



**IFW** INSTITUTE<sup>™</sup>  
FOR WRITERS  
FOUNDED 1989



**ICL** INSTITUTE<sup>®</sup>  
OF CHILDREN'S  
LITERATURE  
FOUNDED 1969

## Program Catalog 2024-2025

[www.instituteforwriters.com](http://www.instituteforwriters.com)  
[www.writingforchildren.com](http://www.writingforchildren.com)

## President's Message

Welcome to the Institute! On behalf of our Administration, Instructors and Staff, I would like to thank you for pursuing your writing goals with us.

This catalog includes information on our course offerings, policies, student services, and more. Based on our dedicated instructors and their decades of experience, I am confident that you will achieve your writing goals. Whether you are a first-time or returning student looking to start a new endeavor or expand your skill set, our one-on-one instruction and time-tested curriculum fosters a positive learning environment.

For more than a half a century, the Institute has been serving our students and the writing community. We excel in meeting you where you are and providing the knowledge, tools, and support you need to understand today's publishing market.

I encourage you to work together with your personal mentor and our dedicated student service team to achieve your writing goals. We know that the courses provided offer the most current information on today's publishing standards.

If you have read this far, thanks for staying with my message. It is difficult to condense my excitement about the Institute into a couple of paragraphs. Whether you are interested in improving your writing skills for personal or professional reasons, your success is our goal.

Kevin J. McCloskey  
President, Institute For Writers | Institute of Children's Literature

**TABLE OF CONTENTS**



**Program Catalog**

About the Institute ..... 4  
Getting Started ..... 7  
Admissions ..... 9  
Policies and Procedures..... 11  
Student Services . ..... 21  
Faculty and Staff..... 23  
Course Catalog..... 25

Copyright © 2024 by Direct Learning Systems, Inc. 2024-2025 Edition

All rights reserved. No part of the material protected by this copyright may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the copyright owner.

Requests for permission to make copies of any part of the work should be mailed to Copyright Permissions, Direct Learning Systems, Inc. 1000 N West Street, Suite 1200, Wilmington, DE 05478.

Printed in the United States of America.

## ABOUT THE INSTITUTE

### Our History

The Institute of Children's Literature has over 50 years of teaching writing for children and teens, writing for magazines, and writing and selling short stories and articles. Its sister school, Institute for Writers, has over 30 years of teaching the basics of writing stories and articles for publication and how to shape, write, and sell your novel for an adult audience.

In 1969, ICL Founder Douglas Chouteau combined his years of experience in publishing and his aspiration to create a writing school, and founded the Institute of Children's Literature.

In 1975, a longtime friend of Chouteau's brother, Bryan Judge, became the President of the Institute of Children's Literature, and served in that position until 2015.

Under his leadership, the Institute of Children's Literature formalized its educational model, developed a more robust body of course offerings, and earned approval from the state of Connecticut Office of Higher Education.

In 1989, Long Ridge Writers Group (later renamed Institute for Writers) was founded. A sister school to the Institute of Children's Literature, it focused on training writers for the adult novel, nonfiction, and magazine markets using the same proven method of instruction; a customized, one-on-one course with a professional, published instructor.

In 2015, the Institute found new leadership, with Jerry Davis serving as President, and Katie Davis serving as CEO and School Director. Their combined experience in children's publishing, youth markets and digital media brought new energy to the Institute with a focus on the publishing marketplace and the changing demands on writers in the digital age.

Under their direction, the Institute of Children's Literature and Institute for Writers have expanded digital offerings, added support services for students in both schools while upholding the tradition of providing one-on-one instruction to writers. Katie and Jerry were innovative in expanding resources to support writing goals for aspiring writers and published authors.

In 2016, Long Ridge Writers Group officially became the Institute for Writers. Though it has a new title, the Institute for Writers upholds the legacy of Long Ridge Writers Group as the successful sister school of the Institute of Children's Literature.

## ABOUT THE INSTITUTE

Direct Learning Systems (DLS)—a full-service distance education and publishing company dedicated to providing solutions for students in the e-learning community—acquired the Institute in 2020. DLS owner and operator Kevin McCloskey, with decades of experience in distance education, accreditation, and business operations, plans to take the Institute into the next generation of online course delivery.

Today, Douglas Chouteau’s vision in 1969 has become an important, sustainable institute. Our esteemed instructors have worked one-on-one with writers of all kinds, including teachers needing continuing education credits to those looking to write a family history. Welcome to the family.

We’re very excited about the first 50 years, and we’re ready for what the next 50 will bring!

### **Mission Statement**

*Institute for Writer’s mission is to empower students to achieve their writing goals through quality, affordable, and one-on-one distance education courses in preparation for today’s publishing marketplace.*

### **Goals**

The Goals of the Institute are to:

1. Provide high-quality one-on-one writing instruction to individuals seeking to improve their writing skills and to enrich their lives.
2. Provide instructor feedback that is applicable and up to date with regard to today’s publishing standards.
3. Assist students in preparing manuscripts targeted to the children’s, young adult, and adult publishing markets.
4. Foster a positive, supportive learning environment that motivates students to accomplish their writing goals through providing exceptional student support services.
5. Revise, update, and/or add new course material when appropriate, offering the most current information and meeting publishing standards.

### **Licensure**

Our courses, as well as our business practices, are approved by the Delaware Department of Education.

The purpose of the authorization is to ensure that an institution and its writing courses comply with the quality standards required to operate in the state. The regulations and standards used by the Delaware Department of Education can be found at

<https://education.delaware.gov/families/college-career-life/private-business-and-trade-schools/>.

# GETTING STARTED

## Student Information

This handbook contains information you will need, so be sure to keep it handy as a reference tool throughout your course. Below you will find a place to record your Username and Password that you will use to log in to the Online Student Center.

**Fill in the information below and keep this book handy.**

### Online Student Center

Username: \_\_\_\_\_

Password: \_\_\_\_\_

Student Number: \_\_\_\_\_

## First Things First!

Before you begin your lessons, please read this information: it will explain our procedures and policies so that you can easily access your course materials, use the Online Student Center, and submit assignments.

We also ask you to make sure the contact information (including the shipping address, phone number, e-mail address) shown on your enrollment agreement is correct. If there are any omissions or errors, please contact us immediately so we can correct the information to ensure that all of your materials and our communications continue to reach you.

You must provide an active e-mail address to us since we send important communications to you via e-mail. Please report all e-mail and mailing address changes to us promptly.

Your welcome package should arrive in 7-10 business days and includes everything you need to get started. You can also access your materials through our online student center. Once you have completed your first lesson, and your first writing assignment, please submit through the Online Student Center.

## Signing into the Online Student Center

The Institute's Student Center makes it easy to access your lessons, assignments, payment and shipping history, as well as to join the online community of students. Use the following instructions to begin:

- Go to [www.instituteforwriters.com](http://www.instituteforwriters.com) and click on the “Student Login” button for the Online Student Center on the lower right side of the homepage under the heading “**Student Resources.**” (Fig 1.)
- To log in, enter your username and password. Your username will be the email address you used to enroll with IFW/ICL. A temporary password was sent to you in your New User Account email. Please use this temporary password for your initial log in. You will then be prompted to change your password.(Fig. 2)

Once you are signed in to the Online Student Center, you may use the navigation menu at the top of the page to access your course, resources, student profile, Make A Payment portal, and to contact the Institute. Additionally, on the left side is a collapsible menu to access your dashboard, calendar, courses and assignment details.

The blocks on the right-hand side include useful tools such as My Payments (payment history) and My Shipments (shipment history), a calendar, recent activity log, and a [link to enroll in another course](#).

Fig. 1

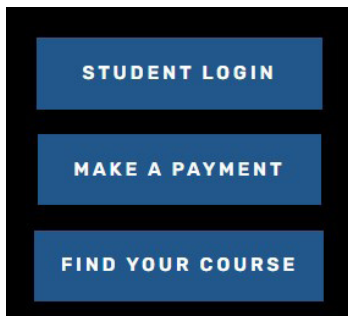
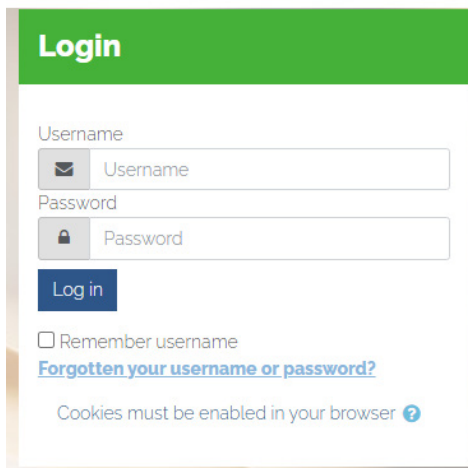


Fig. 2

A login form with a green header containing the word "Login". Below the header are two input fields: "Username" with an envelope icon and "Password" with a lock icon. A blue "Log in" button is positioned below the password field. Underneath the button is a checkbox labeled "Remember username" and a blue link that says "Forgotten your username or password?". At the bottom of the form, there is a note: "Cookies must be enabled in your browser" with a question mark icon.

# ADMISSIONS

## Open Enrollment and Academic Calendar

The Institutes enrollment model is an open-enrollment track meaning students can enroll in courses at any time with no wait for a start date. The learning model is self-paced within certain maximum time limits per course. The Institute allows students to enroll online anytime or by phone. The school is open Monday-Thursday, 9:00a.m. - 4:00p.m. ET throughout the year and is closed on the following holidays: [www.instituteforwriters.com/contact-us/](http://www.instituteforwriters.com/contact-us/)

## Admissions Criteria

The Institute enrolls all students without regard to their gender, color, race, creed, religion or disability, or veteran status. Individuals with significant vision impairment should review our course format closely before enrolling to ensure their compatibility with the Institutes' education model. The Institute does not permit auditing courses.

To qualify for admission, an applicant must meet the following requirements:

### **Basic Courses – Breaking Into Print | Basics of Writing Stories & Articles for Publication | Writing for Children & Teens | Writing for Magazines**

- Complete our Enrollment Agreement for admission. The agreement outlines the obligations of the Institutes and the student. If choosing a payment plan, the required down payment must be submitted at time of enrollment.
- All students are required to have a copy of their High School Diploma or GED Equivalency.
- If a student is between the ages of 14-18 and has parental/guardian approval, high school completion is waived.

### **Advanced Course - Beyond the Basics: Creating and Selling Short Stories and Articles | Writing and Selling Children's Books**

- All students are required to have a copy of their High School Diploma or GED Equivalency.
- If a student is between the ages of 14-18 and has parental/guardian approval, high school completion is waived.
- Instructor Recommendation. The advanced courses are offered by instructor recommendation upon graduation from a Basic Course. If you're interested in any of our advanced courses, we recommend you make your instructor aware while enrolled in a Basic Course.
- Complete our Enrollment Agreement for admission. The agreement outlines the obligations of Institute of Children's Literature and the student. The required down payment must be submitted at time of enrollment



### **Advanced Course - Shape, Write, & Sell Your Novel**

- All students are required to have a copy of their High School Diploma or GED Equivalency.
- If a student is between the ages of 14-18 and has parental/guardian approval, high school completion is waived.
- Our trained evaluator will review your sample in confidence and identify if you have what it takes to succeed in this ambitious course. Be on the lookout for an email with your results, within 3-5 business days!
- Complete our Enrollment Agreement for admission. The agreement outlines the obligations of the Institutes and the student. The required down payment must be submitted at time of enrollment.

### **Tuition and Fees**

The Institute offers interest-free payment plans. However the school does not participate in federal financial aid. See our website <https://www.instituteforwriters.com/tuition/> for tuition pricing on all our courses.

### **10 Day No-Risk Trial**

Our goal is to provide you with the writing skills and knowledge needed in today's publishing industry. We are confident that you will enjoy our writing courses so we offer you a 10 day no-risk trial!

If for some reason you are unsure or dissatisfied, we've got you covered. The Institutes' Student Protection Policy:

- You have 10 days once you enroll in your course to change your mind. If you're not completely satisfied, simply notify us, return the materials and get a FULL REFUND. It's that easy.
- After 10 days, you have the ability to cancel your course at any time. Whether you have paid in full or on a monthly payment plan, you qualify for our Student Refund Policy.

### **Technology Requirements**

To access our courses, students need access to a compatible PC with the following minimum requirements:

- Reliable Internet Connection
- An Active E-mail Account
- Speakers/Working Sound System
- Printer
- Most recent version of a web browser such as Firefox, Google Chrome, or Microsoft Internet Explorer
- Access to Microsoft Word

## International Training

The Institute welcomes International students! Please read the following participation requirements needed to participate in an Institute course: There is an additional charge for shipping/handling of all materials. Prior to completing the online enrollment form, international students must provide a physical mailing address via email to: [info@instituteformwriters.com](mailto:info@instituteformwriters.com). The Institute will then calculate the cost to ship all course materials via UPS to your physical location. The Institute does not ship to P.O. Boxes. A prospective student must approve the additional shipping cost in their email reply. The shipping cost will then be processed as a separate credit card transaction after your enrollment form has been received. The Institute will not process your enrollment until you approve the shipping fees. Upon receipt of appropriate payment all course materials will be shipped via UPS Worldwide Express and will include Customs Documentation Form 2976A indicating educational materials. **Any additional customs or duty fees are the responsibility of the student.**

- All international students are required to have access to a computer and maintain an active email address.
- All testing and correspondence will be conducted over the Internet utilizing our Online Student Center.
- Cancellation policies provided to domestic students do not apply to international enrollments.
- Because of certain EU regulations, The Institute does not enroll international students from the following countries: **Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and the UK.**

**The following methods of payment are accepted for our international students:**

- Money Order — MUST be in U.S. dollars
- Credit Card (drawn from a U.S. bank)
  - MasterCard
  - Visa
  - Discover
  - American Express

# POLICIES AND PROCEDURES

## Student Tuition Protection and Refund Policy

The Institute is confident that the course you have selected will be everything we advertise. To assure you of this, we provide this cancellation and refund policy. A student may cancel the course by notifying the school in any manner; a written request is recommended. If you cancel within 10 days from the signature date on your Enrollment Agreement, all tuition monies will be refunded. If you cancel after 10 days from the signature date of your Enrollment Agreement, but prior to receipt by the school of your first assignment, you are obligated to a registration fee of 20% of the tuition or \$200, whichever is less. If you cancel after submitting the first assignment, you are obligated to pay the school the registration fee, plus a percentage of tuition as follows:

- up to and including 10% of the assignments, 10% of the tuition.
- after submitting more than 10% up to and including 25% of the assignments, 25% of the tuition.
- after submitting more than 25% up to and including 50% of the assignments, 50% of the tuition.
- after submitting more than 50% of the assignments, you owe the school the full tuition.

Students who wish to cancel their enrollment yet have a balance due will have their cancellation terms payment processed through their existing credit card or e-check account. A reinstatement fee of \$75.00 will be required for the re-activation of any enrollment if requested within 180 days from initial cancellation. Refunds are processed within 30 days to the payee of record. No refunds will be issued after 12 months from the signature date.

## Course Schedules

Students are permitted up to two years from their official start date to complete their course, but can not complete in less than 6-months time. If additional time is needed a 6-month extension may be granted if requested in writing, or by email. Our distance learning courses allow students to learn writing at their own pace, when and where it suits them.

### ICL - Children's Writing Division

- Writing for Children and Teenagers  
Our signature, customized writing course for those interested in how to write and market children's stories, articles, and books. Students define personal writing goals, learn techniques of good writing, develop the ability to direct writing to specific readers, and undertake projects that match skills, interests and editorial needs of publishers of material for children.

- **Writing for Magazines**  
A shorter version of the Writing for Children and Teenagers course, this compact, economical course combines both fiction and nonfiction techniques required by today's magazine editors. Students develop a solid writer's portfolio of professionally edited and critiqued manuscripts, including a character sketch, query letters and plans for marketable stories and articles.

### **ICL Advanced Courses**

*Specifically designed for selected ICL or IFW graduates. Admission to these continuing education courses is by your one-on-one instructor recommendation.*

- **Beyond the Basics: Creating and Selling Short Stories and Articles**  
Beyond the Basics is designed to instruct you for independent, professional-level work. By the time you finish this course you will compete at least four manuscripts that are suitable for submission to magazine editors. The course includes the development, writing, and revision of three articles and/or stories suitable for submission to current children's publications. The emphasis is on targeting writing to editorial needs- including advanced work in researching, planning, writing, self-editing, and creating submissions directed to meet editorial specifications of children's magazines.
- **Writing and Selling Children's Books**  
The course guides you through the process of defining personal writing goals, idea development, planning, writing, and revising a fiction or non-fiction book targeted to a specific readership (children through young adult) or development of three picture books for younger readers. Students research editorial needs of the children's book market and submit submission materials and the book manuscript to a specific publisher.

### **IFW - Adult Writing Division**

- **Breaking Into Print**  
Our signature customized writing course designed to prepare you for many facets of the editorial marketplace. By alternating assignments in fiction and nonfiction techniques, Breaking into Print gives you clear insight into the possibilities for both forms. You learn fiction techniques and how to borrow certain nonfiction techniques to make your short stories solid and grounded.  
  
Nonfiction techniques and key fiction techniques are presented to improve your writing techniques. This unique method of intertwining instruction teaches you how certain techniques of one form of writing can be used with dramatic effect to enhance the strength, interest, and readability of the other.

- **Basics of Writing Stories and Articles for Publication**  
A shorter version of the Breaking into Print course designed to teach the fundamentals of writing fiction and non-fiction for submission to a wide range of magazines published for adult readers. Students write and revise one story or article to submit to a magazine. Students write and revise four articles or stories to submit to magazines.

**IFW Advanced Course:**

*Specifically designed for selected IFW or ICL graduates who have been recommended by our instructors or who submit 800-1000 word writing sample with a completed application.*

- **Shape, Write, and Sell Your Novel**  
This is a deep-dive into writing your novel. This course provides the process of crafting a novel, starting with the solid foundation of a saleable idea; finding the genre that matches the idea; creating a chapter-by-chapter outline, writing and revising the first three chapters; researching and identifying a market; and developing a submission packet targeted to an appropriate editor or agent. The submission packet includes a synopsis of the novel and a query letter written to an editor or agent of the student’s choice. Students learn the process of plotting developing a working outline of their book, and creating realistic, three-dimensional characters. You'll acquire an understanding of subplots, the role of conflict, and the nature of a dramatic arc. You'll also receive a clear understanding of the book publishing industry.

**Setting a Writing Schedule**

Here is an easy way to make a writing schedule:

1. How many assignments in your course? \_\_\_\_\_
2. Number of weeks to complete a assignments? \_\_\_\_\_

$$1. \frac{\text{_____}}{\text{(number of lessons)}} \times 2. \frac{\text{_____}}{\text{(number of weeks to complete an assignment)}} = \frac{\text{_____}}{\text{(completion time)}}$$

## **Instructor Feedback**

Students submit completed assignments and receive instructor feedback through the Institute's Online Student Center. Our one-on-one method allows students' personal instructor to make editorial comments directly on each assignment manuscript to show exactly what needs to be revised, strengthened, or rewritten – and why. Along with the edited manuscript, students receive a personal letter further explaining the edits and recommended steps to take to build and strengthen writing skills. Students apply their instructor's suggested corrections and recommendations on each assignment as they progress through the course. If an instructor feels an assignment needs to be repeated, students will be specifically asked to submit a revision before proceeding to the next assignment.

Students are notified of their edited writing assignments by email. Edited assignments can be accessed within the student's Online Student Center account. Student Services regularly checks student accounts for missing assignments and will notify the student via email to encourage assignment submission.

## **Grading System**

Writing is graded on a satisfactory vs. unsatisfactory basis. Students are required to resubmit an unsatisfactory writing. Satisfactory completion of all writing assignments is required for graduation.

## **Grade Disputes**

A student may contest a grade by contacting the school, preferably via email to [info@instituteforwriters.com](mailto:info@instituteforwriters.com). If the student does not feel the response and explanation resolves their question or complaint, the student may request that the Director of Education review the complaint and make a final decision.

## **Incomplete Assignments**

IFW and ICL promote a building block method of instruction, where each assignment builds on the concepts taught and skills acquired in previous lessons. To foster this learning model, students may only submit one assignment at a time. In order to graduate, students must successfully complete all assignments following each lesson provided, in the order presented in the course manual. Assignments may not be skipped or substituted. If any inaccuracies are identified, students will be contacted by their instructor or by a Student Services representative to encourage successful course completion.

## **Course Interruption**

For a student looking to take a temporary leave of absence, a request should be made in writing to either ICL or IFW, One three-month leave of absence regarding coursework will be granted for good cause. A leave of absence does not extend the required time for completion.

## **Online Student Center Discussion Board Acceptable Use Policy**

We ask students to respect each other's opinions and to refrain from inappropriate language. We reserve the right to delete any comments that we feel are inappropriate for the student community. If we believe that you are not staying within our guidelines, we will remove your posting privileges for 30 days. They can be reinstated after that time period.

## **Complaint Resolution**

If you have a question or problem, please contact Student Services. If your problem is not resolved, you may direct your complaint in writing to the Director who will respond within 10 business days. Concerns that have not been satisfactorily resolved by the Institute, may be directed to: Delaware Department of Education, 35 Commerce Way, Dover, DE 19904, (302) 857-3313.

## **Change of Contact Information**

In order to receive information essential to your studies, you must promptly report all changes in name, mailing address, or e-mail address to the Institute by telephone, e-mail or mail. A change in name will require proof, such as a marriage license. The Institute is not responsible for reshipment or replacement costs of course materials if an address change has not been received by the school.

## **Graduation and Completion Requirements**

In order to earn a certificate, a student must satisfactorily complete all assignments in the course, and have paid their tuition balance. A certificate and an official transcript of record are furnished to the student upon course completion. For additional copies, a nominal fee is charged.

## **Student Identity Verification**

The student identity verification policy enables IFW and ICL to verify that the student who registers in a course is the same student who participates in and completes the course. All students are assigned an individual Student Identification Number (ID) and secure login credential at the time of enrollment. These assigned identifiers are used to access the IFW and ICL Online Student Center.

Students who have forgotten their password or request to change their password must contact Student Services. The Student Services representative will ask the student to confirm identifying information before updating the password. Appropriate use of technology is the student's responsibility. Students should take precautionary measures to keep login credentials secure and make arrangements to change password credentials periodically or in the event a breach is suspected.

## Academic Integrity

### Student Code of Conduct

The Institute maintains a Student Code of Conduct to protect the rights of students, instructors, staff, and Institutes themselves. All students are required to adhere to the following policies in their academic and personal conduct.

Students must:

- be respectful and courteous to fellow students, instructors, and staff.
- accept responsibility for their own actions.
- adhere to all policies that appear in the Institute's catalogs, student handbooks, study materials, website and enrollment agreements.
- never misrepresent the school or its staff in any online social communities.
- follow all rules on submitting assignments.
- not use others work, or present another individual's ideas as their own.
- not seek, receive, or give unauthorized help on assignments.

## Academic Honesty

Each student doing their own work is the basis of independent study. Since students study at their own pace and work in a one-on-one instructor method, there should not be any undue pressure. The objective is to learn and understand the course materials. Any student suspected of academic dishonesty will be suspended from the course. There are many different forms of academic dishonesty. The following kinds of honesty violations and their definitions are intended to serve as examples of unacceptable academic conduct. **Cheating:** Any inappropriate activity in which the work submitted to the school does not represent the work of the enrolled student. This would include submission of someone else's work, submission of answers obtained through inappropriate measures, or providing answers to another student.

**Plagiarism:** Using another person's ideas or finished work as your own without giving credit to the source. It includes copying or paraphrasing something and using it as if you had done the work yourself.

**Fabrication:** Falsifying or inventing information and presenting it as legitimate; misrepresenting oneself or one's status, potentially damaging the Institutes' reputation or any of the members of its academic community.

**Facilitating Academic Dishonesty:** Assisting another student in an act that violates the standards of academic honesty; providing information, material, or assistance to another person knowing that it may be used in violation of academic honesty policies; providing false information in connection in any academic honesty inquiry.

**Online Etiquette (Netiquette):** The current laws to protect the rights and dignity of citizens apply online. Follow the same responsible and respectful behaviors online that you follow in real life. In simple terms, this means that the values society has in place against such things as hate speech, copyright violations and other forms of theft, remain intact. As do the values of courtesy, kindness, honesty, and treating others with the same respect you wish to receive.



## Student Code of Conduct Violation

The Student Code of Conduct applies to all Institute for Writers and Institute of Children's Literature students. Failure to comply will automatically be referred to the Education Director for review and recommendations. If any student is found to have engaged in academic dishonesty in any form - including but not limited to cheating, plagiarizing and fabricating - that student will be dismissed. There will be no exceptions.

## Intellectual Property

Copyright © 2023 Direct Learning Systems, Inc. All rights reserved. No part of the material protected by this copyright may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the copyright owner.

Except as may be otherwise indicated elsewhere on the course content, you may view, print, copy, and distribute text and information to which you have authorized access, subject to the following terms and conditions: (i) The text may be used solely for your own informational, personal, non-commercial purposes, and shall not be copied or posted on any network computer or website or broadcast in any media. Demo videos on this website may not be copied or used for formal or informal training purposes; (ii) Any text must include Institute for Writers copyright notice, as set forth above, and all other proprietary notices in the same form and manner as on the original; (iii) The text may not be modified or altered in any way; (iv) You do not imply or infer any affiliation or association with Institute for Writers (including by framing); and (v) Institute for Writers reserves the right to revoke its consent at any time, and any such use shall be discontinued immediately upon notice from Institute for Writers. The text, documents and information permitted to be copied as specified above do not include the layout or design of the **instituteforwriters.com** website. The elements of this site are protected by trade dress and other laws and may not be imitated or reproduced in whole or in part. Additionally, no logos, graphics, sounds or images on this web site may be reproduced or distributed without Institute for Writers express written consent.

Requests for permission to make copies of any part of the work should be mailed to Copyright Permissions, Institute for Writers, 1000 N. West Street, Suite 1200, Wilmington, DE, 05478.

## **Collection of Information**

The Institute for Writers website ([www.instituteforwriters.com](http://www.instituteforwriters.com)) and The Institute of Children's website ([www.writingforchildren.com](http://www.writingforchildren.com)) has the ability to collect two types of information: general and personal. General information contains non-personal data from visitors to our website. This information is used for general purposes only and in ways that do not identify the individual user, such as location, time of visit, day the visit was made, and the visit path.

The second type of information collected is specific to the visitor and would include information provided by you. This information would include your e-mail address, name, street address, and any contact information provided.

IFW & ICL uses technology called “cookies” to collect much of the information described above. Our cookies do not access, collect or reveal any personal information stored on your personal computer. Disabling your internet browser to prevent cookies will prevent your ability to function on our website.

## **Use of Information**

The collection of information is used primarily for the improvement of services to our students. Information gathered through our online request forms will be used to process those requests. E-mail inquiries will utilize the e-mail address provided for any appropriate correspondence.

## **Privacy Pledge**

On occasion, the Institute will make a list of contact and student directory information available to reputable business and academic associates. If you wish to be excluded, simply notify the Institute, Student Services Center, 1732A Marsh Rd Suite 136 Wilmington DE 19810.

## **Informational Access**

Maintaining our system with complete, current, and accurate information allows the Institute to provide our students with exceptional service. Students are asked to keep in contact with the Institute to ensure your information remains relevant. All personal information provided by the student can be viewed upon request, with availability of corrections and/or deletion of incorrect information.

## **Security**

Institute for Writers and Institute of Children's Literature currently utilizes [letsencrypt.com](http://letsencrypt.com), and similar technology to provide a secure transmission of all enrollment agreement activities including online payment information. We also use established industry-standard security measures to protect all information services. While we strive to provide 100% security for all transmissions, we cannot guarantee that all general information submissions will be completely secure. Unauthorized modification or misuse of information stored within our website, or operating systems will be investigated and may result in criminal prosecution.

## Google

Google, as a third party vendor, uses cookies to serve ads on our site. Google's use of the DART cookie enables it to serve ads to our users based on their visit to our site and other sites on the Internet. Users may opt out of the use of the DART cookie by visiting the Google ad and content network privacy policy.

We have implemented the following:

- Remarketing with Google Analytics/Google AdWords
- Google Display Network Impression Reporting
- Demographics and Interests Reporting

We along with third-party vendors, such as Google, use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions, and other ad service functions as they relate to our website.

### **Opting out:**

Users can set preferences for how Google advertises to you using the Google Ad Settings page.

# STUDENT SERVICES

Once enrolled, students receive the following information to begin their studies with the Institute

- Welcome kit with binder, course assignments, and textbooks
- Login instructions with temporary password
- Student handbook
- Guidelines for the Online Student Center
- Course outline

All lessons and assignments included in your course are provided in print form as well as online.

## How to Contact Us

Your success is important to us. If you have a question about your account or need help with your studies, our friendly staff is here to help you. We take pride in delivering outstanding service and our staff can be counted on to assist you in your course.

There are two ways to contact us:

1. You may reach us by e-mail at **info@instituteforwriters.com**. Please include your student ID number. You will receive a response within one business day.
2. You may call the school Monday through Thursday during the hours of 9:00 AM. – 4:00 PM. (ET). If you call after hours, please leave a message with your name, student ID number, and the reason for your call. Also, let us know the best time to call you back. Our phone number is **(800)-243-9645**.

## Payments

Payments are automatically deducted from your credit/debit card on a monthly basis. Additional payments can be made online, by phone or by mail. Student ID numbers must be included on all payments. If mailing a payment please send it to:

**Institute for Writers  
Student Service Center  
1732A Marsh Rd  
Suite 136  
Wilmington DE 19810**

## Academic Records

IFW/ICL comply with the Family Educational Rights and Privacy Act of 1974 (FERPA), as amended. This act is designed to protect the privacy of educational records, to establish the rights of students to inspect and review their educational records, and to provide guidelines for the correction of inaccurate or misleading data through informal and formal hearings.

A student who believes that an error has been made in their graded assignment must initiate contact with the school within 30 days from the date the grade was posted. Failure to act within 30 days disqualifies the student from further consideration of the matter.

Students are responsible for reporting any other type of error on their academic record. IFW/ICL are not liable for unreported errors on student records.

## The Institute's Online Community

As a distance education student, you may be wondering how you can communicate with fellow students and keep in touch. The Institute has several ways for you to become engaged in our community, including:

- Discussion boards and live chat rooms in our Online Student Center.
- Facebook groups to connect you with other writers and aspiring writers. This is an excellent forum to share writing practices, new ideas, and seek advice.
- Website that provides resources to support your writing goals. Check out our blogs, podcasts, and newsletters.
- Writing contests - Sharpen your submission skills, stretch your imagination, and get your work in front of editors.

We welcome you to the Institute's Student Community and encourage you to take an active role by participating in all of our online offerings.

## Holiday Schedule

The holiday schedule for the Institute can be found online at <https://www.instituteforwriters.com/contact/> or at <https://writingforchildren.com/contact-us/>

## Questions?

**E-mail:** [info@instituteforwriters.com](mailto:info@instituteforwriters.com)

**Fax:** 855-530-3652

**Phone:** 800-243-9645, Monday–Thursday 9:00AM–4:00PM ET

## FACULTY AND STAFF

The Institute's faculty and staff includes members from expansive educational and professional backgrounds with years of experience in distance education courses. Our tenured list of one-on-one instructors offers students industry specific information along with unique insights.

<b>Name</b>	<b>Title</b>
Kevin McCloskey	President
Valerie Behrle McCloskey	Director of Education
Donnita Fisher	Accounting and Finance Manager
Stacy Feifel	Director of Academic Programs
Michele Long	Director of Regulatory & Compliance
Maggie McCloskey	Director of Marketing and Development
Jacque Irizarry	Manager of Business Operations and Growth
Tammy Kromer	Mail Room Manager / Student Services
Anthony Germani	Admissions Advisor / Student Services
Madeline Erk	Student Services
Shannon Jacobs	Social Media & Advertising Manager / Student Services
Syd Vincent	Student Services
Morgan Laney	Graphic and Web Designer
Christine Molnar	Brand Marketing Associate / Student Services Lead
Yolanda Brooks	Finance Assistant/Student Services
Cameron Kilpatrick	Shipping Associate / Administrative Assistant
Denise Di Bernard	Digital Production / Print Specialist
Richard Scutt	Student Services / Shipping Associate
Victoria Sherrow	Instructor

## FACULTY AND STAFF

Name	Title
Kris Franklin	Instructor
Troon Harrison	Instructor
Linda Triegel	Instructor
Clara Gillow Clark	Instructor
Sheila Ford	Instructor
Kristin Nitz	Instructor
Donna Ippolito	Instructor
Andrea Vlahakis	Instructor
Susan Ludwig	Instructor
Deborah Vetter	Instructor
Lori Mortensen	Instructor
Lynne Smith	Instructor
Nancy Coffelt	Instructor
Tom Piezzo	Librarian

# COURSE CATALOG

## Writing For Children and Teens Course Overview

### Assignment 1

**Pre-Thinking: Start with an idea**

500 to 750-word story based on a picture and autobiographical letter.

### Assignment 2

**Building a story: Each story has a structure**

500 to 1,000-word story based on a word list.

### Assignment 3

**Setting: A story takes place somewhere**

500-word description of a specific place recalled from childhood and goals update letter.

### Assignment 4

**Nonfiction: Articles have their own structure, too**

500 to 1,000-word nonfiction article.

### Assignment 5

**Characterization: Creating characters that connect with your reader**

5A: People your story with characters we can see. 5B: People your story with characters we understand.

### Assignment 6

**Conflict: A character needs a dilemma**

500 to 1,200-word story based on Assignment 5 character with market choice and goals update letter.

### Assignment 7

**Revision: Revisit an assignment and revise**

Revision of assignment 1,2,4 or 6.

### Assignment 8

**Plan your story: Map out three story or article ideas** Develop 3 outlines for stories, articles, or a combination of both. Include up to three market choices for each outline.

### Assignment 9

**Develop the plot: Write and revise one story (or article) plan**

Complete 1 story or article based on a chosen outline from Assignment 8. Include a query letter and goals update letter.

### Assignment 10

**Pull all your skills together for a story or article**

Submit an article or story with three magazine choices and write a query letter.

**This is the final assignment for those who do not select the book option.**

**10A - Get started on a book synopsis**

Outline for fiction or nonfiction picture or MG/YA book with age level, chapter outline (if applicable), and 200 to 300-word synopsis.

**10B - Write your first two chapters**

Submit a complete picture book manuscript or two or three sample chapters of a MG/YA novel with publisher choice and query letter.



## Writing for Magazines Course Overview

### Assignment 1

#### **Pre-Thinking: Start with an idea**

500 to 750-word story based on a picture and autobiographical letter.

OR

#### **Nonfiction: Articles have their own structure**

Nonfiction: 250 to 500 word article from a picture.

### Assignment 2

#### **People your story with characters we can see**

Fiction: 350 to 500 word objective description of a child.

OR

#### **Show don't tell! Using senses to bring scenes to life**

350 to 500 word observation/description of an event, scene or action.

### Assignment 3

#### **People your story with characters we understand**

Fiction: 350 to 500 word self-view of child in lesson 2.

OR

#### **Expanding on engaging nonfiction**

Nonfiction: 500 to 1,000 word article based on research.

### Assignment 4

#### **Building a story: Each story has a structure**

Fiction: 500 to 1,000 word story based loosely on a word list

OR

#### **Tightening your nonfiction writing**

Nonfiction: 500 to 1,000 word article based on research.

### Assignment 5

#### **Plan your story: Map out three story or article ideas**

Develop 3 outlines for stories, articles, or a combination of both. Include up to 3 market choices for each outline.

### Assignment 6

#### **Develop the plot: Write and revise one story (or article) plan**

Complete 1 story or article based on a chosen outline from Assignment 5. Include a query letter.

### Assignment 7

#### **Pull all your skills together for a story or article**

Submit an article or story with 3 magazine choices and query letter.

## **Beyond the Basics: Creating and Selling Short Stories and Articles**

### **Course Overview**

#### **Assignment 1**

##### **Individualizing Instruction: Showing Your Skills**

Story or article up to 1,500-words with a magazine choice and autobiographical letter to instructor.

#### **Assignment 2**

##### **Market Research: Finding Potential Submission Possibilities**

Story or article up to 2,000-words with 2 magazines choices and a query letter.

#### **Assignment 3**

##### **Revising for Publication: Moving a Manuscript Forward**

Revision of assignment 1 or 2 manuscript.

#### **Assignment 4**

##### **Planning New Writing: Creating Viable Proposals**

Present proposals for 2 new stories, articles, or one of each. Develop a draft of the first 100-words and select 2 suitable magazines for each proposal.

#### **Assignment 5**

##### **Writing From an Outline: Fleshing Out Ideas**

Complete 1 story or article from Assignment 4 and include a query letter.

#### **Assignment 6**

##### **Putting Components Together: Preparing a Manuscript for Publication**

Revise an earlier manuscript or write a new story or article. Present proposal for a new story or article idea.

#### **Assignment 7**

##### **Writing and Planning: Create Proposed Manuscript and Suggest a New One**

Complete the story or article proposal from Assignment 6. Propose a new story or article including 2 market choices, or provide a plan for a revision of an earlier manuscript.

#### **Assignment 8**

##### **A Final New Manuscript: Putting It All Together**

Complete the story or article proposed in Assignment 7. Include a query letter for an article or cover letter for a story.

## Writing and Selling Children's Books Course Overview

### Short Book Option - Up to 1,000 words

- Picture books
- Easy Readers
- Fiction
- Nonfiction

#### Assignment 1

##### Consider It

Presenting ideas with child appeal.

#### Assignment 2

##### Narrow It Down

Two Book Proposals Geared for Marketing.

#### Assignment 3

##### From Prep To Paper

Writing Your First Book Manuscript.

#### Assignment 4

##### Book Form

Crafting Your Second Book Manuscript.

#### Assignment 5

##### Fine Tuning

Make Your First Book Shine.

#### Assignment 6

##### From Better to Best

Revising Book Two.

#### Assignment 7

##### Final Touches

Refine Book One and Propose Book Three

#### Assignment 8

##### Home Stretch

Book Two Revisions and Book Three Draft.

#### Assignment 9

##### Final Steps

Revise Book Three and Prepare to Submit.

### Long Book Option - Up to 60,000 words

- Middle grade Novel (8-12 yr old)
- Young adult Novel (12-18 yr old)
- Fiction
- Nonfiction

#### Assignment 1

##### Launch Pad

Describing ideas with markets in mind.

#### Assignment 2

##### Refine Your Idea

Building a Strong Book Plan.

#### Assignment 3

##### Getting Started

Hooking Readers with a Vivid First Chapter.

#### Assignment 4

##### First Draft

First Draft: Set the Stage for Plot and Character Development.

#### Assignment 5

##### Keep Them Reading

Write a Compelling “Middle”.

#### Assignment 6

##### A Sense of Closure

Craft a Satisfying Conclusion.

#### Assignment 7

##### Revision Breakdown

Polish the First Half of Your Book.

#### Assignment 8

##### Finishing Touch

Revise the Second Half of Your Book.

#### Assignment 9

##### Get It Together

Final Revisions and Submission Materials.

## Breaking Into Print Course Overview

### Assignment 1

**Character Development: describing a person that will connect with readers**

500 word description of a person and autobiographical letter to your instructor.

### Assignment 2

**Tell Me a Story: Your first foray into fiction**

750 to 1,000 word story using the character from assignment 1.

### Assignment 3

**Tell It Like It Is: Your first foray into nonfiction**

750 to 1,000 word article.

### Assignment 4

Creating a story or an article

750 to 1,500 word story or article.

### Assignment 5

**To Market, to Market: How to write a story or article summary**

Opening of a new story or article with a summary of the remainder 1,500 to 2,000 words with two suitable market choices.

### Assignment 6

**The Finishing Touch: Turn your summary into a story or article**

1,500 to 2,000 word completed story or article from assignment 5 with a query letter to selected market.

### Assignment 7

**One More Time: Revise a previous story or article**

Revision of a previous story or article with query letter. Submit proposal of a new story or article for assignment 8.

### Assignment 8

**Article leads to sharpen your focus; story arcs to build a framework**

Complete the story or article proposed in assignment 7 up to 3,000 words with a query letter to selected market.

### Assignment 9

**So Many Markets: Decide where your story or article fits**

New story or article up to 3,000 words with a query letter for an article or cover letter for a story. Include suitable magazine choice.

### Assignment 10

**Rethink and Retool: Revise an article or story and target a new market**

Revise previous story or article.

### Assignment 11

**Connect with Readers Through a Short Memoir or Personal Essay**

1,000 to 3,000-word personal essay or short memoir with market choice.

### Assignment 12

**Save the Best for Last**

Revise a previous story or article up to 3,000 words with market choice.

## Basics of Writing Stories & Articles for Publication Course Overview

### Assignment 1

**Character Development: describing a person that will connect with readers**

500 word description of a person and autobiographical letter to instructor

### Assignment 2

**Tell Me a Story: Your first foray into fiction**

750 to 1,000 story using character from assignment 1 or create new character.

### Assignment 3

**Tell It Like It Is: Your first foray into nonfiction**

750 to 1,000 word nonfiction article and writing interests/goals note to instructor.

### Assignment 4

**Creating a story or an article**

750 to 1,500 word new story or article.

### Assignment 5

**To Market, to Market: How to write a story or article summary**

Opening of a new story or article with a summary of the remainder with two suitable magazine markets.

### Assignment 6

**The Finishing Touch: Turn your summary into a story or article**

1,500 to 2,000 word completed story or article from lesson 5 with query letter to selected market.

### Assignment 7

**Rethink and Retool: Revise an article or story and target a new market**

Revise a previous story or article.

### Assignment 8

**Revise a previous story or article**

1,000 to 3,000 word personal essay or short memoir with market choice.

## Shape, Write, and Sell Your Novel Course Overview

### Assignment 1

#### **It All Starts With An Idea**

Two potential novel ideas (250 words for each) and a letter of introduction to your instructor.

### Assignment 2

#### **Characters: The Soul of the Novel**

Main character in an action scene that may occur in novel up to 1,000-words and character worksheet.

### Assignment 3

#### **Building Structure: Plot Planning**

A working plan or plot summary of the novel up to 1,500-words.

### Assignment 4

#### **Getting Started: Hooking the Reader**

First chapter of the novel and working title up to 4,000 words and and update letter to your instructor.

### Assignment 5

#### **Setting: Your Story's Stage**

Second chapter of the novel up to 4,000 words.

### Assignment 6

#### **Crafting Chapter 3 and Beyond**

Third chapter of the novel up to 4,000 words.

### Assignment 7

#### **From Good to Best: Revising Your Work**

Revision of first chapter.

### Assignment 8

#### **Marketing Your Novel**

Submission package for novel: three chapters, query/cover letter, author bio, book synopsis, publisher's choice form.



## Licensure, Accreditation and Memberships

Institute For Writers' credentials are your assurance that IFW meets quality educational and business standards set by reputable organizations that have assessed our programs and business operations. Institute For Writers is...

- Approved by the Delaware Department of Education as a private business and trade school, ensuring the highest quality curriculum and standards of business operations available.
- BBB Accredited Member

**VISIT US:** [www.instituteforwriters.com](http://www.instituteforwriters.com)  
[www.writingforchildren.com](http://www.writingforchildren.com)

**EMAIL US:** [info@instituteforwriters.com](mailto:info@instituteforwriters.com)

**CALL US:** 800.243.9645

**FAX:** 855.530.3652

