

**Think scholarship providers.** Make sure your topic speaks to the scholarship and/or higher education professional. If the topic affects all types of organizations, focus on how it applies specifically in the context of scholarship administration. Every program is different, but many of their challenges are the same. How does your story offer lessons that can be applied at other organizations?

**Write from your experience.** Choose a topic you feel comfortable talking about. Think about recent challenges you have faced and solutions you've applied. Note the highlights: the people and resources involved, the hurdles you overcame, the measures you used to evaluate success, and the lessons you learned.

**Make it practical, informative, and impactful.** Include sufficient how-to information, your program's direct impact on students, and examples to enable readers to apply your expertise to their situations. Provide links to further information, and, if appropriate, include images, charts, video, or other media to enhance the content.

**Don't be promotional.** We welcome submissions by industry partners and consultants with association management expertise to share. However, NSPA does not publish articles that focus primarily on an author's company, product, or service.

**Be concise.** For today's busy reader, the *NSPA Blog Hub* is direct, conversational, and brief. Write for the seasoned scholarship and higher education professional, but write informally. Keep background information to a minimum. Convey the essentials that readers need to know to follow in your footsteps. Articles typically run 600-800 words.