Guest Columnist Guidelines

Thank you for your interest in being a guest columnist for Pacific Education Institute. The guidelines below explain what we're looking for and how to submit a story.

What to Submit
Stories that demonstrate the impact of PEI's resources and/or professional development through direct experience with students.

Publication Platforms: Guest columns will be published on the PEI website and on social media, including Facebook, Instagram, LinkedIn and X (Twitter). They may also be included in the PEI newsletter.

Process:
Step 1: Contact Associate Director of Communications & Development Heidi Smith at hsmith@pacificeducationinstitute.org to notify her of your intent to write a guest column. Your email should include the column topic and intended publication date.
Step 2. Create a draft. Feel free to ask for support as needed. Send draft to email listed above two weeks before intended publication date (newsletter) or one week before intended publication date (website)
Step 3. Approve any edits/revisions and submit final draft

Content Guidelines:
- Between 300 and 800 words
- Times New Roman 12 pt font. 1.5 spaced
- Include quotes from students or other educators when possible
- Topics may include but are not limited to:
  - Core FieldSTEM – HIFE, Fostering Outdoor Observation Skills, Schoolyard Investigations, ELA or Math Performance Tasks
  - Solutions-Oriented Learning Storylines: Regenerative Agriculture, Food Waste, Coastal Hazards, Coastal Wetlands, Forests, Wildfire, Renewable Energy, Urban Forestry
  - Green Jobs: CTE Frameworks (restoration ecology, forest management, environmental education pathways), YESS programs
  - Project Learning Tree, Project WET or Project WILD
  - Engaging Communities in Forest Education
  - Invasive Species
  - Explore the Salish Sea
  - Benefits of outdoor learning
  - Content integration / community relevance

Questions to consider:
- How did you use the resource/training with students?
- What were the greatest impacts you saw?
- Are there any moments that stand out for you? If so, what were they?
- What are the next steps?

Photo guidelines:
- Submissions should include at least one photo
- Photo caption explaining who is featured and what is happening
- Ensure that any students featured in photos have signed media releases through their school district or your organization in the case of nonprofits/community-based organizations
- At least 1MB but no greater than 2MB

Deadlines:
Columns must be submitted two weeks prior to publication date (in the case of a newsletter story) to be considered for inclusion. Newsletters are published on the last day of every month. For website only, deadlines are one week before publication dates, which occur on the 5th and 20th of each month.

Questions? Contact Associate Director of Communications & Development Heidi Smith at hsmith@pacificeducationinstitute.org or 360.464.8706.