

ICE Credentialing Insights Contributor Guidelines

ICE's greatest source of information lies within its members and industry partners, and sharing that knowledge is the purpose of Credentialing Insights, ICE's online content hub (formerly *ICE Digest*).

Whether you have an idea for an article or want to recommend someone as a contributor, please email Credentialing Insights' editor, Kristin Fields, at kfields@credentialingexcellence.org. In your note, briefly outline the article topic, explain why your topic is important, and address its relevancy to ICE members. Please include details on your sources of information (e.g., personal involvement, research, interviews), and your professional background.

Below are submission guidelines for Credentialing Insights.

FOCUS AREAS

Focus areas for articles include, but are not limited to: research, best practices, innovations and trends, how-to's, interviews, advocacy, case studies and thought-leadership. The content submitted should be educational and informative in nature.

TONE AND VOICE

Articles submitted to Credentialing Insights should be professional in tone, with the goal of informing the audience. Readers should gain new insight or practical knowledge to apply in their own work after reading the article. Credentialing Insights reserves the right to edit the article, including titles and text, to fit publication guidelines. Extensive changes, as determined by ICE, will be shared with contributors for approval.

Articles cannot be overly promotional toward one product, service, etc., or be interpreted as a sales promotion. If sponsored content or advertising is of interest, please discuss with the ICE editor.

CONTENT CATEGORIES

Credentialing Insights is comprised of three categories – Features, Leadership Insight and Across the Industry.

Feature articles

- Feature articles should be in-depth and informative, touching on topics such as best practices, trends or introductions to new/innovative practices. They may include components like lists, bulleted information, short sidebars and subheads.
- Word count: 700-1,200 words

Leadership Insight

- Leadership articles may include interviews with CEOs, profiles of emerging leaders and anything related to issues/trends affecting those in leadership positions.
- Word count: 500-1,000 words

Across the Industry

- These articles include interviews, profiles, and case studies of various ICE members, their work, and the industries they serve.
- Word count: 500-1,000 words

Please note word count varies slightly from category to category. If the author feels they will exceed the suggested limit, they may divide the article into a two-part series.

WHAT TO INCLUDE WITH YOUR ARTICLE

When submitting your article for review, please include the following:

- References and sources linked within the text is encouraged when appropriate, but a formal list is not required for submission.
- A one-paragraph bio and photograph, as well as contact information and links to social media outlets (Twitter, LinkedIn, Facebook, etc.) if desired.
- Graphs, charts and photos, if applicable, should be sent as separate JPEG files, not embedded in Word documents.

REVIEW PROCESS

Submissions are received on a rolling basis and reviewed around the first of each month. The ICE Editorial committee will share feedback with authors within approximately two weeks, and authors are asked to make edits, as necessary, within approximately two weeks of receiving feedback.