



Call for Submissions, Academic Year 2018-2019
APLU CEO First Draft Blog Series: <https://bit.ly/2sUL1f5>

The APLU Council on Engagement and Outreach Communications Committee invites CEO Executive Committee members and members at large to submit a post for APLU's First Draft blog that examines an important current issue in community engagement affecting APLU institutions. As leaders in the field, the Council's members are poised as thought leaders on community engagement, best able to offer timely discussion and advice for the broader APLU membership, including the leadership of member institutions. By creating a series of blog posts, we aim to foster a community that shares its expertise, interrogates current standards, explores emerging practices, and encourages action in the areas of program and policy development.

In light of current news as well as conversations among our members, we have identified the following broad areas for posts for 2018-2019:

- Creative placemaking
- How to be a translational scholar/public thought leader at APLU institutions
- Public science education
- NSF Broader Impacts
- Fundraising and development around community engagement
- Intersections of diversity/inclusion/equity and community engagement
- The elective Carnegie Classification in Community Engagement
- Topics in international community engagement
- Liability and risk management in community engagement

Please consider these suggestions for the style and format of your blog post:

- Posts should be directed toward an audience of executive leaders and peers who may wish to learn from your understanding and experience with an issue of particular relevance for public higher education institutions regarding community-engaged scholarship and university outreach in its many forms. Provide enough background to inform members at diverse institutions but assume a common level of knowledge of the issue.
- Posts should be between 500-900 words.
- Both the title and the first paragraph of the blog post should draw the reader in, so that they read through to the end.
- The post should be rooted in evidence, but not all the evidence needs to be included in the actual post. Provide inline links to support further reading on

material available online and a reference list for materials not available online.

- Currency counts! Posts should convey fresh ideas and perspectives, including those from recently published research (again, providing inline links and/or a reference list).
- Please consider organizing content so that it is more accessible for readers in this online format. Ordered and unordered lists and subheads, for example, make pieces easier to read online.
- Address an issue broadly rather than simply discuss best practices at a single institution. It's fine to mention your institution's experience, but do so in a way that sheds greater light on the broader issue.
- Though it is not required, we would welcome blog posts co-written with community collaborators or by teams from multiple APLU institutions.
- Ask for a call to action, if relevant. What is the "now what?" for APLU members?
- Above all, provide content that is both useful and informative to both public university leaders and your professional peers.

The Communications Team will undertake an editing process on any submissions, and a full edited draft (including title) will be sent to the corresponding author. We will follow up on all submissions in a timely manner.

To submit a blog post, please send the following to the Communications Team:

- The names and affiliations of all authors
- Contact information for the corresponding authors
- A catchy title
- The blog post
- Head shot photographs of all authors (with corresponding names)
- Your personal/department/institutional Twitter handle (for social media promotion)

Or, if you prefer to discuss an idea prior to submitting a post, please contact Burt Bargerstock (bb@msu.edu) or Suchitra Gururaj (suchi.gururaj@austin.utexas.edu). We look forward to sharing your work with our community.