

kuder® BEST PRACTICE GUIDELINES

Make Your Voice Heard.

Whether you're providing career guidance to others or you're on your own journey to find career happiness, we want to hear what you have to say.

The Kuder blog is an excellent platform to engage with our wide audience of readers which includes K-20 faculty, students, and parents; workforce development practitioners; policymakers; employers; job seekers; and others interested in career development.



Style

- **Keep the tone friendly and casual.** First person (I, we, you) and contractions (I'll, we'll, you'll).
- **Take a practical and actionable approach.** If applicable, provide takeaways, instructions, checklists, or examples.
- **Provide original work.** Don't submit material that has previously been published wholly or partially.
- **Cite your sources.** Include links or publication names for proper attribution.
- **Expect Editing.** All submissions will be reviewed for grammar and formatted per the Kuder style guide.

Compensation

Writers whose best practice is published on the Kuder Blog will receive a \$150 Amazon gift card.

Topic Ideas

- College/career planning and exploration.
- Adult career transitions/planning.
- College major/postsecondary training program selection.
- Effective approaches in CTE.
- Curriculum planning.
- Student/client success.



"The Kuder communications team made me feel like a rock star. I would work with them [again] anytime. Thanks again for everything!"

Melissa Godsey
Career Coach
Lawrence County Schools

How to Submit a Best Practice Article.

Draft your article in a plain-text Microsoft Word document (No more than 1,200 words preferred) and email it to communications@kuder.com with a proposed title in the subject line.

Also, please include a 6"x6" head-shot and a short bio (no more than 100 words), which includes your contact info and any website or blog links!