



### **Guidelines for Formatting the Case Study Scholarly Deliverable**

In partial fulfillment of the Scholarly Delivery requirement in the WTAMU Ed.D. program in Educational Leadership, under the guidance and direction of their scholarly delivery committees, doctoral candidates must create their own teaching case study article that culminates in a publish-worthy manuscript formatted for submission to the [Journal of Cases in Educational Leadership](#) (JCEL). The University Council for Education Administration (UCEA) sponsors the JCEL in an ongoing effort to improve administrative preparation. This journal is a Committee on Publication Ethics (COPE) member.

#### **General Submission Guidelines**

The JCEL general [manuscript submission guidelines](#) are as follows:

- The recommended length of the combined cases, teaching notes, and references are between 15-20 double-spaced pages or 3500-5000 words.
- Text Sections: All sections should be typed in Times New Roman font (12-point) with page numbers centered at the bottom of the page. Sections typically include:
  - Title: Include a descriptive title.
  - Abstract: Include a short 100 word abstract describing the topic(s) of the teaching case and a brief synopsis of the case.
  - Teaching Case Narrative: Include the elements described above: ambiguity, complexity, context, and relevance.
  - Teaching Notes: Include “Teaching Notes” that situate the case in relevant literature.
  - Classroom Activities and Discussion Questions: Provide ideas for activities and prompts for discussion.
- References: Provide contemporary references tightly coupled to the case and teaching notes. References should follow the style in the seventh edition of the *Publication Manual of the American Psychological Association*.
- ERIC Descriptors: Three (3) ERIC descriptors suitable for searching should be identified.

*Note:* The Graduate School requires two deviations from 7<sup>th</sup> ed. APA style formatting. First, the left-hand margin must be set at 1-1/2 inches for binding purposes. Due to this requirement, the case study deliverable *may be up to 48 pages in length*. Second, the page numbers must be in the bottom center of each page footer.

Students are encouraged to get a professional editor who is well versed in APA formatting to review their documents prior to submission to their instructor

## **Reporting Standards**

JCEL suggests reviewing articles already published in the journal. Articles published in JCEL are pedagogical cases, NOT empirical case studies.

## **Format**

Although most professional journals abide by the 7<sup>th</sup> ed., APA organizational structure of manuscripts, many often have minor deviations specific to the journal. Journal specifications in structure and format will always trump APA or any other professional formatting guidance. In some instances, JCEL requires minor deviations from the standard APA structure. Moreover, the WTAMU Graduate School also requires minor deviations (as addressed in the note in the General Submission Guidelines section). Consequently, the organizational structure of your final manuscript, suitable for the final scholarly delivery submission to the Graduate School, is expected to be formatted accordingly. Consequently, the organizational structure of your final manuscript, suitable for JCEL submission, is expected to be formatted accordingly.

## **Case Study Review Criteria**

### ***Ambiguity***

A good teaching case is full of ambiguity. The central problem of a case should not be apparent or easy to identify. On the contrary, there may be a multitude of problems, with some being more important than others. Case discussants should be presented with enough ambiguity that it is not apparent how a problem should be solved or even what the central problem really is. A case teacher will know that a classroom discussion of a case was successful when students present conflicting solutions to a case's central problem or disagree in their identification of the case's core issues.

### ***Complexity***

Good teaching cases are complex. Some case studies are written where the problem presented is simple, or the case characters are so stereotypical that there is little to analyze or discuss. Complexity has become a major feature of contemporary educational leadership practice and effective leaders learn to respond to this complexity by using multiple perspectives, understanding ambiguity, and thinking in more fluid, rather than static ways.

### ***Context***

All cases describe a unique setting—typically a school, a university, or a workplace. A good case provides the reader with rich contextual details, including information about the organizational setting, the characters, and the community or relevant larger environment. Other contextual details may be important as well, such as the legal climate, political themes, cultural norms, and historical information, for example.

### ***Relevance***

A good teaching case presents a significant current problem with broad implications that applies to the case discussants. Therefore, authors should make sure that the topic that they choose to write a case study about has not been excessively addressed in the recent past.

## Organization of Case Study (Left margins set at 1.5 inches)

<b>Title Pages</b>
<b>Title (Page #1):</b> <ul style="list-style-type: none"><li>• Include a descriptive title</li></ul>
<b>Author Note:</b> <ul style="list-style-type: none"><li>• Name</li><li>• Contact information</li><li>• Biographical statement</li></ul>
<b>Abstract (Page #2):</b> <ul style="list-style-type: none"><li>• Include a short 100 word abstract describing the topic(s) of the case and a brief synopsis of the case.</li></ul>
<b>Keywords: (Page #2):</b> <ul style="list-style-type: none"><li>• Three keywords or phrases that are indicative of the topic addressed.</li></ul>
<b>Introduction (no header)</b> <ul style="list-style-type: none"><li>• Establish a problem of practice</li><li>• Minimum two pages</li><li>• The problem should clearly address significant issues of leadership within a specified educational context.</li><li>• A final paragraph stating the purpose of the case study and transitioning into the case narrative.</li></ul>
<b>Case Study (Must relate to the problem of practice.)</b>
<b>Organizational Setting:</b> <ul style="list-style-type: none"><li>• General background on the organizational environment</li></ul>
<b>Characters:</b> <ul style="list-style-type: none"><li>• Introduce the main protagonist.</li><li>• Introduce the key decision-maker.</li></ul>
<b>Narrative:</b> <ul style="list-style-type: none"><li>• Tell the whole story – usually in a chronological order.</li><li>• Provide details of the specific issue(s) faced by the organization.</li><li>• Explain the problem or issue.</li><li>• Provide details on when the case took place.</li><li>• Why the issue or problem arose</li><li>• Tell more than one side of the story to prompt discussion about competing alternatives.</li></ul>
<b>Concluding Paragraph:</b> <ul style="list-style-type: none"><li>• Provide a short synthesis of the case to reiterate the main issues, or even to raise new questions.</li></ul>
<b>Teaching Notes (Literature Review)</b> <ul style="list-style-type: none"><li>• Include “Teaching Notes” that situate the case in the relevant literature.</li><li>• Minimum of two pages</li></ul>

- Literature that will give a background of the problem
- Literature that could support solutions to the problem

#### **Teaching Activities & Discussion Questions**

- Provide ideas for activities and prompts for discussion.
- Include discussion questions that will prompt classroom discussion.
- Provide classroom activities that will support the problem of the case study and also enlist solutions.

#### **References**

- Provide contemporary references tightly coupled to the case and teaching notes.
- References should follow the style in the seventh edition of the *Publication Manual of the American Psychological Association*.

## Case Study Template

**Title of Case Study**

**Student Name**

Doctor of Education in Educational Leadership

Department of Education

College of Education and Social Science

West Texas A&M University

### **Author Note**

Name is a current doctoral candidate at West Texas A&M University. **She/He** currently serves as .....

Correspondence concerning this paper should be addressed to Name, Department of Education, West Texas A&M University, Canyon, Texas. E-mail:

[XXXXXX@buffs.wtamu.edu](mailto:XXXXXX@buffs.wtamu.edu)

**Abstract**

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XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

*Keywords:* xxxxxxxx, xxxxxxxx, xxxxxxxx (three words or word phrases)

**Title**

**Introduction** (Problem of Practice)

**Case Study**

**Organizational Setting**

**Characters**

**Case Narrative**

**Teacher Notes** (Literature Review – 2 to 3 pages)

**Discussion Questions and Teaching Activities**

**References**