



STLHE Newsletter—Writing Guidelines

Articles will be reviewed by the Editors and Editorial Associates, including the President of STLHE and the Chair of Publications. As a general rule, there are some changes for length and consistency of text within an issue.

Previous issues are available at www.mcmaster.ca/stlhe/publications/newsletter.html

1. Remember, the Society's members are your audience.

- Primarily, the membership includes faculty and educational developers / instructional developers, but is also comprised of post-secondary administrators, librarians and students.
- The focus of all material is teaching and learning in higher education.
- The audience background is very diverse (i.e. many discipline areas, different countries, different levels of experience, etc.).

2. The Theme

- Each issue of the Newsletter has a theme.
- Articles related to the theme will be given preference within an issue, however, some articles of general interest may be included even if they are not related to the theme.

3. Tone and Format

- The tone should be appropriate for a newsletter.
- Preference is given to practical articles with elements that people can use.
- A strong, catchy beginning to an article is more effective.
- Paragraphs are generally short, to help with visual scanning.
- Sentences that are short and in the active voice are generally preferable.
- Use bullets, charts or figures when they will help a reader with scanning an article.
- Headings and sub-headings are helpful, particularly in articles that are over 300 words in length.
- The article should be easily read by people from a variety of disciplines, so jargon specific to one discipline should be avoided.
- Spell out all acronyms the first time, i.e. Society for Teaching and Learning in Higher Education (STLHE).

4. Article Length

- Articles submitted should be one-half page (~300 words) to a maximum of one page (~700 words) in length.

5. Reference Style

- Since this is not a scholarly paper, references are not required but can be included where appropriate.
- Use APA style for consistency.

6. Include a Photo

- If possible, include a photo of the author or an image that is relevant to the article. They not only add interest and variety to the Newsletter, but they are helpful to readers.
- Photos and images should be submitted electronically as a tiff or jpeg (minimum of 300 dpi).

7. Article Title

- Include a draft title. This may be adapted, but it is helpful to the Editors.