

Logsdon, Jeremy

From: academic <academic@HARPERCOLLINS.com>
Sent: Monday, April 7, 2025 12:51 PM
Subject: [EXTERNAL] HarperCollins Publishers FYE Advisory Board

Hello, and happy Monday!

On behalf of Sarah George, Marketing Associate, and myself, I would like to welcome you to the inaugural HarperCollins FYE Advisory Board! Thank you for being our very first 8 participants, and I am looking forward to getting to know each of you, more about your programs, and more about how we can all work together to navigate FYE moving forward.

To get us started, and so as many of us who can join can say a quick hello and introduce ourselves, I've created [a quick Doodle](#) to select a meeting time. While I have booked an hour, it's entirely possible it'll be quicker than that, as I do know we are reaching a time of year where time is particularly precious. If you could please respond to the poll by Friday, April 18th, I'll select the day/time where most people are available. Once I have a day/time, either Sarah or myself will circle back with it and the Zoom meeting link.

Secondly: as a thank you for participating, we would like to send you our top FYE books from this year. This will include four nonfiction titles: [Birding to Change the World](#), [The Art & Science of Connection](#), [Attention Span](#), and [Sitting Pretty](#). We'll also send you a top fiction title of your choosing. Please select either: [Before the Coffee Gets Cold](#), [Yellowface](#), or [Demon Copperhead](#). Please note there is a gremlin in the Before the Coffee gets Cold book page—you will be sent the single title, not the boxed set.

Please reply to this email with your fiction selection from the list above, and the best mailing address to send these books to (your home address, in this case, is fine. Just please note that we cannot ship to PO Boxes).

If things had worked out differently when I finished my Ph.D., I would be trying to navigate the current state of the world (and the academy) from a position similar to where you all sit. From my current perspective, it would feel irresponsible to just plow on with the work of this department without listening to our customers, or potential customers, about the issues they are facing and how we may be able to help them meet this moment, especially in programming that is so vital to good outcomes in university life like FYE programming. So it means a lot to me that you are willing to lend your experiences and expertise as we all try to work to the good together.

I look forward to talking with you all soon.

Very best,
Kim

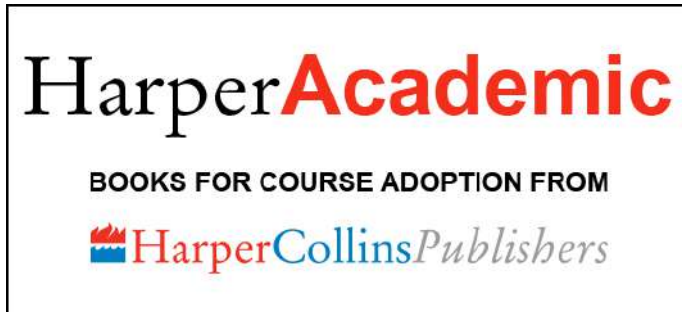
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Kim Racon
Senior Manager, Academic Marketing Department
HarperCollins Publishers

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Logsdon, Jeremy

From: HarperCollins Publishers <info@e.harpercollins.com>
Sent: Wednesday, March 19, 2025 9:30 AM
To: Logsdon, Jeremy
Subject: [EXTERNAL] FYE Recap, Advisory Board launch, and more this March from HarperCollins Publishers



**First-Year Experience
e-newsletter**

March 2025

[Request Exam Copy](#)

We're launching the HarperCollins First-Year Experience Advisory Board

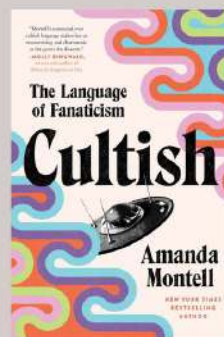
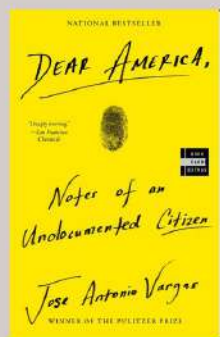
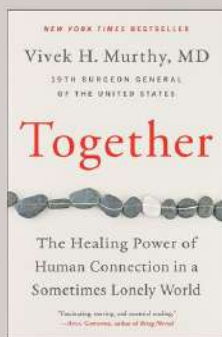
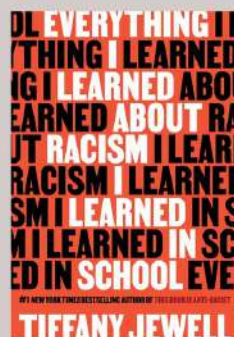
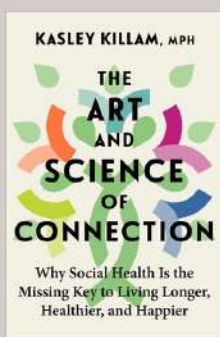
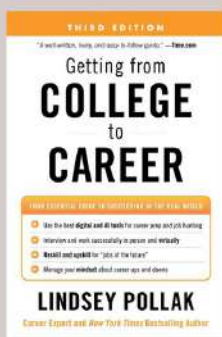
We know this past year has presented many obstacles for colleges and universities, and that futures of programs may be uncertain. For the HarperCollins First-Year program, we'd like to know how we can help you and your programs move forward over the coming academic years.

To that end, we are looking to start an FYE advisory board. If you're interested in applying, please click the button below to fill out our application. If you are selected to participate in our inaugural year, we plan on having three virtual meetings, held on Zoom, during the 2025-2026 academic year, with the first meeting being in mid-September. It's a place where we can learn more about what is and isn't working on your campuses, what kinds of books you are considering--or the kinds of books you'd like to consider--for your FYE needs, and what kinds of programming we can try and offer you, our customers, to help your programmatic needs.

Committee members who are selected will be sent our top 5 titles from our upcoming 2025-2026 FYE catalog as a thank you for participating.

We'll close the form on March 31st so we can start reviewing applications, and we'll let folks know if they are selected by April 15, 2025. If you have any questions, [please let us know](#).

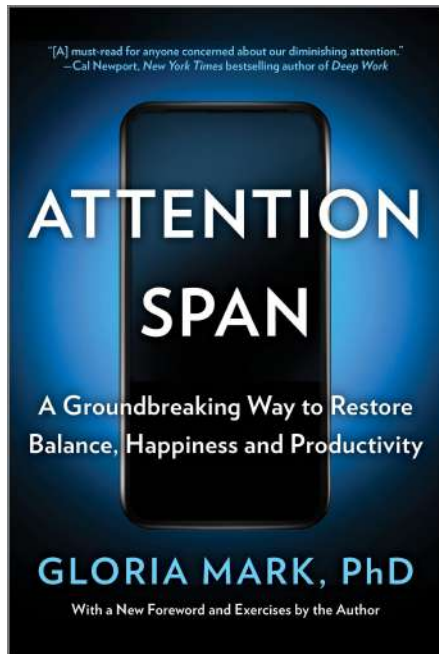
[Apply now!](#)



Our top titles from FYE 2025

Thank you to everyone who stopped by our FYE booth in New Orleans in February! It was great to meet new folks and finally get to say an in-person hello to folks we've gotten to know over email!

If you weren't able to make this year's conference, here are the top titles from our booth: Trish O'Kane's [*Birding to Change the World*](#); the new edition of Lindsey Pollak's [*Getting from College to Career*](#); Kasley Killam's [*The Art and Science of Connection*](#); Tiffany Jewell's [*Everything I Learned About Racism I Learned In School*](#); R.F. Kuang's [*Yellowface*](#); Toshikazu Kawaguchi's [*Before the Coffee Gets Cold*](#) (please note: the list price for this title is \$19.99); Vivek Murthy's [*Together*](#); Barbara Kingsolver's [*Demon Copperhead*](#); Jose Antonio Vargas's [*Dear America*](#); and Amanda Montell's [*Cultish*](#), which will be available in paperback from June.



Now available in paperback

While the concept of “flow” has previously been considered the ideal state of focus, Dr. Mark offers a new framework to help explain how our brains function in the digital world: kinetic attention. This book reveals how we can take control, not only to find more success in our careers, but also to find health and wellness in our everyday lives.

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