LAUREATE CONNECT ONLINE MAGAZINE
EDITORIAL GUIDELINES FOR CONTRIBUTORS

Laureate Connect is an online magazine for the *Laureate International Universities®* network that creates a communication bridge between Laureate institutions, theirs students, faculty members and staff.

We invite you to use Laureate Connect as a tool to feature yourself and your work, discover what's happening in your field of study around the globe, share and learn with your peers, and take advantage of all the benefits and opportunities that the network has to offer.

Laureate Connect, your place to inspire, share and connect with the Laureate network.

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What is Laureate Connect's objective?

Laureate Connect aims to share relevant content from different business, academic and personal interest areas with the greater Laureate community. It features articles and opinion pieces submitted by Laureate students, faculty and staff from around the network.

As a crowd-sourced online magazine, Laureate Connect gives members of the Laureate network the opportunity to share original articles, stories, opportunities and commentary with their peers around the world.

Laureate Connect is an online space where Laureate students, faculty and staff can also share opinions, exchange views and have lively discussions about the latest trends and innovations relevant to education and to the network.

CONTENT GUIDELINES & APPROVAL PROCESS

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What kind of audience are we writing for?

Laureate Connect's audience is Laureate students, faculty members and staff. With this in mind, submitted articles should be written with a light, informal (but respectful) tone. It is helpful to think in terms of how your content will benefit and/or interest our audience. In other words, *why* will Laureate Connect readers be interested in reading *your* article.

Laureate is a global network, so content should be captivating, clear, concise, direct, and accessible to a broad, global audience that will consume it in multiple languages.

What are the main content categories in Laureate Connect?

Laureate Connect has different sections and each one has particular characteristics our contributors should bear in mind when submitting contributions:

1 **Features:** As a general open category, this section opens opportunities for contributions outside other set categories. It features original reporting on anything written by students, faculty or staff, but focused more on light-hearted/soft news: current events, pop culture, music, lifestyles, arts and entertainment, personal essays, etc.

2 **Student Hub:** Focuses on life as a student at Laureate, giving them advice on areas of personal interest, reporting on student matters at the universities and highlighting exemplary students.

Categories include Featured Students, Student Life and Athletics, Local and International Opportunities, as well as Tips, Skill and Resources.

3 **Faculty Centre:** This section highlights faculty members and their accomplishments, promotes their academic research and shares advice and tips relevant to them.

Categories include Featured Faculty, News and Research, Programs and Opportunities, Resources and Best Practices, and Innovation and Online Teaching.

4 **Focuses:** In this section, students, faculty and staff can write about more academic matters specific to their field of study or expertise. Pieces highlight their knowledge in the area and promote them as subject-matter experts.

This section features articles such as case studies, essays, reviews, commentaries, ongoing columns, etc. Though more academic in nature, we recommend that pieces be easy to read and comprehend and not highly complex or extremely scientific (i.e., manuscripts that would be more appropriate in an academic journal).

Categories/disciplines include: Architecture, Art & Design, Business, Education, Engineering, Health Sciences, Hospitality & Culinary Arts, Law, Media & Communications, Science & Technology, and Social Sciences.

5 **Life at Laureate:** With an institutional, corporate focus, this section gives universities and their leaders the opportunity to share and promote activities, news and events happening on campus. It's also a medium through which Laureate members can promote their institutions, generating awareness, reporting on accomplishments and communicating innovations.

Categories include: News & Events, Leaders & Speakers, Institutional Profiles & Testimonials, and Virtual Tours.

Laureate Connect is open to publishing critiques, essays, analyses, opinion pieces, articles, interviews, reports, trend stories, roundups, columns, charts, photo essays, timelines, and other graphic formats in the abovementioned categories. We encourage authors to review our current content to have an idea of what the magazine publishes.

Content is accepted on an ongoing basis and there is no official deadline for publication.

Laureate Connect does not publish works of fiction, poetry, of political nature, or discriminatory pieces based on gender, age, disability, ethnic/national origin, color, race, religion, sexual orientation, and others. It reserves the right to reject pieces submitted for publication. We prefer stories and characters that set a positive example and shy away from crime, violence and highly controversial or sensitive issues.

What is Laureate Connect's tone? How should I write for Laureate Connect?

This is very important. Content pieces written for the Laureate Connect magazine should use a tone that addresses mostly students, but also faculty members and staff. Each piece should show different perspectives relevant to the Laureate network.

Articles should celebrate and inspire our audience, showcasing student projects, student entrepreneurs, student leaders, faculty members, university leaders, university activities, news related to our network and our programs, as well as information that is of interest to our audiences.

Pieces should be mature while developing your own writing style, expressing your opinion and being concrete, fresh and with a logical flow.

Should I propose content before producing it?

Yes! Authors are encouraged to submit ideas and request approval from Laureate Connect before submitting or producing content. Please include length, subject and how it applies to our audience, as well as much information and possible so the editors can analyze your proposal and contact you.

Laureate Connect highly recommends you propose your idea for contributions first to avoid producing content that could be rejected. Run your ideas through us before writing anything to save time and energy.

What is the process for getting an article published?

Whether you submit your idea first or an already-written article, all content goes through our Editorial Committee's review process. The committee has the final say whether an article will be published or not and authors are notified of their decision. The committee might choose to reject an idea or rough draft or send it back to the author for edits based on their judgment and feedback and within an established period of time.

The Editorial Committee's review process timeframes vary depending on workload and availability. If you have any questions or doubts, please contact Laureate Connect representatives.

Authors may consult Laureate Connect's Editorial Review Process website to check on the status of their publication.

In what language should I submit my article?

Articles may be submitted in English, Spanish or Portuguese. Once approved, Laureate Connect will translate the article in the remaining languages.

Content must be written in standard English, Spanish or Portuguese which can be easily understood by readers from all regions, avoiding regionalisms, slang and colloquialisms. Authors may reply to questions and feedback in any of the three languages.

Will my content be copyedited, changed or altered in any way?

Content will be reviewed and go through a quality assurance process to make sure it follows general appropriate grammar and writing style, headline writing best practices, as well as our editorial standards. It will be copyedited and Laureate Connect may or may not send it back to the author for approval before publishing it.

Copyediting time varies and depends on the content's length and complexity.

In regards to formatting, editors will format the article before it is published, and based on online editorial best practices, but it's highly recommended that you already include any italics, bolds, bullets and others in any draft you sent in so copyeditors can take them into consideration.

Is there a word limit for my content?

There is no official word limit. However, depending on the section your article is for, and based on online writing best practices, we recommend the following:

- ▶ **Headings:** 7-9 words or less (the less the better)
- ▶ **Sentences:** 15-20 words
- ▶ **Paragraphs:** 40-70 words
- ▶ **Articles:** 350 – 1,500, depending on the subject and its complexity

Can I include links to the article or link back to the article from another site?

Yes, you may. However, Laureate Connect reserves the right to remove them or add more.

You are welcome to link back to the article on the site but please reference Laureate Connect appropriately.

If I submit content, who owns the copyright?

All original content produced for and/or published by Laureate Connect will be owned by *Laureate International Universities®*, Laureate Education, Inc. and/or its subsidiaries and is free to use this content in whatever way and for whatever purposes it desires. Third parties retain the rights to content published elsewhere and republished on Laureate Connect with their appropriate permission.

Work can be quoted elsewhere but must link back to the original Laureate Connect article. When in doubt, please consult with Laureate Connect.

Will I be compensated for contributing?

There is no financial compensation for contributing content to Laureate Connect.

As an author, how will I be featured?

Authors are encouraged to submit a short biography to will accompany their article. These short bios should not be longer than 100 words. Authors are welcome to include links to their personal websites, social media profiles, or any other appropriate site where readers can contact them or find more of their work.

Laureate Connect will not fact-check and is not responsible for what authors claim in their biography, hence we encourage you to think and write responsibly and ethically when sending us your background information.

Will my piece be fact-checked?

As a content curator and crowd-sourced online magazine, Laureate Connect will not fact-check articles and urges authors to be very careful when making references or citing data to support any claims as they will be responsible for the accuracy of the work. Journalistic best practices are highly encouraged. If authors are uncertain of any facts mentioned in their pieces, it is their responsibility to bring this to the editor's attention at the beginning of the piece and before it is published. Laureate Connect reserves the right to not publish an article or remove it from its site if any issues arise regarding this matter.

Fact-checking tips

▶ Make sure you cite or reference reliable news sources. Personal blogs, websites like Wikipedia and social networks rarely count. The more reputable and trustworthy the source the more likely it is that the information you are referencing is legitimate and correct. In general, confirmation from two reliable sources is the minimum to make sure a claim, fact or data is correct, including recognized experts, academic journals, scientific studies, databanks, records, members of the general public, witnesses, newswires, colleagues, among others.

▶ Analyze if there is an absence of proof for the information you are using in your article, or if the facts are being embellished somehow. Use critical thinking and your best judgment. Where is the evidence behind a claim? If there is none or it's not complete, there might problems with that fact or claim.

▶ Google it! Search engines can be your best friend when it comes to fact checking by presenting you with reputable sources that support (or debunk) a statement or fact. Again, use your best judgment on whether a source is trustworthy or not. Does something seem out of place?

▶ Don't make facts try to fit your content. Cherry picking or distorting facts is not an ethical practice and you should not be biased towards facts or claims that support or discredit a desired outcome or idea in your work. Be objective and do not compromise your reputation by producing a piece that is incorrectly factual. Be sure to distinguish facts from opinions.

▶ Keep in mind that in the end, you are responsible for your own work and Laureate Connect is just the medium through which you are sharing it. You have an audience and have a responsibility towards them. Don't let them down by having to make amendments, corrections or retractions once your piece has been published. This will hurt you professionally and affect Laureate Connect's reputation as a reliable organization.

Plagiarism

The use of other people's work is unacceptable and highly damaging to authors and Laureate Connection. It is the author's responsibility to cite appropriately anything that is not originally created by them.

If you want to know how to reference other sources please click here: http://bit.ly/MonashCitationsGuide

Comments

Readers can submit comments via Facebook and these will be moderated by Laureate Connect. Offensive, harmful or spam-like comments will be taken down and authors should feel free to report them to Laureate Connect.

IMAGES GUIDELINES

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Does my article need to include photos? If so, how should they be formatted?

Authors may submit their own images (whether photographs or illustrations) to go with their articles, however all images must comply with the following criteria:

- ▶ Full size images for posts must be greater than **810 pixels in width and 540 pixels in height**.

- ▶ Images must be in high resolution and saved for web image optimization in **JPEG (.jpg)** or **PNG (.png)** formats.

- ▶ If you have images that are greater than **10 MB**, please contact us so we can assure their delivery to our editors through an appropriate online medium.

- ▶ The author must own the **rights to this image** (or have written permission to use it) to avoid any legal issues or claims of copyright infringement from the image's owner. If the author is submitting an image (or several) to accompany their piece, they must be very clear with Laureate Connect editor's as to where they got the image from. Laureate Connect reserve the right to ask an author to submit proof of ownership or proof of written consent and permission from the image's owner in order to publish the image.

- ▶ If the image is from the internet, please provide a **link** to the source of the image.

Images must comply with design and editorial best practices. Laureate Connect retains the right to decide whether an image is published or not.

If an image is not submitted with an article, Laureate Connect will select one that is most appropriate and based on what the piece is about. Authors are encouraged to provide suggestions on what type of image(s) would go best when they submit their content so editors can take them into consideration.

Images of the Author

Each Laureate Connect article must include a professional picture of the author for their Connect profile. The author must own the rights to this image (or have written permission to use it) to avoid any legal issues or claims of copyright infringement by the photographer.

The profile picture must be reasonably professional and be 100 pixels in width and 100 pixels in height. Authors are free to send us pictures that are bigger than this size but must keep in mind that we will crop them to fit the site's standards.

The inclusion of an author's photo is mandatory.

CONTACT

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Please send all article submissions to David Nolasco at *connect@laureate.net*.

DAVID NOLASCO

Editor | Online & Social Media Lead