# THECampus

# THE Campus written resource submission template

Thank you for agreeing to contribute to THE Campus.  We accept resources in the form of **written features** and **short videos** - or even a combination of the two. The template below is designed for written resources – there is a separate guide for video resources.

All THE Campus resources should be clearly focused on offering practical, actionable advice for fellow educators wishing to improve and enhance key areas of higher education, including: teaching and learning; impact and sustainability; internationalisation; early career research support; research management; equity, diversity and inclusion.

There needs to be a strong focus on the "How?" as well as the "Why?" and "What?"

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|---|---|
| Title | If in doubt keep it simple and snappy |
| Name, role & institution | |
| Twitter handle | |
| Standfirst | One or two sentences providing a summary of what the resource is about – what advice are you offering and what challenge does it address? |
| Body text | **Written features: 750-850 words:**<br><br>**Introduction:** Provide a brief introduction to the challenge or issue being addressed – and explain why it is important / could be improved.<br>• Please try and avoid giving background on how "the covid-19 pandemic has forced university teaching online" – we all know this now<br><br>**Body text:** Explain the potential solution(s) / method(s) that will meet or overcome this challenge or improve outcomes.<br>• Provide practical detail and examples that will enable the reader to understand how the theoretical advice can be made to work in their own practice – for example, which tech tools could be used, what kinds of activities might help, which framework to apply, what style of communication is most effective, etc.<br>• If possible or relevant, provide advice on how to apply the advice in different contexts<br>• Breaking up the advice into sections with sub-headings and bullet points helps keep the advice clear and easy to follow<br>• Explain how the approach(es) outlined in the advice improves outcomes, drawing on personal experience or known research<br><br>**Conclusion:** Conclude with a summary of key takeaways or summarising line on the potential future development of the ideas etc. |

| | **Extra tips:** |
|---|---|
| | We want resources to be as quickly and easily digestible for the reader as possible, so: |
| | - keep sentences clear and concise – why use a four-syllable word when you could use one with two? |
| | - try to avoid language that is very technical, academic jargon or the use of acronyms wherever possible |
| | - consider using sub-headings to split the resource into sections rather than one huge text block |
| | - use bullet points where appropriate, such as when listing options |
| | - if you quote someone, please explain who they are |
| Additional links | We are happy to include links to relevant related content and resources, so include these at the bottom. |
| | Please note, we are not an academic journal and do not publish references – if you do cite research in the text, a hyperlink through to the paper or abstract is useful. |
| Supporting documents and images | We can include supporting documents as attachments and embed simple images or graphs into the text, but if there are several it is better to link through to them from the resource. |

**Some common mistakes to be aware of:**

1) These are **not opinion pieces or news features**. They are advice resources, a place to share your expertise, insight and tips to help other academics or HE professionals do their jobs better.

2) It is easy to get trapped into writing a narrative piece detailing a successful project / scheme at your institution which, however admirable, is of little value as advice for others. Resources should be focused upon outward-looking, practical advice for others, simply referencing or detailing specific projects where it is relevant to back up or draw out lessons.

3) These are **not promotional pieces** and attempts to make them such de-values them as advice resources. Anything you contribute to THE Campus will carry your byline and institution, with a link through to your institution's webpage. Repeated mentions of your institution throughout the copy will be removed.

**Examples of well-structured written resources:**

[Assessment design that supports authentic learning (and discourages cheating) | THE Campus Learn, Share, Connect (timeshighereducation.com)](#)

[Eight ways your university can make research culture more open | THE Campus Learn, Share, Connect (timeshighereducation.com)](#)