

Preceded by: 18-Files Released to Printer (PM14)

18a-Archive Submission: Parent Titles (SD1)

Followed by: 19-Printer Proofs/Presswork (PM15)

Why: *The timely receipt of parent title archives directly affects Pearson's ability to repurpose the content into other products, slows the revision process, and delays payment of the final comp invoice.*

Who: *All Production Team Members, Compositors, Full Service Vendors*

Skills Needed: *Ability to finalize files per standards, project management.*

Knowledge Base Needed: *Quark, PDF, Mac file directories, FTP*

TASK: Submitting Standard Parent Titles

NOTE: If an author/graduate student is hired as the compositor on a project, they must follow the submission guidelines as stated below. However their files may or may not run through the entire quality control process. This evaluation will be made on a case-by-case basis. If the author is unable to complete this submission process, the **In-House Project Manager (PM)/Liaison** must assist the author in final file submission.

Step 1: File Structure

The archive should be placed in a folder called COMP_CY_ISBN_AUTHOR

COMP = name of compositor

CY = copyright year

ISBN = ISBN 10 or 13

AUTHOR = Parent title lead author's last name

Example: Armesto's "The World: A History" (013113499X) submitted by

Prepare for copyright 2007 would be:

PREPARE_2007_013113499X_ARMESTO

NOTE: The parent folder listed above is used for file submission to PHHE Archiving. All files contained therein **MUST** follow the HIP File Naming Guidelines and should be built using the Higher Ed FolderCreator application (mac only) provided by Pearson (as shown).

The screenshot shows the 'Higher Education Folder Creator' application window. It features several input fields for metadata: Author, Title, Title In Archive, ISBN, Edition (set to '00'), and Edition Type (set to 'SE Student Edition'). Below these are fields for Frontmatter, Bodymatter, and Endmatter, all set to '0'. The Destination field is set to 'Macintosh HD:Users:uconvka:Desktop:'. A 'Choose' button is next to the destination field. At the bottom, there is a 'Drag Settings File Here' button, a 'Reset' button, and a 'Create' button. On the right side of the window, there is a table with columns labeled 'Section', 'A', 'B', and 'C', which is currently empty.

NOTE: If the comp runs Final File QA script to generate the final XML, THEN returns to the application files to rename the images, relinks the images in quark and does NOT run Final File QA again, then the submitted XML is invalid and the archive will fail. The XML must always reflect the FINAL files.

Step 2: PHHE Archive Submission Document

The compositor completes the PHHE Archive Submission Document form and places it inside the top-level folder of the archive.

NOTE: If the archive submission addresses other editions as well (i.e.: instructor's edition) then an Archive Submission Form must be completed for each archive. If only partial assets are being submitted, with the balance being available from another edition/archive, this must be CLEARLY documented in the notes section of the Archive Submission form.

Step 3: FTP Submission

A specific FTP archive site has been created for submission.

FTP SERVER: pearsonftp.workflowdata.com

USER NAME: Contact archiving@workflowdata.com for your vendor user name

PASSWORD: Contact archiving@workflowdata.com for your vendor password

Files should be placed in the root folder of the account.

NOTE: All files should be stuffed for transfer.

Step 4: Email when file transfer is complete

Upon successful file transfer, an email is sent by the comp to archiving@workflowdata.com to alert the archive vendor of the submission. Ask the vendor to confirm receipt.

Step 5: Update information in PIMS

Contact the **In-House Project Manager (PM)/Liaison** and ask them to input the date you placed the archive on the FTP site in PIMS PRODUCTION >Format/Archive >Files to archivist

NOTE: The **In-House PM/Liaison** should also type any additional notes necessary in PRODUCTION >Format/Archive >comments.

Step 6: Alternative Delivery

SIT: If the compositor has difficulty writing the files to FTP due to file naming issues, compress the files as a Stuffit archive (.sit) file and transfer.

DVD: If the archive is exceptionally large it can be physically shipped to the archive vendor as a last resort.

WDS
 Attn: Archive Dept
 659-K Lakeview Plaza Blvd
 Worthington OH 43085

TASK: Submitting All Versioned Editions

Pearson often produces many editions of our parent titles (and sometimes key supplements) to meet the diverse needs of our customers and it is very important that the Product Archive effectively capture all of these versions to accommodate the needs of every business unit.

Annotated Instructor's Editions (AIE)

Most of Pearson's instructor's editions are produced by adding another color plate to the student edition files. This means that the student edition and instructor edition files are usually the same digital files. If this is the case, an archive form for both the student edition and the instructor's edition should be completed and submitted with the archive. Also be sure to include assets that are unique to that instructor's edition (for example, frontmatter specific to the instructor's edition).

International Editions (PIE and PIV)

Most international editions are the student edition with a new cover treatment, copyright page and title page. They are commonly referred to as a Pearson International Edition (PIE). Some international editions have content that is unique to that international edition and they are commonly referred to as a Pearson International Version (PIV). PIE content is typically submitted with the student edition archive while PIV content should typically be submitted separately. When PIV content is submitted separately, it should include detailed information about where the balance of content is located. If the PIV is very complex, a complete archive should be submitted for the PIV. An archive form for each international edition should be completed and included with the archive submission.

NASTA Editions

NASTA editions are prepared for the National Association of State Textbook Administrators. These editions are typically prepared when high schools express an interest in adopting college editions. Since high schools keep our books longer, these editions usually receive a higher quality binding and a student loan stamp on the inside of the cover. Any interior content specific to a NASTA edition (i.e. copyright page) should be included with the archive submitted for the regular student edition. An archive form for the NASTA edition should also be completed and submitted with the archive.

Advanced Placement (AP) Editions

Advanced placement editions are usually also a NASTA edition but often contain content unique to the advanced placement edition. These editions are used for high level high school courses. Any interior content specific to an AP edition should be included with the archive submitted for the regular student edition. An archive form for the AP edition should be completed and submitted with the archive.

Professional/Jumpstart Editions

Professional editions and Jumpstart editions are distributed to professors and professionals who teach using our textbooks and are considering it for adoption. These editions will usually get special cover treatment and often include a special insert. These editions usually get a new copyright page. Content specific to the professional and Jumpstart editions should be included with the archive submitted for the regular student edition. An archive form for the Professional/Jumpstart edition should also be included.

State Editions

Special content or edits are sometimes prepared for specific state adoptions. This happens most often in Texas and California. When special state editions are prepared, the interior content specific to those editions should be included with the archive submitted for the regular student edition. An archive form for each state-specific edition should also be included with the archive submission.

Derivatives/Combos/Splits/Smash and Grabs

These edition types are often the most challenging and are produced in several ways including:

- A large student edition is broken up into several smaller editions with some of the smaller editions' content being unique
- A large part of the content is picked up from another title (for example, many chapters for a Calculus book may be picked up from an Algebra book)
- Some of the content is simply removed to make a simpler edition
- Content is re-ordered.

When submitting an archive for these edition types:

1. Submit an archive form for each edition the archive addresses. The form makes it clear to the PHHE Product Archive/WDS what they have received. **Clarity on this form ensures that submissions are not confusing.**
2. If much of the content is kept in other archives (from other editions), clearly include this information with the archive submission.
3. Include the press layout that was provided to the printer. If the printer needed a road map to show them how to mix and match the files to prepare each edition, anyone accessing the archive later will also need it.
4. Effectively annotate the archive with readme.txt files as appropriate to ensure the content is clearly identified.
5. If a piece of art is swapped out when making content unique to a special edition, please ensure that the art is issued a unique file name (PAL asset ID).

NOTE: If an edition is made up of files of various quark versions (i.e. Quark 4.11, 6x, 6.5x, 7x), the archive process will be evaluated on a case-by-case basis to determine all archive efforts that need to be completed by the quality control vendor.

TASK: Approval of Final Archive

The overall approval of an archive is based upon its *initial* submission to the archive quality control vendor (WDS). If at any time during *initial* review the archive fails to meet expectations, the project is automatically listed as “fail”. The archive will not leave WDS and be posted to PAL Projects nor will the final comp invoice be processed until the archive reaches “pass” status. Ultimately all projects should pass upon receipt.

Any project listed as “fail” will receive a \$275 deduction from the final comp invoice for archive non-compliance. At the end of a copyright year, the overall compliance rate of each vendor is measured. Vendors who demonstrate a 75% pass rate on their projects will find their overall assignment volume reduced in the next copyright year.

Step 1: Check In

When the files are submitted by the comp and the Archive document is received, the archive vendor (WDS) begins the check in process. All archives are expected to arrive at WDS within 14 days of File Ship to Printer date. At this time it is determined if all files necessary to make complete archive have been received. If they so, the archive continues. If not, the comp is contacted and WDS monitors the number of days it takes the comp to comply.

NOTE: If the archive is not complete upon submission, the project automatically fails the archive process. If files are later found within the archive but incorrectly placed, the project continues but the archive is still considered failed.

During check in, WDS will scan all files for viruses using standard anti-virus software. Files found with viruses will cause the archive to fail. Compositors need to pay particular attention to any MS Word or MS Excel files supplied as original manuscript as these file types are prone to viruses.

Step 2: File Clean Up

Files must follow the HIP File Naming Guidelines and should be built using the Higher Ed FolderCreator application provided by Pearson. If WDS finds files mis-named or mis-located, they will correct the files and continue, however the project automatically fails the archive process.

NOTE: Many empty folders, created by the folder creator application are needed in the post-processing steps. Compositors need to use discretion when deleting auto-generated folders.

Example 1: Comp accidentally creates 23 chapter folders rather than 22. Okay for comp to delete the extra chapter so as to not cause confusion upon delivery.

Example 2: Comp does not need the cover folder or low-res PDF folder when submitting an archive. HOWEVER these folders and their additional files (provided from other vendors) are required for archiving and should not be deleted.

Step 3: FlightCheck

All compositors are provided with the FlightCheck Ground Controls WDS uses to process archives (located on the Pearson Production Knowledge Base). Once FlightCheck is run, the PHHE Archive Grade Card can be formally generated (normally 7 days after file delivery at WDS). If the archive failed either step 1 or step 2, the grade card will reflect this failure and be released to the vendor.

Step 4: Grade Card Generation

Once the issues in step 1 and step 2 are resolved and step 3 is successfully completed, a revised grade card will be generated with revised status (of either pass or fail). This grade card also indicates timeliness of archive delivery, timeliness of responsiveness by compositor, and any other narrative WDS needs to provide Pearson.

NOTE: If the data on the grade card regarding submission deadline of archive is inaccurate (due to incorrect or missing: file ship to printer date, bound book date, or instock date) the compositor should contact the **Operations Specialists (OS)** for that project to have the data corrected in PIMS. The grade cards simply reports the data from PIMS. WDS will generate a phantom file ship to printer date based on traditional scheduling of bound book date, and instock date to determine a compositor's deadline.

Step 5: Reporting

All compositors receive weekly summary reports of all archives currently received. In addition, individual grade cards are available if the comp wants to review specific archive details.

All **OSs** receive a weekly summary report of all archives currently at WDS and their status. If an archive has completed the process, the pass/fail status is indicated as well as the amount to deduct from the final compositor invoice.

Step 6: Archive Availability

Once the archive process is complete the files are posted to PAL Projects. This should happen 7 days after grade card is generated. However PAL Projects does experience capacity issues with their file transfer service and WDS experiences weekly bottlenecks in peak season.

TASK: Additional Archive Items Provided

Step 1: Text Extraction

All parent titles go to a third-party vendor for text extraction (moving the content back to MS Word files). This content has XML hidden in the text so the files can then be used for both author revisions and disability requests. WDS project manages this service and posts final files to PAL Projects within the parent title archive.

Weekly text extraction reports are delivered to **OS** for review. OS should forward report to their **Senior Managing Editor (SME)** on their team as needed.

Step 2: AV Logs

Any title that does not have an AV log available has the data for a log extracted from the parent archive files. This data can be loaded into the AV Log extranet OR the new PIMS AVS system upon revision request. WDS pulls the AV log data as part of the archive package.

NOTE: The AVS system is currently in testing so the import of this data for future revisions has not been validated.

Step 3: Art Manuscripts

All parent titles have an art manuscript generated in PDF format and posted to PAL Projects within the parent title archive for revision work.

Step 4: Covers

All parent titles covers are collected by internal PHHE Product Archive staff and posted to PAL Projects to complete the archive.

Step 5: Permissions Logs

Permissions logs submitted electronically with a parent title archive are posted to PAL Projects within the archive. Permissions Logs tracked by **In-House PM/Liaison** must be manually posted by the **In-House PM/Liaison** into PAL Projects to complete the archive.

All questions regarding the PHHE Archive Process can be directed to:
PHHEProductArchive@pearson.com

Workflow Data Systems is only contracted to process new archives in a current copyright year. If older archives from previous copyright years are needed, please contact the PHHE Product Archive to arrange processing.