seem to be forgotten. Since the job market is not as clear for humanity

⁴ Kroeger, Teresa, Tanyell Cooke, and Elise Gould. "The Class of 2016: The labor market is still far from ideal for young graduates." Economic Policy Institute, 21 Apr. 2016, www.epi.org/publication/class-of-2016/.

majors, specifically English majors, there needs to be a solid support for these students to make sure they understand that there is a wide range of opportunities after graduation. This is what Colophons hopes to do, as it aims to prevent students to feel less uneasy about the workforce. However, a lot of schools lack the foundation of their English department, and many students are left in the dark and unsure of how to proceed. This is where the addition of Colophons would hope to help students, as it prepares them for what will come after graduation.

The pressure of adulthood becomes extreme when approaching the third year, as most students are in the hunt for an internship that might guarantee them a job after graduation. It is no secret that junior year is the most pivotal year for students to get their foot into the workforce. The pressure and stress students feel is very high, and it does not help that the application process for publishing happens very late into the school year, typically in the second semester. At that point, many other students have already heard back from jobs on whether they have been accepted or not, or have at least have had interviews. Having a late application process for publishing internships is a double-edged sword, as it gives applicants more time to perfect their resume, cover letter, and interview skills. However, most applicants are left nervously waiting during the first semester, unsure of what to do during their free time as they wait for internships to be posted. Most students understand the importance of networking before they approach the job market. However, if the university's career service is not experienced with the publishing field, students are left without a project that occupies their time as they await the application process. All students understand the importance of networking and building relationships, however, if there is no support for them to begin doing this, students are lost. With the creation of Colophons, students applying to publishing jobs would no longer be left unsure of what to do during their free time in the first semester of college.

2. Statement of Request

The total funds requested, \$90,519.99, are necessary in order to engineer and maintain a website that allows college students to connect with people within the publishing industry. This website will limit the number of college students that are unsure how to emerge themselves into the work field. It will also give students the chance to feel comfortable within the vast field of publishing. Through a website that promotes networking and communication skills, students will use Colophons as a means to understand the field of publishing in a setting that is stress-free. The atmosphere of Colophons will be similar to Facebook, in that students are simply connecting with friends, albeit in a professional setting, in order branch out into the publishing industry.

Verified professionals within the industry will make connections with students, and vice-versa, allowing the students to know the person in the industry, not just their job description. This also benefits employers, as it allows them to see an individual, their interests and ambitions, and not simply their list of qualifications on their resume. There is a lot of in-depth detail to this website that allows for an ease and simplicity that makes users want to continue using it. In Section 3, I go into an elaborate explanation of every aspect of the website I hope to create, and I make sure to consider each angle to make the most effective website for college students and professionals alike.

Most of the funds needed will be in creating the website itself. With such an intricate plan for the website, including a chat box and a news feed, it will take a lot of detailed work to make sure all the moving parts run smoothly. Atilus, the company I would hire to create Colophons, has a focused and extensive five-step plan to make sure the website appears exactly how I

imagined it. The company will also keep the website running and make sure there are no glitches, and updates can be implemented as needed. Being a student at the University of Massachusetts Amherst, I will request a meeting with the dean of the College of Humanities and Fine Arts, Julie C. Hayes, to propose she implement this into the career service programs that the HFA department holds. Due to the size of UMass, other universities in Massachusetts will see the value of Colophons, and then implement it as well. From there, a ripple effect will occur, and the goal is to have every college in the United States promote Colophons as a part of their career services. Also, once universities begin showing an interest in the program and help to enlarge it in order to distribute it to more students across the United States, and possibly the globe. Once the size of the company grows to allow it to reach every college student, there is the option to extend the website to high school students as well. I will also advertise on Spotify, a music listening application similar to iTunes and Pandora, which has grown tremendously in popularity, especially amongst college students. The funds requested will allow for this website to be created and to be maintained, allowing for time for the website to grow and reach a larger target market.

3. Description of Proposed Work

In this modern society, connecting on social media is a valuable addition to building relationships and partnerships, one that past students did not have the opportunity to use before. LinkedIn has connected the social aspect that Facebook has introduced with the professionalism and “who you know” aspect of the business world. Colophons would follow the same goal of LinkedIn, and encourage young adults, specifically those in universities across the United States,

to connect with agents and editors in publishing houses or agencies. Colophon is defined as “a publisher’s emblem or imprint, especially one on the title page or spine of a book,” making it the perfect name for a website specific to publishing (Google Dictionary).

The website will be set up in a comparable manner to that of Facebook, in that it will show a news feed, have a chat option, and allow posts to be made on personal pages. This allows agents and editors to post updates that are happening within their house, imprint, or agency. It could also give professionals a chance to write a few advice posts to students who are looking to enter the publishing industry. There will also be a chance for professionals to post events and share the time and location to encourage students to attend them around the United States. These events can range from book signings from authors that represent the publishing house or agency, to job fairs, or simply a chance to meet employers at an agency or house.

Students will have a personal page set up similar to that of LinkedIn. There will be an option to upload a resume, write a personal introduction of themselves, and connect with other students who have similar interests. There will be a way to edit a homepage so that each student or publisher will have a unique page that is distinct to their own disposition. Fonts, colors, pictures, gifs, etc. would all be able to be implemented within a person’s page, giving the sense of individuality in a field where that is key to success. There will be a privacy option implemented into Colophons that will allow a student’s personal page to be private from other students. This will limit the number of copy-cats on the website, so that each page will be unique and fit to their own personality. Resumes will also be safe in this scenario, as only professionals will be able to see that portion of anyone’s webpage, regardless if the privacy setting is set.

Personal descriptions will be designed to give the student, company, or publisher the chance to have a personality besides the professional design that a resume does not allow for. It

gives everyone the chance to get to know the person before they look at their qualifications. Many students are in the same situation, where they may not have a lot of experience, but are all eager to learn and grow within the field. The personal description page allows for a more individualistic approach to the field, and a more relaxed atmosphere, instead of the stiffness that usually accompanies interviews. Agents and editors will have the opportunity to review student's resumes and personal description in order to see if they may be a good fit for their company. Students can also "Show Interest" in a company after reviewing their main page, or towards a specific agent or editor that they believe they would work together with well.

The Colophons website will allow for conversations to be made between professionals and students. However, this can only happen if both the professional side and the student "Show Interest." There will be a notification to allow both sides to see when interest has been shown, and give each the chance to view the other's webpage. When the connection is made, a chat option will appear, and either the professional or the student will be free to start up a conversation. As well as a chat option, there will also be an option for the professional to "Request an Interview" or ask the student to "Apply to [Company Name Here]." At this point, links will be made to the appropriate website that will allow a student to apply to the company for a specific internship or job opportunity. An editor or agent can come to this decision through a student's resume, personal description, or through a conversation that the two have been having through the chat. This connection with the publisher will ease a lot of tension off the student, as typically an interview is the only chance to prove your worth to a company. By knowing and talking with someone within the company, maybe even asking them for interview advice, there will be a greater sense of confidence for the young student.

There is also the option to connect with other students and discuss with them their process and experiences. Through these connections, students can learn information about companies that they might not necessary hear directly from the professionals. In this regard, students can tell each other some of the authors that a publishing house or agency are proud to represent, or other information that professionals appreciate a potential intern knows. Students can also give professional advice to each other if they have had experience with a specific house, agency, or person. This also gives students a chance to learn what company has interests similar to their own, and what team they feel they could better fit into. Building relationships with employers and fellow co-workers is a crucial part of any job. However, this is especially important to publishing, where agents and editors trust each other with their opinion on a manuscript, book cover, edits, or any topic related to the publication process. Each team is a tight-knit community, and trust in each other is critical to a successful company. In order to build this communication and trust, team members need to mesh well with one another. The best way to determine if this is possible is by hearing the experiences of others. This is where the messaging between students is useful, as it is a relaxed way of helping one another find a company that best fits their needs.

There will be a feature that shows where students have applied to, interviewed with, or interned for in the past. This allows other students to reach out to each other to learn more about the company, or how their interview process went. It also gives potential employers a chance to see what type of experience students have had in a professional setting, or if they have ever been in an interview related to publishing.

In order to separate the students from the professionals, Colophons will determine the status of users through a verification process. Each profile will ask users to pick a side: “student”

or “professional.” The student profile set-up will be very simple, as they simply need to indicate the college or university they attend. This will be verified through their student email and login information that the student uses at their school. For the professionals, the process will be slightly more vigorous, as users need to be certain that this person is an actual member of the publishing industry. It is very important that every professional on Colophons is a legitimate team member of a specific house or agency. To determine this, the profile set-up will include a questionnaire where the user will indicate the house or agency they work at, their position, and the amount of time in which they worked there. The company that the user indicated will be notified to determine if this user is indeed an employee with them. If they are, the user’s profile will be verified, and they will be able to use the resources provided on the website freely. In order to avoid any possible issues or pranks, no non-verified user will be allowed to access Colophons.

One additional feature that will be applied to Colophons, is a distinct color (as a little circle near their name and photo) to separate users. Students will be one color, employees at an agency another, employees at a publishing house another, and the companies themselves another. These four colors will clearly show the different users of the website, making navigating through it clearer and more precise. There may also be a different colored ring around the colored circles of the employees that work at houses to assess if they are in the marketing department, copy editors, book editors, or publicists. This would also help students looking to make specific connections within publishing.

4. Description of Available Facilities

I will be using a website building company, called Atilus. Atilus is a digital agency centered in Bonita Springs, Florida. Although they are located so far away from where I live, there is not always a need to communicate in person. With the advancements in communication, I have the opportunity to video chat with Atilus, and communicate through email as well. The company has been running for 12 years, with nine team members, and they have completed over 1,000 projects in over 1,000 hours of working time. They have a five-step plan when creating a new website for a client. The first is the discovery phase, where they learn what I expect from the website they will create for me. They work together with me, and ideas will be passed back and forth between us. This merges into step two, “Requirement Definition,” where they collect the list of requirements that my website will need. In step three, they will produce a design for the website, and translate that into code (&ndash) in order to actually create that website. They will keep in touch with me to make sure the designs and programs are in touch with my vision of the website. This leads into step four, where my feedback to them is crucial. They show me the finished work and seek my honest opinion before the website can be launched. Step five is an ongoing process; once the website is released after I approve it in step four, Atilus will continue to monitor and track the website and handle any necessary maintenance. They will track the performance and create updates based on my requests. This will allow for an effective and well-performing website. In this way, any unforeseen mistakes can be fixed immediately. It is comforting that this company does not simply design the website and leave me to manage it, but stick with me to make sure it is running to my expectations⁵.

⁵ “Florida Web Design Company | Our Process.” Atilus, www.atilus.com/about/our-process/.

5. Qualifications of Personnel

Throughout the University of Massachusetts Amherst, there are plenty of professors that are published authors. I have had the pleasure of being taught by many of these professors, and they would be more than willing to help me start this company to aid future publishers. One professor is Rachel Mordecai. She has published a book called: *Citizenship Under Pressure: The 1970s in Jamaican Literature and Culture*. It is published by the University of the West Indies Press on September 2nd in 2014⁶. Another author at UMass is Professor David Toomey, who has published *Scientific and Technical Communication in Theory, Practice and Policy* (Sage, 1996), *Amelia Earhart's Daughters: the Wild and Glorious Story of American Women Aviators from World War II to the Dawn of the Space Age*, (William Morrow, 1998), *Stormchasers: the Hurricane Hunters and their Flight into Hurricane Janet* (W.W. Norton, 2002), *The New Time Travelers: a journey to the frontiers of physics* (W.W. Norton, 2007), and *Weird Life: the search for life that is very, very different from our own* (W.W. Norton, 2013). In his first two books Professor Toomey has co-written with other authors, such as James Collier and Leslie Haynsworth respectively⁷. Rachel Mordecai has connections with University of the West Indies Press, while David Toomey has been published by W.W. Norton Company, William Morrow, and Sage. The range of genres that these two authors alone bring to my proposal, from Caribbean History to Science, brings forward unique agencies and houses. The most critical part of Colophons is to have a wide range of publishers, so that students are able to comfortably find a home that suits them.

⁶ “Citizenship Under Pressure by Rachel Mordecai.” Goodreads, www.goodreads.com/book/show/24915247-citizenship-under-pressure.

⁷ “David Toomey.” David Toomey | English | UMass Amherst, UMass English Department, www.umass.edu/english/member/david-toomey.

During the summer between my freshman and sophomore year of college, I interned at a small agency house called Bookends Literary Agency. Through this internship, I created strong connections with the agents that work there. Their interests range from Middle School literature, romance, young adult, and cozy mystery novels. Each of the agents I had the pleasure of working with are dedicated to the field, passionate about books, and eager to find new and exciting authors. Their charisma makes them very personable and easy to converse with, even on topics other than literature and publishing. Those agents each know hundreds of other agents, editors, authors, and marketers within the publishing industry, and they are key to starting this website. Publishing is an industry where everyone typically knows a lot of people, making the chain of information quickly spread within it. Once one agency knows about Colophons, regardless of how small or what genres they publish, the news would spread like wildfire. This means that at least one agent or editor at every agency or house would be connected through Colophons, making a close group even more allied.

I am able to express to my past internship my strong interest in this social and professional website, asking them to begin to get the word out to their fellow professionals. I can also suggest to the University of Massachusetts Amherst English Department to send word to the students that this website exists.

6. Budget

| | |
|------------------------------------|-----------------------|
| Website Designer (Atilus) | \$90,000 ⁸ |
| Domain Name (colophons.com) | \$69.99 ⁹ |
| Logo | \$200 ¹⁰ |
| Adverting (Spotify) | \$250 ¹¹ |
| TOTAL | \$90,519.99 |

Building a social media and networking website to the extent of Colophons will be costly. There are a lot of moving parts with this website, and something to this level of social networking will require a lot of set-up. According to Atilus, there price range for a website similar to Facebook is from \$25,000-\$100,000+, with Facebook being at the latter end of that scale, possibly even higher. Since Colophons is so similar in style to Facebook, I have also followed that assumption and placed this website towards the more expensive end of the scale. Since there is the aspect of messaging and blogging, the cost immediately jumps into the highest range for web designers. There is also the aspect of connecting with others, following them, requesting interviews, personalized profile pages, and an organized color coding system to separate students and professionals. Each of these aspects of the website require a large amount of coding, and will need to be carefully designed to avoid any mistakes. This will take a great deal of time, causing the price to build the website to jump up in price. According to the Atilus

⁸ Katkin, Zach. "Website Design Cost & Pricing | Clear Website Pricing." Atilus, 7 Nov. 2017, www.atilus.com/what-does-a-website-cost-web-site-development-costs/#custom.

⁹ "Domain Buy Service - colophons.com." GoDaddy Domain Name Search Tool, www.godaddy.com/domains/searchresults.aspx?checkAvail=1&tmskey=dpp_dbs&domainToCheck=colophons.

¹⁰ "How much should a professional logo design cost?" Deluxe Small Business Resource Center, 25 Oct. 2016, www.deluxe.com/blog/much-professional-logo-design-cost/.

¹¹ "Spotify | Ad Studio | Create and manage audio ad campaigns." Spotify Ad Studio, <https://adstudio.spotify.com/>.

pricing page: “A site that falls into this category requires months of planning, research, consulting, database design and implementation, software development and integration, site quality assurance and testing.” With all the extra workers and time needed to perfect this website, the cost is always expected to be higher. However, a website like Facebook is expected to cost more than \$100,000, simply because it has so many more moving parts that Colophons does not have, and used by a much bigger audience. The estimated fee of \$90,000 is a flat fee that covers from the start of the website design to the maintenance of the website after it is released, including updates and analytics.

The domain name, colophons.com, will come from the company GoDaddy. They offer the domain at the lowest price, as they hold the domain name. This means that if I were to buy it from another website, the price would be much higher. As mentioned before, Colophon is defined as “a publisher’s emblem or imprint, especially one on the title page or spine of a book” (Google Dictionary). I thought this would be a perfect name for the website I am trying to create, as it describes how publishers identify themselves. This is the goal for Colophons – to have a unique personalized website that allows everyone, professionals and students both, to showcase their strengths and share that with others. Each publishing house, imprint, and agency have a specific design to them, showcasing their differences between one another. People who know nothing about the publishing world are likely to recognize a colophon on a book before they know the name it represents. Colophons is also simply a fun word to say, and it rolls off the tongue, making it a great website name, as it has a ring to it like Facebook or LinkedIn does.

This emblem identification is important, as the design is how a company is recognized, which makes the logo for Colophons just as important. The logo for Colophons will be a simple butterfly flying out of an open book, similar to what is depicted on the title page. The open book

is self-explanatory, as this website will focus on the literary world, specifically on those who publish books for a living. I chose a butterfly to represent this website because of the Butterfly Effect, where one simple act can change the entire course of your future. This is what Colophons aims to do, as students using this website will have the chance to promote themselves for a job in the future, and one simple message to an agent or editor could tremendously benefit the student.

7. Summary

a. Benefits to Contracting Agent

By entrusting me with this grant to build a website, which will connect professionals in the publishing world to students, the benefactors at the Ford Foundation will take pride in knowing that they have enhanced the networking world, decreasing the unemployment rate for graduates of the English major. This will also give the Ford Foundation a chance to grow within the arts, technology, and social aspect of their grant distribution. At this point, the Ford Foundation is a large supporter for the arts, giving a total of \$70,806,716 spread out between 189 grants in 2016. This is a large amount of support for the arts, as it is usually a field that is forgotten in the world of sciences, math, and technological developments. The Ford Foundation is also a supporter of Internet Freedom, as they have granted 54 grants to this topic in 2016 for a total of \$22,134,647¹². Accepting my grant proposal will simply follow along with the trends that have been taken over the course of last year. The advancements in social networking will benefit

¹² “Grants initiatives.” Ford Foundation, 16 May 2017, www.fordfoundation.org/work/our-grants/grants-database/grants-initiatives.

the American population, specifically college graduates, allowing for a public support for the arts as a major and career.

b. Comparison to Likely Competition

The biggest competition to Colophons would be the social media website Facebook, and professional networking website LinkedIn. These two websites have a lot of influence on the web and have grown tremendously with the amount of traffic they experience each day. They are very popular websites, which are taught in college classes about the importance of using LinkedIn to make networking connections and use Facebook as a form of marketing and advertising.

LinkedIn provides some of the same general features that Colophons will implement. On LinkedIn, there is the option of writing out a resume, allowing for anyone to view it, and then determine if they want to connect. Posts can also be made on LinkedIn, and there is a “Newsfeed” that shows updates on what everyone is posting. The connections are made by everyone, from students, to typical 9-5 workers, to CEOs of major companies. It would not be unusual to make connections with neighbors, professors, or acquaintances through LinkedIn, as it gives an advantage to the user to have as many connections as possible. There is an openness to LinkedIn, sidestepping any pressure that might come in asking someone, regardless of the relationship to them, to recommend them or ask if they know anyone in a certain field, organization, or company. Connections with people on LinkedIn creates a web of opportunity for anyone. There is even the possibility of changing the field one is currently pursuing after seeing that someone is interested in their past work.

LinkedIn also has the option to message someone through their application or website. It is necessary to have a connection with the person in order to begin a conversation with them. This can typically be very daunting, as many people on LinkedIn are from high positions. There is a keen sense of professionalism that surrounds LinkedIn, as there should be, since it is a networking company. However, because of this, many college students tend to feel apprehensive and not eager to make the first step, making this feature rarely used by upcoming graduates. This messaging board would mostly be used for asking acquaintances to send along a resume to their current or past employer. There is no room for idle chatting on LinkedIn, as it is strictly professional career-growth based communication. For LinkedIn, and the people on the site, this works tremendously, however Colophons will be slightly less rigorous. Colophons is looking for easy communications between students and professionals, with a relaxed atmosphere surrounding the entire website.

A user on LinkedIn also receives notifications when someone views their profile. This allows users to see what type of traffic their profile is attracting. Users can view their profile in return, and see if they would be a beneficial match. Also, the newsfeed on LinkedIn shows posts made by connections, and posts include updates on their careers, on the company, or general blog posts. Notifications are made when a connection likes a post, regardless if that is a personal connection as well. This allows the branch of connections to extend, as users can see how their connections interact and with whom.

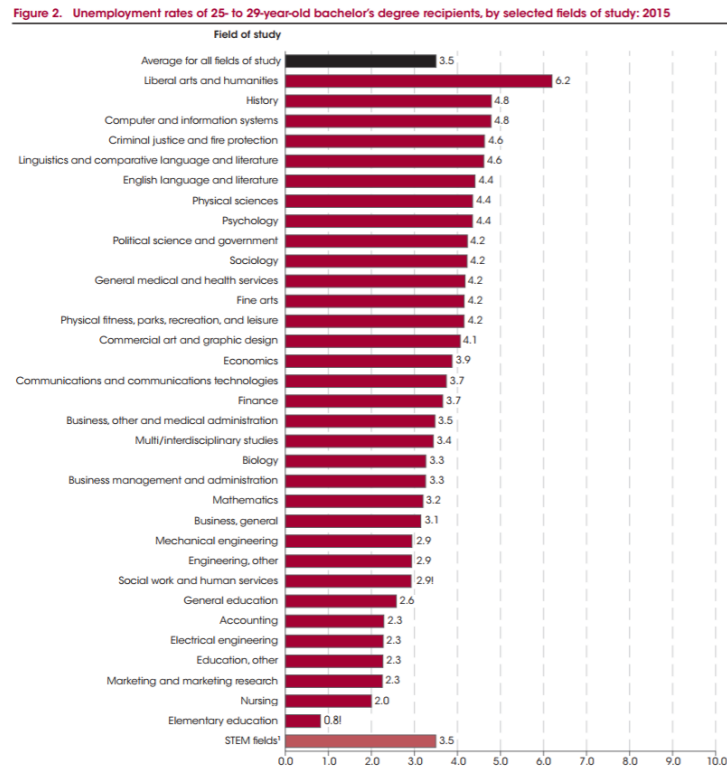
Facebook provides an effortless way to interact with people that one may have not seen in a while, or have had a brief encounter with, but would like to get to know better. There is an option to post status updates, photos, or share links with other friends. Messaging amongst friends, with either one other person or multiple people, gives friends the chance to reconnect

and have an enjoyable conversation. Each profile is also unique, in that the profile description can be changed, what is viewed can be limited, and the profile and cover photo can be changed. When a new photo is posted, or someone tags a friend in a post, that shows up in the “Newsfeed,” as well as the general notification bar along the side, showing what people are doing on Facebook at that exact moment. The sense of closeness is evident when using Facebook as it allows users to know what friends across the globe are eating, who’s getting married or having a baby, or who’s simply lounging around watching Netflix.

The amount of social and personal aspects on Facebook will not be as extreme on Colophons. There will be a personalized page for each user, however there will be a more reserved presence, as it is still a professional website built to network with employers and companies. However, the benefit of using Colophons for publishing over LinkedIn, is that it is specific to that field. Colophons will allow for the sense of a close-knit community, which the publishing industry very much is, in a social networking manner. Having a distinct personality is key in publishing, and Colophons will allow for everyone’s unique voice to shine, while still keeping the website clean and professional.

c. Reassertion of Seriousness of Problem

According to the figure below, which comes from the National Center for Education Statistics homepage, the unemployment rate for college graduates from 25 to 29 years old with a degree in liberal arts and humanities is 6.2%¹³.



The fact of the matter is that the majors with a more industry-specific education process, such as general business and electrical engineering, have a lower unemployment rate: 3.1% and 2.3% respectively. The higher up on the list of unemployment are majors such as history, 4.8%, and English language and literature, 4.4%. This may not come as much of a shock, but this is very disheartening for students passionate about a major in the arts. There are plenty of important and steady jobs that can be granted within these fields, however, there is not enough marketing, networking, and education given to help students in these majors find their way. English majors

¹³“Employment Outcomes of Bachelor’s Degree Recipients.” 1/Population Characteristics, no. Economic Outcomes. National Center for Education Statistics, nces.ed.gov/programs/coe/pdf/coe_sbc.pdf.

are more than qualified for many jobs in industries that they are cut off from. With an increase in networking for students, specifically those who are English majors, they are able to broaden their network and see how many job opportunities there are for them. The publishing industry specifically is incredibly vast, and there are many tracks that can be followed within it. However, the size of the publishing industry is never discussed, or what can be done within publishing. Colophons will allow students to better understand the publishing industry and where they would best fit.

With the information that Colophons will provide for students, the number of English majors that are unemployed will decrease. It is not that English majors are not qualified to get a number of jobs outside of the humanities field, it is simply that they are not taught properly to broaden their horizons and use the valuable major to their benefit. English majors are crucial to the society just as much as engineering majors are. Each major offers a unique experience for the job market, and according to employer surveys taken by the Association of American Colleges & Universities, “the skills employers value most in the new graduates they hire are not technical, job-specific skills, but written and oral communication, problem solving, and critical thinking—exactly the sort of “soft skills” humanities majors tend to excel in”¹⁴. English majors can benefit greatly from being suppliers of these skills, which are hard to come by from other majors. These skills allow for English majors to actually be seen as highly desirable hires, and by universities advertising what makes English majors unique and necessary, the unemployment rate for English majors would greatly decrease. Colophons will begin this process of hiring more English majors, as it allows students to see their education being appreciated in the workforce. Also, since publishing offers a wide range of job opportunities, from editorial to marketing, there is a lot of

¹⁴ Peden, Wilson. “The Myth of the Unemployed Humanities Major.” Association of American Colleges & Universities, 11 Nov. 2015, www.aacu.org/leap/liberal-education-nation-blog/myth-unemployed-humanities-major.

experience that students can gain from this industry. Even if students choose not to pursue publishing as a long-term career, the experience they have gathered from being within that field would put them ahead of other competitors.

d. Reassertion of Selling Points

Detail is key to the web design of Colophons, and I believe that the specific details that I have included in my proposal for the website will be the difference maker. The quality of the website is key – if it is easy to use, it will be used. However, if it is an unappealing website or not easy to understand, the website will be unsuccessful. This is why I have thought of every angle for this social networking website. Everything has been considered from the viewpoint of both the student and the professional. I have considered what a student would want to gain from this website using my own experiences and needs in order to make the website as genuine as possible. I also thought about what a professional would want to see in the website and what they could gain from it.

With the news feed, professionals can post upcoming events or updates on their house, imprint, or agency. Professionals can also write blog posts with advice for students to implement into their own professional career.

The inclusion of a personalized page, one that allows students to publish their resume, clearly list their skills and interests, as well as mention past job experiences, allows students to show their individuality that is sometimes lost within the simple resume and cover letter submission. As for the resumes that are posted, only professionals will be able to see that category. This prevents students from attempting to copy another student's resume. A personal description will also be on everyone's page, allowing every student to show their strengths and

interests. This is especially beneficial to students who may not have that much experience but have an ardent desire to learn and grow within the industry.

After working in an agency myself, I understand the busy day that an agent, or anyone within the publishing field, has. They will be looking for an easy website that allows them to quickly and effectively seek out a possible intern or new hire that would best fit into their team. The option of chatting would typically be seen as a nuance for most busy agents or editors. However, I made sure to only make that feature accessible if the professional approves of the match. Realistically, professionals will only “Show Interest” in a student if they genuinely believe that they could be a good employee for the company. This limits the number of students messaging agents and editors, and professionals can continue on with their busy days. A conversation between a student and the professional that has shown interest in their portfolio will be beneficial for the student to market themselves in a relaxed atmosphere. Also, professionals can “Request an Interview” from the student or ask them to “Apply to [Company Name Here].”

The students also have the opportunity to connect with each other and share tips, news, or simply chat and make friends. Sharing information with each other could prove useful to students. They can let others know what type of interview questions were asked, or what a specific company is looking for in their interns. In relation to this, students can see where other students have worked and ask them about their experience with that company, and also where they applied to and interviewed with.

Verification of both the students and the professionals is very important for this website to succeed. There will be a detailed application process for both sides of the website, although they will be unique to each group. For students, they simply need to verify that they attend a U.S. college or university. For professionals, it is slightly more involved. The questionnaire given to

the professional will ask them what publishing house or agency they work at, their position, and the amount of time they have worked there. After they complete the application, the company they indicated will be notified and asked if the user is a member of the company's team. If they are approved, the professional's page will then be verified. No non-verified user will be permitted to use Colophons.

Finally, the individuality and clarity of Colophons will be evident in the distinct colors used to separate students from professionals, and professionals from each other. There will be a different color for students and professionals, and for each professional there will be another color ring around the circle that identifies them as a professional. This secondary color for the professionals will indicate what job title they have within the publishing industry. For example, they could be in the marketing department or be a literary editor. The ease of these colors will follow through with the idea that Colophons is unique, easy to use and understand, and beneficial in every way to both the students and the professionals.

e. Urge to Action

I strongly urge you at the Ford Foundation to sincerely consider this grant. It would be a fantastic opportunity to encourage students to follow a field that they have passion for. There is a lot of stigma regarding English majors, making the field small and sometimes viewed as not beneficial. However, Colophons can prove that the publishing field is strong and thriving, and give hope to English students who want to enter into this career. They can both learn about the fundamentals of the industry, and market themselves to others, while still making networking connections.

There is nothing out there like Colophons. The specifications that I have implemented make this networking website unique and important. The arts have long been seen as an impractical major, but this website will quickly change that viewpoint. With a focus on those looking to follow publishing as a career, this website can grant them a world of opportunities that they may not have known about before Colophons. The industry has room for growth; in fact, according to a report, there has been a decrease in growth for the publishing industry¹⁵. With a larger focus on publishing as a career, this could change, with simply a larger opportunity for college students to learn about the benefits of the industry.

¹⁵ “IPA report says global publishing productivity is up, but growth is down.” Ingenta, 13 Oct. 2014, www.ingenta.com/blog-article/ipa-report-says-global-publishing-productivity-is-up-but-growth-is-down-2/.

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