KNOWLEDGE LIBRARY
CALL FOR CONTENT

IFMA'S KNOWLEDGE LIBRARY "CALL FOR CONTENT"

The International Facility Management Association (IFMA) invites active facility management professionals to use their extensive knowledge and business expertise as content providers for the knowledge strategy initiative.

You are invited to submit an original content piece for publishing on the IFMA.org website and inclusion in the internationally accessible Knowledge Library. Once submitted, IFMAs Subject Matter Expert (SME) group will examine the content for alignment with one or more of IFMAs core competencies listed below.

Communications	Operations & Maintenance
Emergency Planning & Business Continuity	Project Management
Environmental Stewardship & Sustainability	Quality
Finance & Business	Real Estate & Property Management
Human Factors	Technology
Leadership & Strategy	

IFMA is the world's largest and most widely recognized international association for facility management professionals, supporting 24,000 members in 96 countries. The association's members, represented in 131 chapters and 17 councils worldwide, manage more than 37 billion square feet of property and annually purchase more than US$100 billion in products and services.

Formed in 1980, IFMA certifies professionals in facility management, conducts research, provides educational programs, recognizes facility management certificate programs and produces annual conferences Facility Fusion and World Workplace, the world's largest facility management conference and exposition.

What is Knowledge Strategy? Knowledge Strategy is a plan detailing how an organization will manage its content and knowledge for the benefit of the organization and its stakeholders. It refers to a multi-disciplined approach to achieving organizational objectives and strategies, both from a technology and internal efficiencies standpoint.

IFMA is implementing its Knowledge Strategy in order to continue providing members the highest quality content, customer service and engagement opportunities possible. In order to ensure that IFMA has content of the highest value, we are in need of FM subject matter experts to achieve a threshold of content needed for IFMA's online Knowledge Library, one of the tools of the overall Knowledge Strategy.

What does an IFMA Knowledge Library content provider look like? Knowledge Library content providers have at least five years' experience in the industry in which they intend to provide content. The submission process is open to the public and is not exclusive to IFMA members. This individual is experienced in one or more of the 11 core competencies.

Why does IFMA need content providers, and how does the process work? As the facility management thought leader, IFMA has curated a digital library intended to meet the educational needs of the facility management community. Additionally, the Knowledge Library provides a central location to access IFMA published content and archives.

The Knowledge Library is seeking content from industry professionals to ensure a robust catalog and continue providing valuable resources to the FM community.

What is the content submission process? The Call for Content questionnaire and application form must be filled out completely. The SME group will base its decision solely on your application and content. Incomplete applications will not be reviewed or considered.

Once submitted, the SME group will evaluate each application based on the following criteria:

Quality: The overall quality of the proposed content – the information is relevant, well-constructed, free of spelling and grammatical errors and effectively written.
Applicability: The content provided is useful to the FM community and can be easily understood by FMs with basic knowledge of IFMA's core competencies.
Terms for Disqualification: Any and all content that infringes on an existing copyright or privacy agreement, is advertorial in nature or relies on outdated data will not be considered and returned to the content provider.
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 workplace.
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.

If selected, the content provider agrees to provide supplemental content providing an overview to include the key points and takeaway in one or more of the following formats:
- 250-500 word blog post
- PowerPoint presentation containing 4-6 slides
- 90-240 second podcast

What are the benefits of contributing content to the Knowledge Library? The Knowledge Library is an internationally-accessible portal for facility management professionals. Becoming a content provider grants an immediate audience of more than 24,000 professionals worldwide. Additionally, backlinks are provided (upon request) to reference the providers personal or business website.

All authors will be notified of their status via email. If your content piece is selected, you will receive a questionnaire requesting attribution preferences. Additionally, you must submit a confirmation and release form.

Document Submission Criteria

The Knowledge Library currently accepts content of the following types: case studies, research reports, articles/ how-tos, white papers and webinars/presentations.

Content review timelines are dependent upon current submission volumes. Submitters will receive an auto-generated email once their content has been successfully uploaded to the system and again once a determination is made regarding acceptance or disqualification for inclusion in the Knowledge Library.

See the following criteria for submission guidelines:

All submissions must be originally produced, previously unpublished works (applicable to external content only), and created by the individual/s submitting this information. Content submitted by a third party will require documentation affirming permission to submit. IFMA's Knowledge Library uses Grammarly (Grammarly is a writing-enhancement platform consisting of plagiarism-detection and proofreading software) for all newly submitted content for the prevention of plagiarism. Any content found to be plagiarized will be immediately disqualified and not considered for publishing.

For inclusion into the Knowledge Library, all submitted documents should contain the following:
- Title page with authors and a description/abstract
- Necessary supplemental content and cover image
- Competency
- Keywords
- Industry

Incomplete submissions will be immediately disqualified and not considered for inclusion into the Knowledge Library.

Documents should be formatted in the following manner:
- Case studies, white papers, research reports, scope of work, blog posts, articles/ how-tos and white papers are to be submitted as a Word document
- Podcasts should be submitted in MP3 format
- Webinars, how-to visual briefs, and presentations should be submitted in the MP4 or WMV format
- Slide deck presentations should be submitted using PowerPoint. Prezi or PDF documents will not be considered
- Cover images should be saved as (200 x 280 pixels, 96 dpi, .PNG format)
- 11-point size Arial font should be used for text, excluding headings
- For articles and how-tos, preference will be given to those submitted in AP format
- For benchmarking reports, research reports and white papers preference will be given to those submitted in APA format
- Detailed attribution/references should be included in the footnotes section of the document as needed.

IFMAs KL will not edit or publish submitted images that do not meet the minimum specifications.

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

Description: Investigating links between health, the built environment and occupant behavior, this research highlights strategies for and benefits of designing, building and managing workspaces that support a healthy workforce.

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.

This presentation analyzes trends in academia that will influence the future workplace, thus affecting talent attraction drivers and influencing best practices for creating workplaces that foster community, innovation and worker well-being.

For research and benchmarking reports, a comprehensive 5-page executive summary should accompany the full report. This document should adhere to the same guidelines as full content in terms of font, keywords, industry, core competency and other content identifiers listed above.

<center>**Content criteria by content type**</center>

The following content guidelines have been developed to ensure the consistent quality and aesthetic of all Knowledge Library content. IFMA's Knowledge Library DOES NOT publish advertorial content.

ARTICLE/ HOW-TO DEFINED

For the purposes of IFMA's Knowledge Library, articles/ how-tos should be non-fiction and non-advertorial in nature. Articles written for the KL should be ground in fact and research.

Articles/ how-tos may be up to four pages in length or approximately 1,860 words; preference will be given to articles/ how-tos written in AP style.

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.

BENCHMARKING DEFINED

For the purposes of IFMA's Knowledge Library, benchmarking reports measure key metrics a specific organization to best practices of similar organizations. The following are accepted forms of benchmarking for the purposes of IFMA's Knowledge Library:

- **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.

Benchmarking reports may be up to 100 pages in length or approximately 46,600 words; preference will be given to benchmarking reports written in APA style.

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.

BLOG POSTS DEFINED

For the purposes of IFMAs Knowledge Library, blog posts should be non-fictional and non-advertorial in nature. Blog posts written for the KL should be ground in fact and research, and written in a manner that will provide succinct answers/ solutions to FM related problems.

Blog posts may be up to 750 words in length; preference will be given to those written in AP style

CASE STUDY DEFINED

For the purposes of IFMA's Knowledge Library, case studies should follow the pattern of examining a problems background, the problem itself, detailed steps toward solving the problem, and application of the solution and desired results.

Case studies may be up to seven pages in length or approximately 3,260 words; preference will be given to case studies written in APA style.

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.

HOW-TO VISUAL BRIEFS DEEFINED

For the purposes of IFMA's Knowledge Library, how-to visual briefs should be non-fiction and non-advertorial in nature. How-to visual briefs produced for the KL should provide either step-by-step instructions or demonstration on solving a specific FM related problem, or introduce a new process or technique that solves a specific FM relation problem. Fact based evidence should be provided indicating that the recommended solution is the prevalent method for solving or approaching the problem.

How-to visual briefs may be up to seven minutes (420 seconds) in length and saved in WMV format.

PODCASTS DEFINED

For the purposes of IFMAs Knowledge Library, podcast episodes should be non-fiction and non-advertorial in nature. Podcasts produced for the KL, should provide a solution or introduce a process or technique that solves a specific FM relation problem. It should provide fact based evidence that the solution or technique presented is the prevalent method for solving or approaching a problem.

Podcasts may be up to 15 minutes (900 seconds) in length and saved in MP3 format.

PRESENTATION DEFINED

For the purposes of IFMA's Knowledge Library, presentations should be non-fiction and non-advertorial in nature. Presentations produced for the KL should provide either step-by-step instructions on solving an FM related problem, or introduce a new process or technique that solves a specific FM related problem. Fact based evidence should be provided indicating that the recommended solution is the prevalent method for solving or approaching the problem.

Presentations may be up to 45 minutes (2700 seconds) in length. Slide deck presentations should be saved in PowerPoint format and video presentations should be saved in WMV or MP4 format.

RESEARCH REPORT DEFINED

For the purposes of IFMA's Knowledge Library, research papers should answer a specific research based question and express a single point of view. Research reports should be scholarly in nature (academic/scientific) and include a thesis statement.

Research papers may be up to 30 pages in length or approximately 14,000 words; preference will be given to research reports written in APA style.

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.

SCOPE OF WORK DEFINED

For the purposes of IFMA's Knowledge Library, scope of work documents should capture and define work activities, deliverables and timelines that vendors must execute in performance of specified work for a client. The Scope of Work should detail pricing requirements where applicable.

Scope of Work documents may be up to three pages in length.

WEBINAR DEFINED

For the purposes of IFMA's Knowledge Library, webinars should be non-fiction and non-advertorial in nature. Webinars produced for the KL should provide either step-by-step instructions or demonstration on solving a specific FM related problem, or introduce a new process or technique that solves a specific FM relation problem. Fact based evidence should be provided indicating that the recommended solution is the prevalent method for solving or approaching the problem.

Webinars may be up to 45 minutes (2700 seconds) in length and saved in WMV or MP4 format.

WHITE PAPER DEFINED

For the purposes of IFMA's Knowledge Library, white papers should be written with the intent of informing or persuading readers that a certain process, or technique is superior for solving a particular business problem or addressing a certain challenge. It should provide persuasive and factual evidence that the process or technique presented provides a superior method of approaching or solving a problem.

White papers may be up to seven pages in length or approximately 3,260 words; preference will be given to white papers written in APA style.

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.

IFMA'S KNOWLEDGE LIBRARY

CALL FOR CONTENT APPLICATION

AUTHOR INFORMATION

1. First Name   _____
2. Last Name   _____
3. Title   _____
4. Company   _____
5. Email   _____
6. Phone Number _____
7. Country   _____
8. Professional credentials and/or qualifications_____
9. Are you an IFMA partner (CSP)?   _____
10. What year does your professional experience begin, relating to the subject matter of your content? _____
11. List two professional references; only one may be an IFMA staff/board member.
    a. Name _____
    b. Email _____
    c. Phone
       Number_____
    d. Name _____
    e. Email
    f. Phone
       Number_____

INFORMATION

1. Check the topic categories that most closely relate to your content.
    a. __Operations and Maintenance
    b. __Real Estate & Property Management
    c. __Human Factors
    d. __Environmental Stewardship and Sustainability
    e. __Project Management
    f. __Leadership and Strategy
    g. __Finance and Business
    h. __Quality
    i. __Communication
    j. __Technology
    k. __Emergency Preparedness and Business Continuity
    l. __FM Solutions
    m. __Workplace

2. Please confirm you have read and agree with the abstract submission process guidelines.
    a. Yes
    b. No
3. Document title
    a. _____
4. Language   _____
5. Choose the format that best fits your document.
    a. __Articles
    b. __Benchmarking
    c. __Best practices
    d. __Case Study
    e. __How-to Guide
    f. __Research paper
    g. __Statement of Work
    h. __Video/Webinar/Visual Presentation
    i. __White-paper
    j. __Other (Please identify)
6. Target Audience
    a. __Architects
    b. __Building/Construction Managers
    c. __Engineers
    d. __Facility Managers
    e. __Interior Designers
    f. __Operational Managers
    g. __Property Managers
    h. __Real Estate Managers
    i. __Senior Managers
    j. __Space Planners
    k. __Other (Please identify)
7. Categorize the level of learning your content is targeting.
    a. __**Comprehension/Beginner (100 Level)** *This content is geared towards new or emerging FMs with less than two years of experience.*
    b. *__**Knowledge/Intermediate (200 Level)** This content is geared toward FMs with two to five years of experience – perfect for credentialed or aspiring Facility Management Professionals (FMP®), Certified Facility Managers® (CFM®) and Sustainability Facility Professionals™ (SFP™).*
    c. __**Application/Advanced (300 Level)** *This content is geared toward FMs with more than five years of experience – perfect for credentialed or aspiring Facility Management Professionals (FMP), Certified Facility Managers (CFM) and Sustainability Facility Professionals (SFP).*

* For more information about IFMA credentials, please visit www.ifma.org/credentials

8. Learning objectives/Outcomes

   Please list the learning and performance objectives that the reader should acquire from this content piece. These may include but are not limited to:

   A. __**Knowledge:** arrange, define, duplicate, label, list, memorize, name, order, recognize, relate, recall, repeat, identify, reproduce and state.

   B. __**Comprehension:** classify, describe, discuss, explain, express, indicate, locate, recognize, report, restate, review, select and translate.

   C. __**Application:** apply, choose, demonstrate, dramatize, employ, illustrate, interpret, operate, practice, schedule, sketch, solve, use and write.

   D. __**Analysis:** analyze, appraise, calculate, categorize, compare, contrast, criticize, differentiate, discriminate, distinguish, examine, experiment, question and test.

   E**. __Synthesis:** arrange, assemble, collect, compose, construct, create, design, develop, formulate, manage, organize, plan, prepare, propose, set up and write.

   F**. __Evaluation:** appraise, argue, assess, attach, choose compare, defend estimate, judge, predict, rate, select, support, value and evaluate.

9. Enter 3-4 descriptive keywords for your content
   a. _____
   b. _____
   c. _____
   d. _____
   e. _____

10. Entire length of document.
    a. # of pages   _____
    b. # of words   _____

Knowledge Library Content Submission FAQs

What is content vetting and how does it affect my document?

Content vetting is the process of examining documents to determine whether or not they meet IFMA's minimum standard of quality. Completion of this process will determine whether or not a piece of content will be published to IFMAs knowledge library. Documents will be vetted against a matrix that sets standards for quality and relevance.

Once submitted, your document will be viewed by the appropriate Subject Matter Expert (SME) group based on competency. You will receive notification that your content has been accepted or denied. If the content piece is denied, you will receive additional notation addressing the specific areas of concern.

Am I allowed to resubmit my content if it is denied?

Yes, a content provider may elect to re-submit content that was previously denied. Resubmitted content will be reviewed to see that specific errors/areas of concern have been identified and corrected.

How long does the document submission process take?

The entire process should take no longer than six weeks. The initial application and document submission should take up to 60 minutes. You will receive a confirmation email that your application and content were successfully submitted. From this point, the vetting process may take up to six weeks depending on current volumes of content.

Is there a cost for content submission?

At this time there is no cost for submitting content to the Knowledge Library.

What formats of content are currently accepted?

IFMA currently accepts audio, visual and text based files including but not limited to: podcasts, webinars, research papers, articles and case studies.

If published, how long will my content remain active?

Your content will remain active in the knowledge library for the duration of its relevance. Content audits are done cyclically to reassess content needs and the validity of existing documents. During this time, all content will be reassessed to determine whether it meets the current quality and applicability standards set by IFMA.

Can I submit content if I am not an IFMA member?

Yes, the Knowledge Library submission process is open to professionals worldwide regardless of membership status with IFMA.

Am I allowed to submit content for consideration as an FM student?

Yes, students are allowed to submit "academic" content for consideration.

As a KS SME, am I allowed to submit content for submission?

Yes, SMEs are eligible to contribute content for submission in a competency that they are not currently volunteering for. Identifying information will be removed from all content pieces prior to being viewed by the SMEs to ensure that content is solely critiqued on quality and applicability.

Am I allowed to provide content for more than one competency?

Yes, content submissions across competencies are accepted.

Who do I contact with questions and technical issues?

For all questions and concerns, please contact submit@ifma.org.

Does IFMA currently have any specific content needs?

Yes, IFMA's Knowledge Library is currently in need of research and benchmarking reports covering all subject matters.

Methods of Attribution for content in Knowledge Library

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

Author Agreement and Copyright 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 Strategy 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 has not been previously published; 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 on the basis of 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   _____