
Credit Hour Guidelines

Newsletter Timing

The newsletter is released every other Wednesday, and we typically prep the newsletter the Friday before it publishes. On rare occasions, such as around the holiday season, the newsletter's publication might be slightly altered.

Caption Guidelines

Please review the newsletter to become familiar with how content is structured. Typically, the published captions are two-to-three sentence excerpts from press releases institutions have written.

Captions should meet the following criteria:

- Clearly summarize the news item
- Clearly show how the institution is involved
- Include a link to more information

Some common caption formats we do not publish:

- A quote from a professor about a general topic published in a newspaper or media outlet
- Only the headline of a news article
- A caption without a link to more information

Content Guidelines

The content for *Credit Hour* is not based on a precise editorial protocol, but we use our judgment to try to adhere to these general guidelines. The newsletter is divided into these categories:

- **Programs**

- **We Publish:** Items about program partnerships, external or international collaborations, special student-designed programs
- **We Do Not Publish:** New degree programs; news about speakers; stories about seminars, workshops, or campus improvements
 - Sometimes if there is something unique, such as involving members of the community, across the state or internationally in these topics, we will include those items in the "Spotlight" category.

- **Worth Noting**

- **We Publish:** If multiple AASCU members are involved in a news item, we may include that in this category.

- **Grants and Gifts**

- **We Publish:** Recent grants and gifts institutions received.

- **Awards and Honors**

- **We Publish:** Awards given to faculty and administration at least at the state level.
- **We Do Not Publish:** Awards institutions give to their own employees; alumni awards or news; awards or recognitions that are ubiquitous—e.g., student athletes awards, school rankings, when people are in the running for an award, but the winner has not been chosen.

- **Spotlight**

- **We Publish:** Student awards given at least at the state level, profiles about unique students (e.g., first generation, non-traditional), faculty and/or student research and projects, fundraising results, other unique items—particularly ones that engage the community or external stakeholders—that do not fit into the other categories.
- **We Do Not Publish:** Awards institutions give to their own students, students in the running for awards but who have not received them, new degree programs, seminars, workshops, campus improvements, campus events
 - Sometimes if there is something unique, such as involving members of the community, across the state or internationally in these topics, we will include those items.

Contact Information

Thank you for taking the time to read these guidelines. If you have any questions, please contact Victoria Markovitz, AASCU's editorial services manager, at markovitzv@aaascu.org or 202-478-4668.

We appreciate all the items we receive, and look forward to sharing our members' exciting and unique news.