Knowledge Library

2019

Content Contributor Guide

IFMA

We provide content and educational resources to facility professionals to help them build better environments that make the world a cleaner, safer, happier place.

At IFMA, we believe that human happiness and quality of life are shaped largely by the places where we work, live and play. And, because of this belief, the Knowledge Library strives to provide a wealth of resources designed to educate and empower facility managers to continually improve every aspect of the buildings and facilities that we use every day. We also believe in providing facility managers of all levels of expertise access to content and education to gain the skills they need to advance their careers.

Thank you so much for your interest in providing though-leading content and resources to the built environment audiences. Contributing to the Knowledge Library is an excellent way to give back to the FM community and to get recognized as a thought-leader within the facility management industry. Generous content contributions and partnerships are what make IFMA's Knowledge Library such a unique and invaluable resource for our members.

We're excited to work with you to ensure the submission and publishing processes are as easy as possible and that you get recognized for your contributions to IFMA and the entire FM industry. This short guide provides an overview of our processes and how to excel as a content contributor.

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An Introduction to the Knowledge Library

Our members are facility management professionals looking to learn best practices and industry standards, keep up with the latest topics and trends, grow their careers and knowledge and have incredible professional experiences that change their lives. And it's our mission and purpose to help them do just that.

The Knowledge Library, a comprehensive online library of facility management resources, was developed out of our members' need to have all FM educational content and resources conveniently accessible in a single location online.

Designed starting in 2014, we eventually launched version one at World Workplace 2015 in Denver, Colorado. It is the first platform offering hundreds of content resources to facility management and built environment professionals across all 11 core competencies and multiple content formats.

Your contributions to the Knowledge Library are not only a great way to grow your credibility and show your commitment to the FM industry, they are also an excellent way to give back to the FM community and help further the profession of facility management.

Point of Contact

Chris Leake — Director, Content Development (chris.leake@ifma.org)

Oversees the development and operations of IFMA's Knowledge Library and FM standards, production processes and content distribution channels.

Submitting Content

This section provides details on how to submit content and what guidelines to follow throughout the submission process to ensure your piece gets published.

Submission Guidelines

How to Send Us Your Content: We accept submissions only via our online submission system.

Technical Difficulties: If you have any questions or needs assistance submitting content, please Contact Us.

Content Types We Consider: You may submit content for the following content types: articles, benchmarking, blog posts, case studies, how-to guides, how-to videos, podcasts, presentations, research, templates, videos, webinars.

Content Formats: All submissions must be in one of the following formats: .doc, .docx, .pdf, .mp3, .mov, or .m4v.

Timing: Content may be submitted to us at any time throughout the year.

Response Time: Our response time varies from four to twelve weeks, depending on current volume of submissions. You will receive an auto-generated email upon submission acknowledging that we have received your submission.

Content Requirements:

- All content published in the Knowledge Library **must align with one or more of IFMA's 11 Core Competencies.**
- Citations should appear in the footnotes section of the page in the following manner:
  - Last name, First initial. (Publication year, Month, Date) Document Title. Publication source.
- ALL SUBMISSIONS SHOULD BE NON-FICTION, NON-ADVERTORIAL AND WELL-RESEARCHED.
- 11-point Arial font (excluding headings) preferred.

Methods of attribution:

- A backlink will be provided from the content piece in the Knowledge Library to the content provider's website or blog upon request.
- The author may place his/her organization's logo on the content in a manner that does not interrupt or confuse the reader.

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- Any mention of a specific company/organization should appear at the end of each content piece (mention of company should not present an advertorial slant).
- Author name/credentials displayed in a prevalent position on document title and cover page.
- Mention on ifma.org and FMJ thanking providers for their contribution.

All document submissions should include a keyword-rich description of 250 characters or less. It should address the specific industry, primary core competency, methodology, and/or applicable skills/outcomes. Benchmarking and research reports should also include the publish date to establish relevancy to readers. See description examples below:

Example 1

> *This research investigates links between health, the built environment and occupant behavior and provides strategies for and benefits of designing, building and managing workspaces that support a healthy workforce.*

Example 2

> *A framework for architects and designers implementing a method for managing change and planning strategy. The change process is divided into four parts: problem statement, creating the desire to change, addressing resistance issues and the message.*

Checking Your Submission Status: You can check the status of your submissions at any time throughout the review process by logging into our electronic submission system.

Simultaneous Submissions: We *do accept* content that you have or will publish elsewhere, however, preference is given to content not previously published in other formats or publications.

Submission Process

To submit your content for consideration, please use the following instructions:

1. Create a Submittable account (https://submit.ifma.org/signup)

   a. Enter first name, last name, email address and create a password and click **Sign Up.**

   b. On the Personalization page, click **Continue.**

2. Fill out the submission form, attach your submission and click **Submit.**

3. Your piece then gets assigned to an IFMA staff member, who coordinates with our team of volunteer subject matter experts to determine if the piece is a good fit for the Knowledge Library (see Review & Approval Process section).

Content Formats

We are currently accepting submissions of the following content types:

ARTICLE

Definition:	Brief, non-fiction editorial piece on FM-related topics.
Length:	One – four pages, approx. 1,860 words
Style:	AP style
Format:	.doc, .docx, .pdf

BENCHMARKING

Definition:	Comprehensive peer-to-peer comparison of key metrics and best practices.
Types:	**Best practice:** Report in which an organization evaluates a company/companies which they aspire to model themselves after. **Peer benchmarking:** Report in which an organization evaluates similar companies for the purposes of remaining competitive. **SWOT:** Report in which an organization examines the strengths, weaknesses, opportunities and threats of organizations in similar industries and climates.
Length:	Up to 100 pages, approx. 46,600 words
Style:	APA style
Format:	.doc, .docx, .pdf

BLOG POST

Definition:	Research-driven online post providing accessible solutions for FM-related problems.
Style:	AP
Format:	.doc, .docx, .pdf

CASE STUDY

Definition:	Focused study of real-life scenario or problem, formulated to deliver improved understanding, solutions and discussion of desired results.
Format:	.doc, .docx, .pdf

HOW-TO GUIDE

Definition:	Document presenting process-and-procedure based instruction.
Format:	.doc, .docx, .pdf

HOW-TO VIDEO

Definition:	Brief step-by-step video introducing a process or technique that solves a specific FM-related problem.
Format:	.wmv

PODCAST

Definition:	Instructive audio providing a solution or introducing a process or technique that solves a specific FM-related problem.
Length:	Up to 45 minutes
Format:	.mp3

PRESENTATION

Definition:	A visual, slide-based presentation on FM-related topics.
Length:	Up to 45 minutes
Format:	.ppt, .wmv, .mp4

RESEARCH

Definition:	Scholarly publication addressing a specific research-based question through a single viewpoint.
Style:	APA style
Format:	.doc, .docx, .pdf

TEMPLATE

Definition:	Document that captures a work activity, deliverable or process, such as a job description, facility assessment worksheet, etc.
Length:	Up to three pages, approx. 1,400 words
Format:	.doc, .docx, .pdf

VIDEO/WEBINAR

Definition:	Audio/visual presentation introducing a process or technique that solves a specific FM-related problem through fact sharing and/or panel-based discourse.
Length:	Up to 45 minutes
Format:	.wmv, .mp4

WHITE PAPER

Definition:	Persuasive, fact-based document presenting the case for a specific FM practice, approach or solution.
Style:	APA style
Format:	.doc, .docx, .pdf

Getting Published

This section provides outlines the review and approval processes we use to determine what content we publish in the Knowledge Library.

Content Review

Once you've submitted your content for consideration, it goes through two rounds of reviews. First, we conduct an editorial review to make sure the submission adheres to our submission guidelines, is well-written or produced and that it is appropriately cited and formatted.

Next, our team of volunteer Content Experts—industry experts in the field of facility management—review the piece based on the following criteria:

Value: The content is beneficial across the spectrum of FM students, professionals, affiliate professionals and the industry serving to support, advance and distinguish FM as a dynamic and specialized field.

Relevance: The content is relevant to FM students, professionals and affiliate professionals of the collective FM industry, presented in a manner that is germane in terms of time and current FM events, trends and topics.

Terms for Disqualification: All content that infringes on an existing copyright or privacy agreement, is advertorial in nature or relies on outdated data will be disqualified from consideration

Focus: The topic should be clearly identifiable. The content focus is on a specific topic correlating to one or more of the core competencies and how it relates to a specific aspect of the built environment.

Application to the Profession: The content provides the workplace professional with useful information that can be applied during daily work activities.

Professional Qualifications: The content providers' background, experience and professional knowledge indicate that he or she is well qualified to deliver information on the subject matter as seen in the content.

Getting Approved

You will be notified via automated emails throughout the review and publishing processes. If your piece meets our publishing and quality standards, you will be notified that your pieces has been accepted for publication in the Knowledge Library.

Depending on submission volumes and other factors, **the publication time may take anywhere from 4 to 10 weeks.** We will provide you with a link to your piece once it's published and encourage you to share via your social media and other online channels.

Once your piece is published, we will promote it via our blog and social media channels according to the following topic promotion schedule:

January: Quality

February: Government Relations

March: Technology

April: Environmental Stewardship & Sustainability

May: Operations & Maintenance

June: Real Estate & Property Management

July: Finance & Business

August: Emergency Planning & Business Continuity

September: Human Factors

October: Leadership & Strategy

November: Project Management

December: Communication

Essential Links

Here is a list of important links to reference throughout the submission process. A lot of this content has been compiled in this guide for your convenience, but it's a good idea to check these pages regularly for any updates.

https://submit.ifma.org – Submittable submission platform where you will submit your content and check on your submissions throughout the publishing process.

http://www.ifma.org/know-base/knowledge-strategy – section on ifma.org that contains all the documentation and information regarding the Knowledge Library, submission processes, FAQs and more.

- Call for Content – page that outlines the content and topics we're currently looking to publish.

- Submission Guidelines – list of submission guidelines and content types. Also outlined within this document.

- Evaluation Criteria – page outlining our evaluation criteria and editorial style standards.

- Editorial Calendar – calendar that lists when we feature content and when we host calls for content on various core competencies.

- Frequently Asked Questions – frequently asked questions about the submission process and the Knowledge Strategy department.

http://community.ifma.org/knowledge_library – direct link to the Knowledge Library platform. This is where your content will eventually be published and promoted.

Useful Terms & Definitions

A list of commonly used terms and definitions used by the Knowledge Library team and the facility management industry.

- **Built environment** – or built world, refers to human-made surroundings that provide the setting for human activity (source: Wikipedia)

- **Content Authors** – Content providers (individual, groups or organizations) that provide content for publication in IFMA's Knowledge Library.

- **Content Experts** – IFMA member volunteers that assist the Knowledge Library team with reviewing and vetting content for publication in IFMA's Knowledge Library.

- **Core Competencies** – 11 core competencies that a facility manager must have working knowledge and expertise to ensure efficiency and effectiveness in their role. These competencies make up the foundation of all IFMA training materials.

- **Corporate Sustaining Partners (CSP)** – Companies and solution providers that believe in and support the FM profession. They are trusted service providers and pay to participate in the CSP program (Standard, Silver, Gold, Platinum).

- **Facility management (FM)** – the practice of managing and maintaining a facility's grounds, environment and equipment to ensure functionality, comfort, safety and efficiency.

- **FMLS or FMBOK** – Facility Management Learning System or Facility Management Body of Knowledge. The collective knowledge and information used to design and develop IFMA's educational materials and credentials.

- **Knowledge Library (KL)** – The digital platform that houses all FM content (articles, benchmarking documents, case studies, how-tos, videos, podcasts and more). Also, an informal reference for the Knowledge Library team.

- **Knowledge Strategy** – The Knowledge department responsible for the management of IFMA's Knowledge Library, FM Pulse blog and online Bookstore.

- **Submittable** – The submission platform used to submit content to the Knowledge Library for consideration for publication. The Knowledge Library team manages all submissions, content organization and communication with content authors through this channel.

Author Content Licensing Agreement

This is a contract between the International Facility Management Association (IFMA) and

_____, an individual.

Author grants to International Facility Management Association (IFMA) a royalty-free, perpetual, irrevocable worldwide license to use author's work *("work" includes any abstracts, work cited, blog post, podcast, updates, derivative works, new editions, or other materials that are part of or compose the content)* for any purpose in any medium that IFMA deems useful, whether such medium is in existence at the time this agreement is signed, or comes into existence after this agreement is signed. In addition to the Knowledge Library, IFMA may use author's content in current and future revenue generating endeavors.

Author represents and warrants that s/he is the sole author and sole proprietor of all rights in and to all portions of the aforementioned work; that the work is original and not in the public domain; that it does not violate or infringe on any personal or property rights of others, whether common law or statutory; that it contains nothing libelous or otherwise contrary to law; and that s/he has full power to enter into this agreement.

Author also represents and warrants that the work contains no material from other works protected by copyright that has been used without the written consent of the copyright owner, and that s/he has provided (or is simultaneously providing) IFMA with copies of all such written consents required by this sentence.

Author agrees to defend, indemnify and hold harmless IFMA's officers, directors, employees, agents, and representatives against any claims brought by third parties against IFMA which arise out of Author's breach of this agreement, including, but not limited to, all costs of the proceeding, reasonable attorney's fees and damages arising from any infringement or alleged infringement of any proprietary rights, including copyrights, committed by Author in his/her works.

Nothing in the author's content, shall disparage or denigrate any person or group based on race, sex, religion, age, national origin, ethnicity, sexual orientation, disability, or marital status; and shall not disparage or defame the name, goods, services or products of others.

By entering my name on this form, I intend to sign this document, to be bound by it, and to treat it as any other formal, binding agreement or contract:

Print Name _____

Signature _____

Date _____

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