

Dear present/past ICED Council member

This letter comes to acknowledge you that I've just published two books (see info below) that together present a soundly comprehensive view of SETs. The books are based on my long experience as a researcher in this field and as the director of online SET project and the teaching center in my university. A special feature of these books is the inclusion of many graphics based on my studies, that illustrate and clarify related points.

The books are **written for non-professionals so that the** target audience are in addition to faculty developers also university/college faculty and administrators (deans, provosts, department heads, etc.) of all academic domains.

I believe that the books may make substantial contribution for this domain. I'd highly appreciate if you can spread the info about them to faculty in teaching centers in your country as well as to other people (e.g., faculty members and administrators) who may be interested in this topic, and also if you can send me suggestions about how to approach the target audience in your country.

Many thanks;  
Nira Hativa

-----  
-----  
The two books are:

Book 1: **Student Ratings of Instruction: A Practical Approach to Designing, Operating and Reporting** (220 pp.) It is designed primarily for academic administrators and committee members (e.g., for P&T or for nominating award-winning teachers), and also for faculty members and system designers and operators. It is foreworded by Mike Theall and Jennifer Franklin.

Book 2: **Student Ratings of Instruction: Recognizing Effective Teaching** (140 pp.) It is designed primarily for faculty members and administrators and is foreworded by Christine Stanley, at Texas A&M University.

For information about the books (by clicking on each book's icon) and pricing type: nira hativa in the search window of either one: [Amazon.com](https://www.amazon.com), [Amazon.co.uk](https://www.amazon.co.uk), [Amazon.de](https://www.amazon.de), [Amazon.fr](https://www.amazon.fr), [Amazon.it](https://www.amazon.it), [Amazon.es](https://www.amazon.es), or for Book 1: <https://www.createspace.com/4065544>; Book 2: <https://www.createspace.com/4065507>

-----  
-----  
----- ]  
Nira Hativa, Ph.D.  
Prof. of teaching in higher education  
Former:  
chair of the department of Curriculum and Instruction, School of Education  
director of the Center for the Advancement of Teaching  
director of the online system for student ratings of instruction  
Tel Aviv University