Campus

Campus opinion piece guidance

Views are resources based around a strong or strident opinion. They should propose practical solutions or guidance off the back of the opinions being espoused. Do not be afraid to be forthright or controversial in your views. Campus opinion pieces are written in a high-end magazine style.

The clear element of advice can take the form of overt, practical tips or ideas on how readers or the higher education sector might solve the issue(s) at hand, or at least begin to think about it. We're not expecting all the answers, obviously, but a View opinion piece should offer a (potential) way forward that brings even greater value to our readers.

The usual word count is 800 to 900 words. We do not publish footnotes, endnotes or references (use hyperlinks to explainers, studies, papers or abstracts instead, please).

You are writing for your peers but not for an academic journal. Use plain English and avoid jargon and excessively academic language – it's not generally common to speak in terms of "modalities" or "observed differential experiences" and the like. A good way to think of the tone is that of an intelligent conversation you might have over dinner with a friend who is educated but not au fait with academic lingo. Please do consult our Views section to get a feel for style if you're unsure.

How to submit a Views article to Campus

Articles should be submitted as a Word file of 800 to 900 words (this does not include the headline, standfirst or additional links). Please do not sent PDFs as they cannot be edited. A Campus editor will provide feedback to the author or make edits directly into the Word doc. This might include minor text corrections but could involve major structural changes, questions and requests for more information or supporting evidence. The amended draft will be sent back to the author, who is then asked to address any outstanding feedback or questions and return a corrected version. When both editor and author are happy with the text, it will be published within a month.

The Campus editor will write or revise the headline and standfirst. They will also choose an image to accompany the resource, but authors can also provide images or graphics to support their text. Authors should ensure they have permission for the images or graphics to be published online.

Please check our Campus contributor terms and conditions to ensure you're happy with them. They're standard stuff, but we need you to have seen them. There's no need to respond to them (unless you have a query, of course).

Examples of well-executed Views

The four-day week in higher education: can we make it work?
Why higher education should take an EDI lesson from Kendrick Lamar
When is a percentage not a percentage? The problem with HE marking practices

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Dos and don'ts for submitting an opinion piece to Campus

- Our readership is global higher education faculty and leaders who will be aware of the large trends in the university sector, so just as you wouldn't mention to a colleague that Covid had changed the HE teaching landscape, you don't need to reiterate that in your article.
- That said, don't assume readers will know what you're talking about. If you would explain a concept to a colleague from a different field at an international conference, you would similarly need a brief explanation in a Campus piece.
- Avoid pieces that say that "things are changing and we need to get on board with that". We are after pieces that dig deeper and/or focus on a specific area of/problem with/solution for HE.
- Ask yourself what, specifically, will your piece add to the conversation? Is it unique? Does it add a new perspective or way to understand an issue?
- The purpose of these pieces is not to explicitly state "we're doing this" and "we're doing that" but to demonstrate thought leadership and thus promote your institution in that way – by having it associated with articles that build a compelling argument, engage our readers and offer solutions to/insight into the issue(s) raised.
- Move beyond abstractions. Discussing the big ideas is fine, up to a point, but we also need to see why this is important and how it relates to/can be applied to real-world situations. Don't spend too much time discussing the macro changes that HE is going through – most readers are aware of them. Use the (somewhat limited) word count to concentrate on the unique and insightful point(s) that you want to make.
- Offer ideas and guidance on how readers and/or the sector might solve the issue(s) at hand, or at least begin to think about them. We're not expecting all the answers, obviously; offering a (potential) way forward brings even greater value to our readers.