

# **Writing, Editing, Research and Publishing Services**



***Work Samples and More***  
***by George Lorenzo***  
***Chief Writer & Educator***  
***Lorenzo Associates, Inc.***  
***716-741-2271***  
***glorenzo@edpath.com***

## **About Lorenzo Associates, Inc.**

Lorenzo Associates, Inc., is a New York State corporation located in Clarence Center, NY, a suburb of Buffalo. George Lorenzo is chief writer and educator, and he provides the majority of writing, editing, research and publishing services offered by the company.

George has provided these services to the EDUCAUSE Learning Initiative, the Sloan Consortium, WCET, Hezel Associates, Blackboard, WebCT, eCollege, Prometheus, the Rochester Institute of Technology, the University of California, Western Governors University, Fort Hays State University, Silicon Chalk, Taskstream, Chalk & Wire, Tegrity, and many other organizations, institutions and vendors in the education sector.

In addition, Lorenzo Associates, Inc., is **publisher of Educational Pathways**, an online newsletter that has been covering a wide range of topics in higher education since 2002; **the Guide to Online MBA Programs website** with an accompanying **20-chapter eBook**; **the Guide to Teacher Education Degree and Certificate Programs website**; and **the Adult Students Basic Guide to Online Learning** - all easily accessible from the Lorenzo Associates, Inc., home page, located at **[www.edpath.com](http://www.edpath.com)**.

## **Combining Interviews with Research for Deep Reporting and Analysis**

A good portion of our work depends on interviews with hard-working educators who are leading the way in today's Digital Age. George has interviewed well over 1,000 educators since launching Educational Pathways. Along with quoting and synthesizing the thoughts and ideas of numerous educators, George conducts in-depth research about topics related to how education technologies are being adopted and implemented, what kind of online teaching and learning practices are working, the growth of information literacy, and the globalization of education.

Samples of this work are linked to throughout this document.

For more information, please call **716-741-2271** or e-mail us at **[info@edpath.com](mailto:info@edpath.com)**.



## **Note to Educational Technology**

### **Vendors: You are What You Publish**

*By George Lorenzo*

**M**y marketing and PR philosophy for educational technology vendors - or any business today - centers around thinking more like a publisher, putting content out there that your audiences will find interesting and helpful, and giving them this kind of information for free on a consistent basis. The core idea is to continually build content in a wide variety of formats – eNewsletters, social media, tweets, eBooks, white papers, case studies, feature articles and more frequent and more interesting press releases – that appeal directly to your current and prospective customers.

In short, pounding your chest about how great your products are and using all the typical education buzzwords – as well as creating new buzzwords – does not work anymore. The marketplace is tired of this kind of messaging.

For instance, take a look at these taglines from vendors at EDUCAUSE 2009. This kind of messaging is no longer effective in our discerning information-rich society:

“Soaring to New Heights,” “Education Solutions That Make a Difference,” “The Bridge to Knowledge,” “Empowering Student-Centric Institutions,” “Our World Class Network to Meet Your Needs,” “Learn Smarter,” “The Intelligent Campus,” “The Global Standard,” “Award Winning- Easy to Use,” “Visualization: Everybody is Doing It – Are You?” “Exceed Your Visions,” “Changing the Way You Interact with Data,” etc. . .

Simply put, people want information that will help inform their decision-making process and reveal how others in the field are using your products and services. They really do not care about your product features, per se. They do want to know the how and why of your product, but not in a message that overuses superlatives and brags. They want simple, easy-to-understand information that addresses their needs and wants.

### **What Works Today**

“The new publishing model on the Web is not about hype and spin and messages. It is about delivering content when and where it is needed and, in the process, branding your organization as a leader. When you understand

your audience, those people who will become your buyers, you can craft an editorial and content strategy just for them. What works is a focus on your buyers and their problems. What fails is an egocentric display of your products and services.” – David Meerman Scott, “World Wide Rave,” Wiley 2009.

### **So, Where Do You Start?**

Focus your complete attention on the buyers of your products. Build biographies of your current and prospective customers, focusing on their concerns:

- What are their goals and aspirations?
- What are their problems?
- What media do they rely on for answers to problems?
- How can we reach them?
- In detail, what’s important to them?
- What words and phrases do they use?
- What sorts of images and multimedia appeal to them?

Listen first. Step out of your role as someone who wants to promote a product and see, through your customers' eyes, the circumstances that drive their decision process.

### **Examples of Customer Concerns**

- Faculty – How do I reach my students more effectively with Rich Media?
- Deans and Department Heads – How do I make both my faculty and the administration happy?
- IT – How do I know that your technology is reliable and sustainable?
- High Level Administrators – Can you save us money and time so we can focus more on serving our constituents and increasing retention and enrollment rates? How can we better inform our stakeholders?

### **More Customer Details – Characterizations/Personnas**

- Conduct research by interviewing customers about their problems and listening to the words and phrases they use.
- Read the publications they read.
- Check out the blogs and other social networks in your customers' space.
- Study the agendas and topic descriptions for the conferences and seminars that your customers frequent.

### **Addressing Customer Concerns with Great Content in a Wide Variety of Formats**

Move away from the typical strong focus of providing information describing what you offer from your own narrow perspective. Instead - do you care about me? Can you focus on the problems I face?

Use eNewsletters, blogs, social media postings, webinars, white papers, short e-books, case studies, etc. . . Give everything away for free and announce your content through social media.



## Thought Leadership

We have been fortunate to take part in the following special projects that have helped to paint an accurate picture of some key developments occurring in the world of online teaching and learning (click on the titles below):

***For Blackboard: “Unlocking the Global Education Imperative: Core Challenges and Critical Responses,”***

***“A View From the Top: Building the 21st Century Campus,” and***

***A View From the Top II: A Leadership Survey on the Challenges Facing Australian Universities”***

***For the University of California: “The California Virtual School Report: A National Survey of Virtual Education Practice and Policy with Recommendations for the State of California”***

***For the Higher Education Knowledge and Technology Exchange (now defunct):***

***“Web Services Enabling Technology for Application Integration and Assembly”***

***For the Technology Source (now Innovate): “eArmyU and the Future of Distance Education”***

***For Western Governors University: “Online Degrees Make the Grade: Employer Acceptance Now Common”***

***Self Published:***

***“Information Technology Governance in Higher Education”***

***“A Research Review About Online Learning”***

***“Online Advanced Placement”***

***“How Fort Hays State University Expanded Its Distance Education Programs Into China”***

***“Business Models for Online Education”***

***“Understanding Education Systems Globally: Perspectives From and On OECD”***

***“Surfing Through Noise: Riding the Online Knowledge Wave”***

***“Less Cyber Confusion and More CyberInfrastructure”***

## Educational Organizations

**In order** to offer its members a keen perspective on the topic of electronic portfolios, the EDUCAUSE Learning Initiative (ELI) commissioned George Lorenzo, in partnership with Dr. John Ittelson from California State University, to co-author three reports: “An Overview of ePortfolios,” “An Overview of Institutional ePortfolios,” and “Demonstrating and Assessing Student Learning with ePortfolios.” In addition, George was commissioned by ELI, in partnership with Dr. Charles Dzuiban from the University of Central Florida, to write two reports about information literacy, titled “Ensuring the Net Generation is Net Savvy” and “How Choice, Co-Creation and Culture are Changing What It Means to be Net Savvy.” These reports, as well as two presentations George gave for ELI are accessible at [www.educause.edu/Community/MemDir/Profiles/GeorgeLorenzo/53471](http://www.educause.edu/Community/MemDir/Profiles/GeorgeLorenzo/53471).

George has also provided a number of report and article writing services for the Sloan Consortium for publication of *“The Sloan Consortium Report to the Nation”* and *“The Sloan Semester.”*

*George can produce information that your membership needs and wants, which, in turn, adds value to your organization’s overall proposition and services. This is accomplished through deep research that cites the latest literature along with conducting interviews with leading experts in the field under investigation.*



## **About George:**

- **More than 25 years of experience as a professional writer.**
- **Professional interview skills.**
- **Background in marketing, public relations and advertising.**
- **Graphic design skills - can produce graphically pleasing reports.**
- **Recently started a new e-mail marketing division, eNewsletters, Etc.**

## **For More Information:**

- **Call George during normal business hours Eastern time at 716-741-2271.**
- **Send George an e-mail at [glorenzo@edpath.com](mailto:glorenzo@edpath.com).**
- **Check out George's new e-mail marketing service at [eNewsletters, Etc.](#)**
- **See the Lorenzo Associates, Inc., website at [www.edpath.com/research.html](http://www.edpath.com/research.html).**
- **Link to some of George's other work at [www.edpath.com](http://www.edpath.com).**