

## *The Solicitation, Evaluation, and Commercial Distribution of College-Level Instructional and Research-Oriented Software: MLA and IBM Want Your Software Program*

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### **SOFTWARE NOT YET COMMERCIALY AVAILABLE**

The MLA is one of several professional associations participating in an IBM-sponsored project that involves the solicitation, evaluation, and commercial distribution of college-level instructional and research-oriented software useful in English and foreign language studies.

The MLA Advisory Committee on Educational Software is overseeing this project. Its members are Nina Garrett (University of Illinois-Urbana); Randall Jones (Brigham Young University), chair; Edward Mendelson (Columbia University); and Donald Ross (University of Minnesota-Minneapolis).

This project is intended to serve persons who have developed software but who have not yet made it commercially available. The Advisory Committee will function as an editorial board. Committee members will evaluate software submitted for review and recommend the "publication," that is, the commercial distribution of those programs that are deemed valuable to the profession. Since IBM is funding this phase of the project, all software submitted for evaluation must be PC- or MS-DOS compatible.

### **KINDS OF SUBMISSIONS SOUGHT**

The Advisory Committee is interested in the following kinds of submissions:

—foreign language instructional software of various types (e.g., drill and practice, tutorials, simulations) dealing with grammar, vocabulary, reading comprehension, writing practice, or culture and civilization;

—software for instruction in English composition, writing, and rhetoric;

—tutorials for literary analysis in English or foreign languages;

—authoring software;

—research-oriented software such as text-retrieval and analysis programs, concordance and index generators, specialized spelling checkers and thesauri, programs useful in second language acquisition research, machine-readable texts, and so on.

### **EVALUATION OF SUBMITTED SOFTWARE**

Software will be evaluated in a process similar to that used in the evaluation of journal articles. After a preliminary technical review at the MLA office, each submission will be reviewed by two members of the Advisory Committee. The second stage of the evaluation process will involve an additional outside review or field test. Advisory Committee members estimate that this evaluation process will take a minimum of eight weeks. Based on all reports, the Advisory Committee as a whole will make the publication decision. The programs that the Advisory Committee approves will go to the MLA

Committee on Teaching and Related Professional Activities for final approval.

## MAJOR FEATURES OF ACCEPTED SOFTWARE LICENSING AGREEMENTS

The Advisory Committee assumes that authors whose programs are accepted by the MLA for publication will, after negotiation, enter into a licensing agreement with the MLA. Authors should note the following major features of the license:

—the author will retain copyright to the software but will grant to the MLA an exclusive license to distribute the software for a two-year period;

—in return for this exclusive license and at no cost to the author, **MLA will arrange for production, packaging, and distribution of the software, and will advertise and market the software;**

—the author will be responsible for obtaining all necessary permissions, licenses, or releases for copyrighted or proprietary materials. The MLA will *not* be responsible for any infringement of copyright;

—customer support will be handled at the MLA office, but **any major problems encountered by the user will be referred in writing to the author** unless the author prefers another arrangement;

—the MLA will set a price for the software;

—the author will receive a royalty of 10% of gross sales.

## DISTRIBUTION PROCESS

The distribution process will be handled for all the participating professional associations by an order fulfillment company that will maintain a toll-free 800 number for customer orders and

inquiries. The order fulfillment company will also be able to handle mail orders and purchase orders.

Since the project is still at an initial stage, no software is yet available. The Advisory Committee hopes to begin making approved software available by the beginning of the 1988-89 academic year.

## SUBMISSION REQUIREMENTS

1) Program documentation must be provided on disk. This documentation file should be in ASCII format so that it can be printed on a wide variety of printers.

2) Five (5) copies of the program disk(s) must be provided. Please *do not* put **DOS** on these disks. (Note: One copy will be retained by the MLA office for the purpose of documenting the project.)

3) Four (4) hard copies of the documentation file that is on the disk must be submitted.

4) Four (4) copies of the completed submission questionnaire must be included with each submission. (Note: Authors should also provide any additional information that may be useful to reviewers.)

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## FOR INFORMATION AND INQUIRIES

Please address further inquiries to the following:

Carol Zuses  
Assistant to the Executive Director  
MLA 10 Astor Place  
New York, New York 10003

**MLA MODERN LANGUAGE ASSOCIATION OF AMERICA**

10 Astor Place, New York, New York 10003

**SOFTWARE SUBMISSION QUESTIONNAIRE—COVER SHEET**

Name: \_\_\_\_\_  
Department: \_\_\_\_\_  
Institution: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Phone: \_\_\_\_\_

**Instructions**

The Software Submission Questionnaire asks for information on three subjects: your program, legal issues, and hardware requirements. We are asking for some basic information in a format that will permit us to establish a database and to follow up on certain questions while the software is being reviewed. The questions in Part I should also serve to inform programmers of at least some of the factors that reviewers will take into consideration in their software evaluations.

In the first phase of this joint MLA-IBM software distribution project (which lasts through 30 June 1988), software submitted for evaluation must be PC- or MS-DOS compatible. In addition, all program documentations must be included on disk since we do not plan at this time to provide extensive printed documentation with our software packages.

Those who are considering submitting software may use this questionnaire as a pre-submission

form to solicit reactions from the evaluation committee prior to submitting the program itself for review.

When submitting software for review, you should send the following:

- Five (5) copies of the program disk(s)
- Four (4) copies of this submission questionnaire
- Four (4) copies of the printed documentation

Please answer all questions as fully as possible. If sufficient space is not provided, don't hesitate to continue any of your answers on a separate sheet. Feel free to explain any special features of the software or problems you anticipate in its use.

Please note also that this cover sheet *will not* be forwarded to the reviewer of your program. If any information that identifies you is included in the program itself (on a title screen or copyright notice, for instance), you might want to delete it from the copies of the program submitted for review.

Submission Questionnaire

**PART I**

Name of Program: \_\_\_\_\_

Type of software: \_\_\_\_\_ Instructional

\_\_\_\_\_ Research Tool

\_\_\_\_\_ Other (please explain) \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

1. What is the purpose of the program?
2. Please provide information about pedagogical approach or research methodology.
3. What is the program's intended audience? (Please also include what prerequisite knowledge or experience is assumed).
4. Does the program depend on a particular textbook? If so, please identify it.
5. If similar software is available, please list and explain how your program differs.
6. In what circumstances can or should your program be used?  
(classroom or lab environment, hours per week or per semester, etc.).

**PART II** Legal Matters (licensing, copyrights)

7. Are you the sole author of the program? \_\_\_\_\_ Yes \_\_\_\_\_ No  
If not, please explain:
8. Does the program contain any copyrighted materials? \_\_\_\_\_ Yes \_\_\_\_\_ No  
If so, please identify:
9. Does the program contain any program code for which you must obtain a license? \_\_\_\_\_ Yes \_\_\_\_\_ No  
If so, please identify:
10. Does the program require another program to run? \_\_\_\_\_ Yes \_\_\_\_\_ No  
If so, please identify:
11. Does your home institution have any rights to your program? \_\_\_\_\_ Yes \_\_\_\_\_ No
12. Do you need anyone's authorization before entering into a licensing agreement? \_\_\_\_\_ Yes \_\_\_\_\_ No  
If you answered Yes to 11 and 12, please explain:

**PART III** Hardware Requirements

**Amount of memory** \_\_\_\_\_  
**Disk drives (number and type)** \_\_\_\_\_  
**DOS version** \_\_\_\_\_  
**Monitor and Adapter** \_\_\_\_\_  
**Printer requirements** \_\_\_\_\_  
**Additional peripherals (special boards, chips, etc.)** \_\_\_\_\_