

EHEA Newsletter Guideline

Introduction

Since its establishment in 1999, the Bologna Process has led to significant reforms in the field of higher education in the member countries. Nevertheless, this is a continuously evolving process, and information and knowledge sharing are considered crucial for gaining ownership of the policies agreed upon and their meaningful implementation.

In answer to this challenge, the BFUG has approved, as part of the action plan of the Task Force on Enhancing Knowledge Sharing in the EHEA community (TF), the initiation of an EHEA Newsletter, which aims to be the gateway to the Bologna Process and EHEA environment.

The EHEA newsletter is a comprehensive source of news, updates, and insights on the latest happenings and developments regarding the Bologna Process. The goal of the newsletter is to inform a global audience of stakeholders, including higher education institutions, policymakers, other institutions with responsibilities in the higher education field, and the wider public. By providing a timely and informative snapshot of EHEA affairs, it aims to foster a deeper understanding of its transformative impact on higher education in the member countries.

While the newsletter is a *Task Force on Enhancing Knowledge Sharing in the EHEA community* initiative, it is based on the knowledge and contributions of BFUG members, consultative members and partners and is realised in collaboration with the BFUG Secretariat.

The present document serves as the Guideline for Contributors to the EHEA Newsletter, providing clear instructions and expectations for submitting high-quality and engaging content that aligns with the newsletter's mission and goals. It outlines the editorial principles, content guidelines, format guidelines, submission guidelines, review and editing process, copyright and usage, feedback and collaboration guidelines, and the overall vision for the newsletter. By following these guidelines, contributors can ensure their submissions are appropriate and informative and contribute meaningfully to the newsletter's success in informing and captivating its global audience.

Just like the EHEA, this Guideline is an evolving document which will be iteratively improved based on the needs, feedback, and preferences of its audience.

Vision

The vision of the EHEA newsletter is to serve as a comprehensive, informative, and engaging platform for disseminating news, updates, and insights related to the European Higher Education Area (EHEA) to a global audience of stakeholders, including higher education institutions, policymakers, other institutions with responsibilities in the higher education field, and the general public.

Goals

- Establish the EHEA Newsletter as a trusted and authoritative source of information on EHEA developments.
- Provide a regular overview of key events, initiatives, and achievements within the EHEA.

- Highlight innovative policy initiatives within the EHEA.
- Promote international cooperation and exchange in higher education.
- Foster a sense of community and engagement among EHEA stakeholders.

Target Audience

- Higher education institutions and their governance and staff;
- Policymakers and government officials;
- Institutions/organisations with attributions and interest in the field of higher education;
- Researchers and academics;
- Students and prospective students and their unions;
- The general public interested in higher education.

Contributors

All members, consultative members and partners of the EHEA are invited to send contributions to the EHEA newsletter.

Type of contributions and general requirements

The contributions can be articles, news items, interviews, or case studies and best practices that are relevant to the Bologna Process. They can also describe the BFUG work in the respective period.

Your contributions will help us shape a newsletter that is genuinely representative and engaging for our global audience. The content you provide will be included in the newsletter and, if needed, its long-form content will be published on the EHEA.info website.

Your submissions should be clear, concise, informative, tailored to a general audience interested in higher education. It should also be accurate, unbiased, and well-researched, providing factual information and citations, if that's the case.

Type	Description	Size¹
Introduction	A brief overview of the newsletter edition, highlighting key themes and featured content. Typically should be drafted by the co-chairs/vice-chair of the current period.	200-500 words
Editorial	An opinion piece or analysis on a current issue or trend in EHEA, written by an expert or thought leader.	500-800 words
Article	An in-depth exploration of a specific topic related to EHEA, including research findings, best practices, or studies.	500-1500 words
News Item	A short report on a recent event, development, or achievement within the EHEA.	150-300 words
Interview	A Q&A with an interesting figure in the EHEA, providing insights and perspectives on current issues.	300-1000 words
Case Study/Best practice	A detailed look at a successful initiative or program implemented by an EHEA institution.	500-800 words
Infographic	A visual representation of data or information related to EHEA, using charts, graphs, and icons.	N/A (Size varies depending on complexity). For lengthy visuals, the graphic should be adapted to a vertical layout.
Video	A short clip showcasing an EHEA activity, event, or achievement. High-Resolution distributable .mp4 videos, adapted to formats, sizes and resolutions used across social media services.	N/A (Length varies depending on content)
Webinar Recording	A recording of a live online event on an EHEA-related topic.	N/A (Length varies depending on recording)
Personal Story	A first-hand account of someone's experience with EHEA, such as a student studying abroad or a	300-500 words

¹ The size is provided for reference and would be adapted to the specific case.

Type	Description	Size ¹
	researcher collaborating with colleagues across borders.	
Book or scientific article review	A review of a recent book or scientific article, relevant to the EHEA and its goals.	300-500 words
Policy Analysis	An overview and analysis of a new policy impacting the EHEA.	500-800 words
Upcoming Events	A listing of upcoming conferences, workshops, and other events related to EHEA.	100-200 words

Editorial Guidelines for Newsletter Contributions

Your submission should respect the following characteristics:

- Submit in Microsoft Word (.doc or .docx) format.
- Adhere to specific word counts based on the content type (the long-form source or only the preview):
 - Content to be published on the EHEA.info website and then linked in the newsletter, mentioning the source of the article: 500-2000 words.
 - Content to be published as a preview of articles, interviews, case studies, video content, published on your institutional website or other official channels and linked in the newsletter: maximum 200 words.
- Include a clear and concise title that accurately reflects the content.
- Should include the url link, in the case the long-form content is already published by you or your institution.
- Representative, high quality pictures are recommended, if appropriate. If that is the case, please aim for a resolution of at least 72 dpi (preferably 150 dpi) and always include an accurate description of each picture.

Title	
Institution	
Preview text (maximum 200 words)	
Link to the article (if the article is posted elsewhere than on EHEA.info)	
Relevant pictures if available	

Frequency and distribution channels

The newsletter should be produced and published twice a year, a call for contributions being sent by the Secretariat in due time. The newsletter will be available on EHEA website and sent through email to all EHEA members, consultative members and partners. It will also be announced on social media, and members are encouraged to distribute it through their channels.

A subscription invitation will be available, preferably as a button or pop-up on the EHEA website.

Review and editing

Once they reach the BFUG Secretariat, submissions undergo an editorial review process to assess clarity, relevance, and adherence to guidelines. Minor edits and suggestions may be made for improved clarity, consistency, and style guide alignment. Major revisions may be requested for significant changes to align with guidelines or enhance content quality.

Copyright and use

By submitting content, authors grant the EHEA Secretariat the right to publish and disseminate it on the newsletter, EHEA.info website and the official EHEA social media channels. The EHEA Secretariat ensures that it attributes authors properly and always acknowledges their contributions. Authors retain copyright ownership of their work.

Feedback and Collaboration

Feedback from contributors and readers on the newsletter content and format is welcomed, to identify and cover the most relevant newsletter topics and formats and to improve the current guideline.