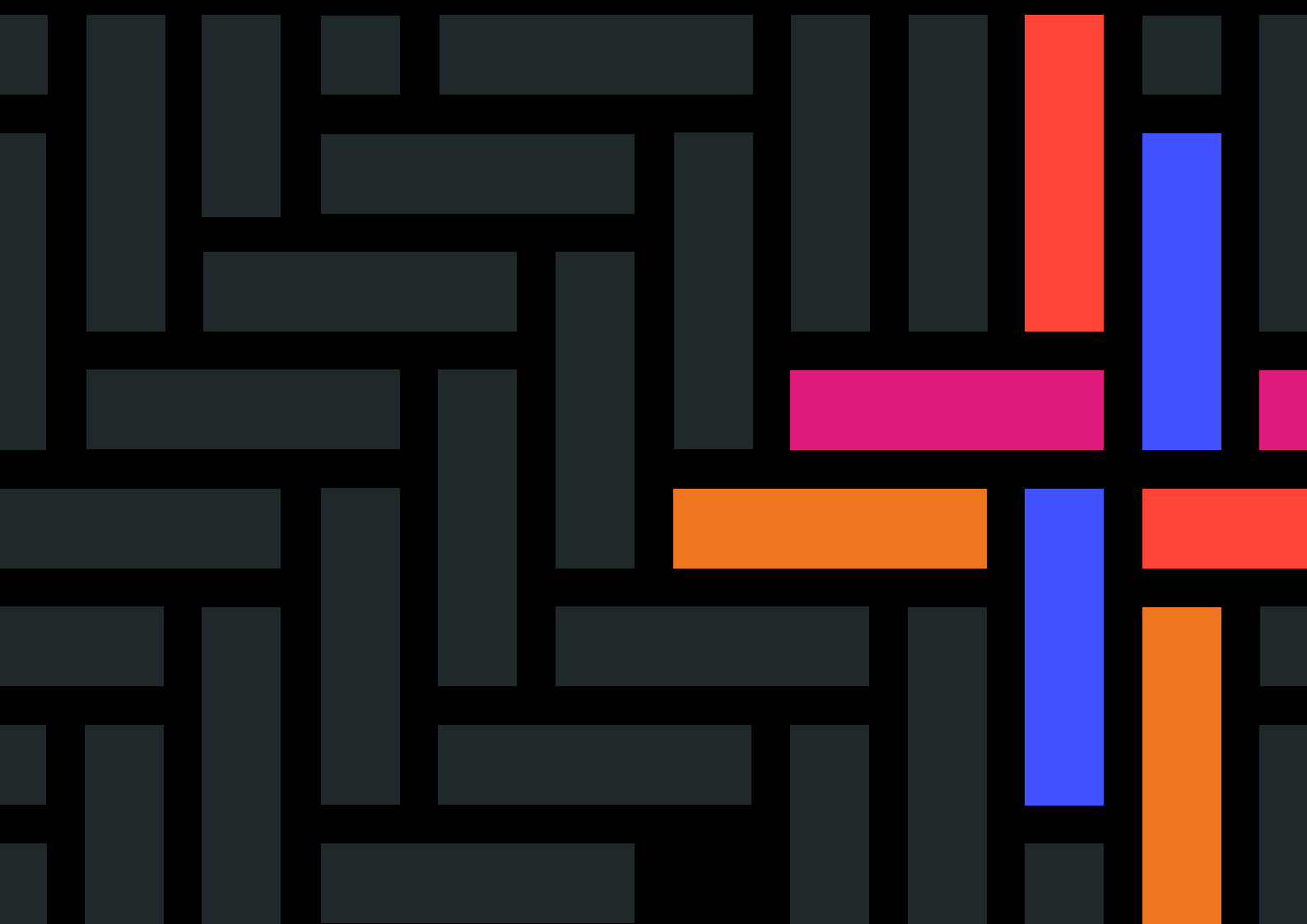**Times Higher Education**

Inside Higher Ed

Campus+

Partner guide

Introduction:
Welcome to Campus⁺

This media pack is intended for use by staff from our global network of Campus⁺ institutions to promote your Campus⁺ partnership internally to academics, faculty and professional staff and help those who wish to contribute to create written or video resources.

Contents

THE Times Higher Education | IHE Inside Higher Ed

About Campus

What is Campus?

Campus was launched in 2021 to give higher education institutions a platform to share knowledge and expertise around technology-enhanced learning. Its remit quickly broadened to enable university staff to share advice on all elements of higher education.

In 2023, Times Higher Education and Inside Higher Ed joined forces to bring Campus content to both THE and IHE's joint global audience of 2.5 million unique monthly visitors.

Campus provides a platform for academics, faculty and professional staff to connect on a global level, build networks and share peer-to-peer insight and advice on:

- **teaching and learning**
- **the internationalisation of higher education**
- **progressing towards the UN's Sustainable Development Goals (SDGs)**
- **improving equity, diversity and inclusion**
- **research management**
- **achieving success for early career researchers**
- **student success**
- **digital transformation**
- **leadership and strategy**

What is Campus$^+$?

Campus$^+$ offers higher education institutions around the world outreach, content-creation, events and networking opportunities.

As a Campus$^+$ partner, you benefit from the support of the Campus editorial team. You have advance access to our publishing schedule so that your academics, faculty and staff can plan their submissions early.

All contributing partners have an institutional profile page, where the advice and insight submitted by your authors is displayed, creating a rich library of content.

The benefits you enjoy as a Campus$^+$ partner include:

Editorial partnership and collaborations:
- **Dedicated guidance and support from the Campus editorial team**
- **Access to the Campus editorial publishing schedule and submission deadlines**
- **Invitations to appear on Campus podcasts and webinars and at our in-person events**

Institution profile:
- **University name and logo on all contributed resources**
- **Central hub for your Campus resources**
- **University branding, image and description of your choice**
- **Campus$^+$ partner showcase emails exhibiting your institution's content to over 500,000 recipients.**

Be part of THE's global community:
- **Your institution's teaching, research and leadership expertise showcased on Campus**
- **Your logo on the Campus homepage**
- **Your feedback welcomed as Campus develops**

Get involved

Academics, faculty and university staff can share their expertise and insight on key areas of global higher education by submitting resources to Campus.
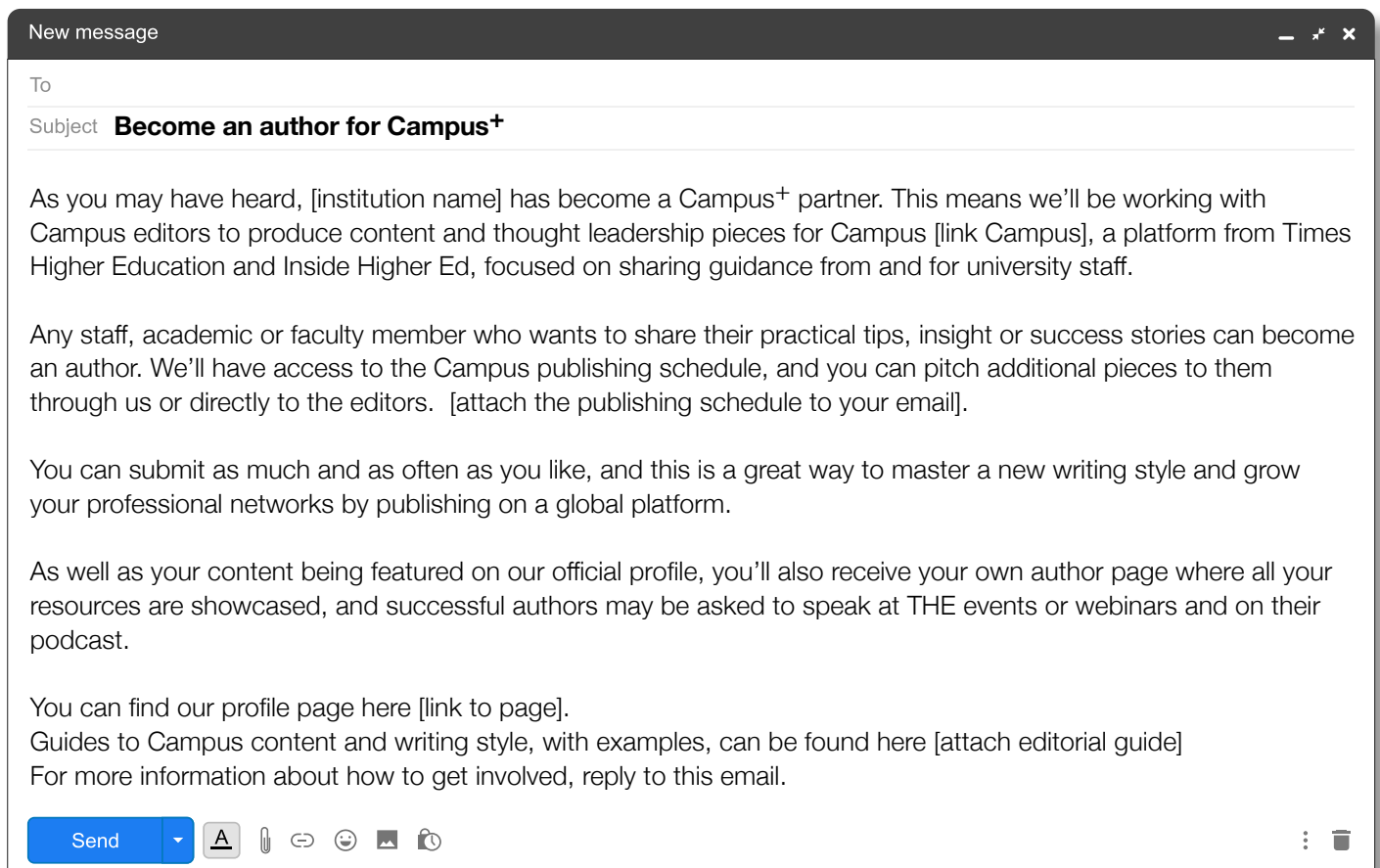
We would recommend making your institution's academic and professional staff aware of the benefits of submitting resources to Campus by emailing them and promoting the Campus⁺ partnership on your social platforms, internal blogs and intranet sites used by your staff.
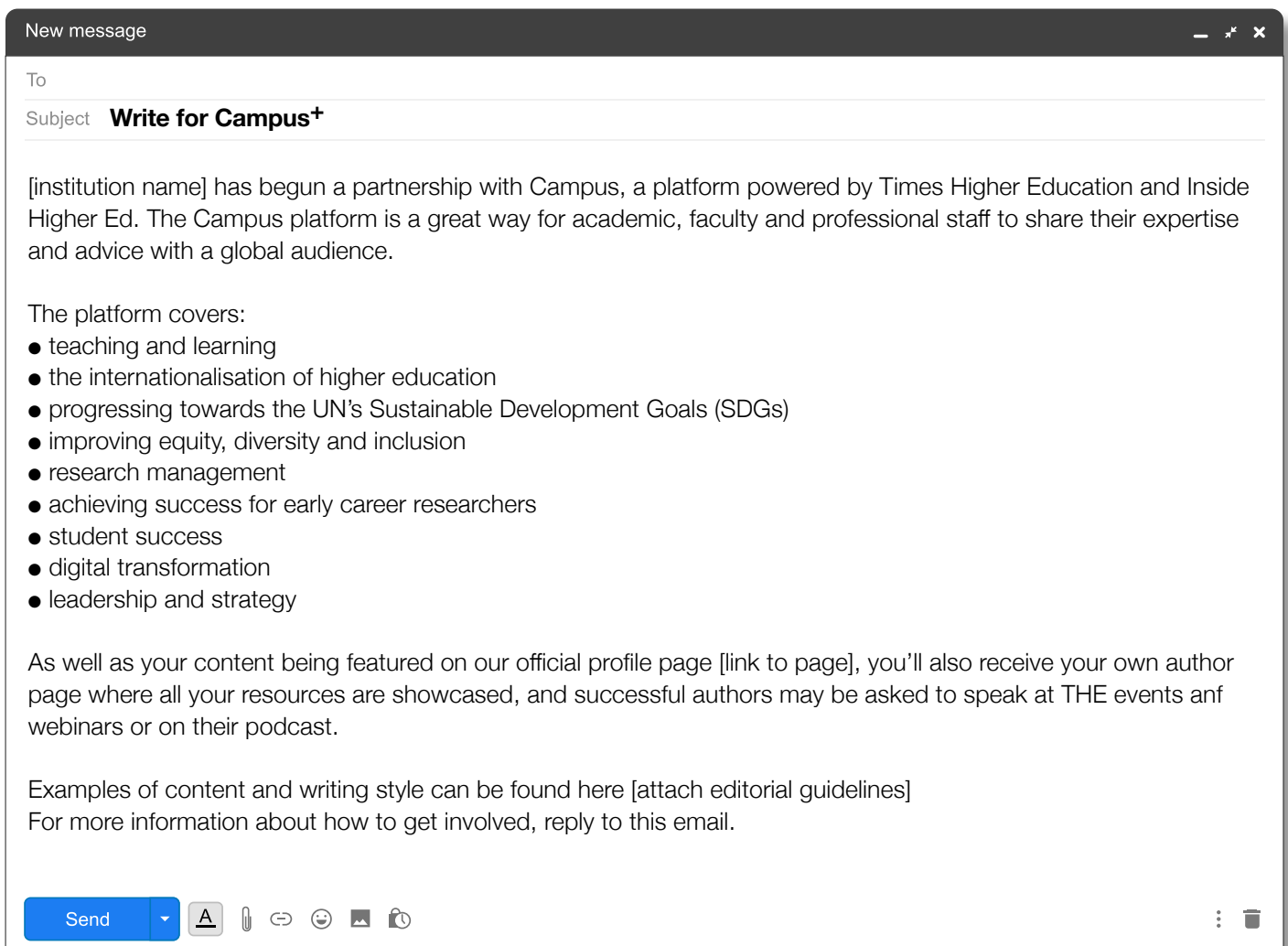
Examples of how to get your staff involved are:

Email

On our <u>partner page</u> you'll find downloadable e-signatures that can be added to your email and linked to your institutional profile page, making it easier for your staff and readers to find your resources.

New message ␣ ⤡ ✕

To

Subject **Become an author for Campus⁺**

As you may have heard, [institution name] has become a Campus⁺ partner. This means we'll be working with Campus editors to produce content and thought leadership pieces for Campus [link Campus], a platform from Times Higher Education and Inside Higher Ed, focused on sharing guidance from and for university staff.

Any staff, academic or faculty member who wants to share their practical tips, insight or success stories can become an author. We'll have access to the Campus publishing schedule, and you can pitch additional pieces to them through us or directly to the editors. [attach the publishing schedule to your email].

You can submit as much and as often as you like, and this is a great way to master a new writing style and grow your professional networks by publishing on a global platform.

As well as your content being featured on our official profile, you'll also receive your own author page where all your resources are showcased, and successful authors may be asked to speak at THE events or webinars and on their podcast.

You can find our profile page here [link to page].
Guides to Campus content and writing style, with examples, can be found here [attach editorial guide]
For more information about how to get involved, reply to this email.

Send ▾   A 📎 🔗 ☺ 🖼 🕭   ⋮ 🗑

Campus⁺

New message — ⤢ ✕

To

Subject **Write for Campus⁺**

[institution name] has begun a partnership with Campus, a platform powered by Times Higher Education and Inside Higher Ed. The Campus platform is a great way for academic, faculty and professional staff to share their expertise and advice with a global audience.

The platform covers:
● teaching and learning
● the internationalisation of higher education
● progressing towards the UN's Sustainable Development Goals (SDGs)
● improving equity, diversity and inclusion
● research management
● achieving success for early career researchers
● student success
● digital transformation
● leadership and strategy

As well as your content being featured on our official profile page [link to page], you'll also receive your own author page where all your resources are showcased, and successful authors may be asked to speak at THE events anf webinars or on their podcast.

Examples of content and writing style can be found here [attach editorial guidelines]
For more information about how to get involved, reply to this email.

Send

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Social

On our <u>partner page</u> you'll find a range of downloadable social cards that you can use with your posts to raise awareness of the Campus⁺ partnership among your staff.

[institution name] is now a Campus⁺ partner! To find out how you can get involved sharing your expertise on this global platform contact [add contact details]

Get your resources featured on [institution name's] profile page and reach a global audience with Campus, brought to you by Times Higher Education and Inside Higher Ed. Contact [add contact details] for more information.

Want to share your professional tips and success stories with a global audience? Write for Campus! All academics and professional staff from [institution name] are now able to contribute to this global platform. Contact [add contact details] for more information.

Grow your network and share your expertise with a global audience on Campus. Contact [add contact details] for more information on becoming and author

Share your advice and become a thought leader with Campus, the global platform brought to you by Times Higher Education and Inside Higher Ed. Contact [add contact details] for more information.

Want to share your advice, expertise and success stories? Become a thought leader with Campus! Contact [add contact details] for more information on the partnership.

Share your expertise, advice and success stories and become a thought leader with Campus, the global platform brought to you by Times Higher Education and Inside Higher Ed. Contact [add contact details] for more information.

[institution name] academic and professional staff who wish to share their knowledge or engage in dialogue with peers on an international stage can submit written or video resources to Campus. The Campus editorial team will provide guidance and support to prepare submissions for publishing.

Campus+

Blog

Make sure to add a post about your Campus+ partnership to your university blog or intranet to ensure your staff are aware of how to share content. You can also add a link to your institutional profile page, making it easier for your staff and readers to find your resources.

As you may have heard, [institution name] has become a Campus+ partner. This means we'll be working with Campus editors to produce content and thought leadership pieces for Campus [link Campus], which is powered by Times Higher Education and Inside Higher Ed.

Anyone who wants to share practical tips, insight or success stories can become an author. We'll have early access to the Campus publishing schedule and can pitch additional pieces to them. [attach publishing schedule].

There's no limit on the number of articles you can submit, and this is a great way to master a new writing style and grow your network through publishing on this global platform.

As well as your content being featured on our official profile page, you'll receive your own author page where all your resources will be showcased. Successful authors may also be asked to speak at THE events and webinars or on their podcast.

You can find our profile page here [link to page].
For more information about how to get involved, contact: [your details].

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Badges and logo

On our partner page you'll find downloadable badges, social cards and e-signatures confirming you're a Campus⁺ partner that can be added to your website and linked to your institutional profile page, making it easier for readers to find your resources. You'll also find a Campus⁺ logo which can be added to communications and presentations to staff about your partnership.

Style guide

Campus has specific style requirements for written and video resources and opinion pieces. We'd recommend hosting our editorial guidelines and examples of quality Campus content on your intranet as well as sharing them via email. These guides provide detailed information on how to structure and write or record for Campus within the THE style with examples of previous successful resources.

A great example of how to share information about Campus⁺ and promote your institution's Campus resources can be found on the University of Adelaide website here.

All editorial style guides can be found on the Campus⁺ partner page

Campus+