

UQ Scholarships website editorial guide

Revision history

Version	Author	Date	Summary of changes
0.1	Anna Banszel, Content Designer	12/11/21	First draft
0.2	Anna Banszel, Content Designer	20/10/21	Updates to first draft
0.3	Anna Banszel, Content Designer	25/10/21	Updates and separated content brief into stand-alone document
0.4	Anna Banszel, Content Designer	13/01/22	Updates to incorporate SME feedback
0.5	Anna Banszel, Content Designer	14/01/22	Added bookmarks
0.6	Ainsley Appel, Content Designer	4/10/22	Updated examples and broken link

Approvals

Version	Approved by	Date
0.1	Rory Daly, Content Strategist	12/11/21
0.2	Rory Daly, Content Strategist	20/10/21
0.3	Rory Daly, Content Strategist	25/10/21
0.4	Rory Daly, Content Strategist	13/01/22
0.5	Rory Daly, Content Strategist	14/01/22
0.6	Rory Daly, Content Strategist	4/10/22



Introduction

This guide will show you how to get access to the Scholarships website, add or edit a scholarship, documents and images, and help you with structure, style, and tone.

Use this guide with the Scholarships website content brief.

Jump to:

- General writing principles
- Request site author access
- Types of scholarships (general, external and research)
- Prepare your content brief
- Build a new scholarship
- How to fill in the overview tab
- How to fill in the research tab
- How to fill in the administrative data tab
- Edit an existing scholarship
- When your scholarship is not approved to be published
- Archive a scholarship
- Republish an archived scholarship
- Submit an urgent publish or archive request
- Content spot checks by the Web Content team
- Roles and responsibilities
- Contacts

General writing principles

Content must be in plain English. Follow the <u>UQ written style guide</u> and <u>writing for the web</u> guidelines. This means:

Words

- Use words that your customers use. What words will they search for?
- Use personal pronouns. Say 'you' instead of 'applicants', 'we' instead of 'The University of Queensland' (or any part of it, generally).
- Use simple everyday words, not formal or technical language.
- Avoid acronyms where possible. Explain the term once if you need to, then use a simple word (e.g. 'the scheme', 'the program')
- Generally, use numerals, not words for all numbers. (In some cases, you may need to spell out 'one'.)



Sentences

- Prefer active voice. (Active: You must apply by 1 July. Passive: Applications must be received by 1 July.)
- Generally, use shorter sentences. Aim for 25 words or less. One idea per sentence.

Standardised text

Standardised text helps our audience browse and compare scholarships quickly and easily because they recognise patterns and know what to look for.

We use standardised text for the lead-in sentences in Eligibility, How to apply and Selection Criteria. You'll see standardised text in brackets where this occurs.

Definitions

The Scholarships website has a <u>Definitions page</u> for key terms regularly used throughout the site. Where you use terms listed on the Definitions page, add an anchor link to that definition. Definitions include:

Definition	Link
Domestic student	/definitions#domestic-definition
International student	/definitions#international-definition
Commencing student	/definitions#commencing-definition
Aboriginal and/or Torres Strait Islander status evidence	/definitions#atsis-status-definition
QTAC's Educational Access Scheme	/definitions#qtac-eas-definition
Remoteness area	/definitions#remoteness-area-definition

To request a new definition to be added to the Definitions page, contact <u>ugscholarships@uq.edu.au</u> and/or <u>graduateschool@uq.edu.au</u> (for HDR definitions only).

Structure

Write for the web, and for mobile screens. This means:

- Make content easy to scan
 - Use headings
 - Front load your key words in headings and links
 - o Write meaningful link text (e.g. 'See timetable', not 'click here').
- Link to HTML pages over PDFs
- Use only as many words as necessary. Consider that people may not read all the text. What is the one thing you want them to know for any given section?



Get access to update the Scholarships website

Contact the <u>Digital Presence Coordinator</u> for your area and ask them to email webservices@uq.edu.au to request your access to the Scholarships site. Ensure they include:

- your UQ username
- the Scholarships site URL
- the level of access you need (author or publisher; publisher access is available to Scholarships Office and Graduate School staff only)
- the Drupal training you've completed.

You will be asked to submit a test scholarship. The content you create for your test scholarship should follow best practice for structure, style and tone as described in this guide.

The Marketing and Communication web team will review your test scholarship and discuss any feedback with you before granting your access.

Types of scholarships

There are 3 types of scholarships on the UQ Scholarships website:

- 1. **Research** associated with a PhD or MPhil.
- 2. **External** externally funded (in full or part).
- 3. **General** any scholarship that is not a research or external one.

Most site authors can only create **general** and **external scholarships**. Only approved authors can create **research** scholarships.

If you're not sure about your scholarship, contact the relevant team on the contact details below:

- General scholarships: <u>ugscholarships@uq.edu.au</u>
- External scholarships: <u>uqscholarships@uq.edu.au</u>
- Research scholarships: graduateschool@uq.edu.au

Example best practice scholarships

We've created some example scholarships for you to refer to for examples of best practice. See:

- General scholarship example (staff login required)
- External scholarship example (staff login required)
- Research scholarship example (staff login required)

Prepare your scholarship content brief

To make it easier to build your scholarship, prepare your content in the <u>scholarships content brief</u> first. Then you can cut and paste your approved content into the CMS when you're ready to build your scholarship.



Build a new scholarship

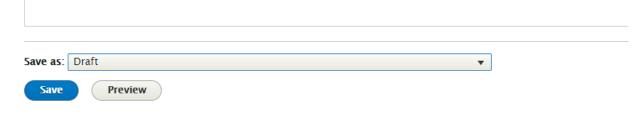
<u>Login to the Scholarships website</u> and click **Content** > **Add content** > **Scholarship**. This will open a new scholarship template page.

There is only one scholarships content template. You simply fill in the fields that are relevant for your scholarship.

When you open the Scholarships template page, you'll see 3 tabs: **Overview**, **Research** and **Administrative data**. This guide takes you through the content required for the various fields in these tabs.

Overview tab

Tip: Save as draft regularly as you develop your scholarship. You can find the **Save** button at the bottom of the screen. You must complete all the mandatory fields and administrative data before you can save your draft for the first time.



Title*

The title of your scholarship must be the same as the title in the scholarship rules.

Summary for search results*

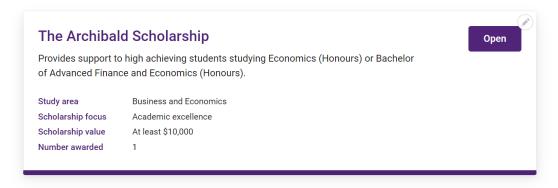
This is used in 2 places online:

- search results page on the <u>Find a scholarship</u> page
- description for Google search results.

This summary should give users a good sense of whether they're eligible.

Do: use clear, concise language, include key words, and start with a verb (e.g. supports, provides...)

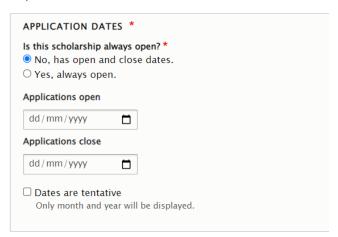
Don't: repeat the title or include information about the donor.





Application dates*

Choose between **Has open and close dates** or **Always open**. If you select **Always open**, you don't need to input dates.



You can select retrospective dates if needed.

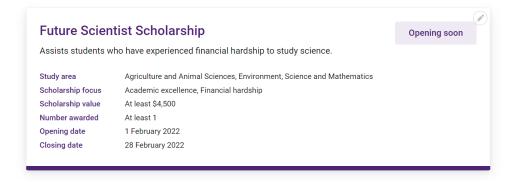
Only scholarships that will open within 12 months will be shown on the website.

If you are unsure exactly when the scholarship will open, you can enter approximate dates and tick **Dates** are tentative. (Only the month and year will display in the front end. However, this date will be used as a tentative reminder if people save this to their calendar.)

The dates you enter automatically trigger the below statuses:

- Open open now
- Opening soon opening within 30 days
- Preview opening later than 30 days, but less than 12 months
- Closed closing date has passed
- Archived closed and may never open again (after 30 days)
- Featured this will move the scholarship to the top of relevant search results. (Only the Scholarships Office and the Graduate School can set this status.)

The status shows on the search results page and on the top of the scholarship details pages.



It also affects whether the 'add to calendar' reminder is displayed.



This scholarship will open on 1 February 2022.

Add reminder to calendar

Enrolment status*
Select all that apply.

Student type*
Select all that apply.

Study level*
Select all that apply.

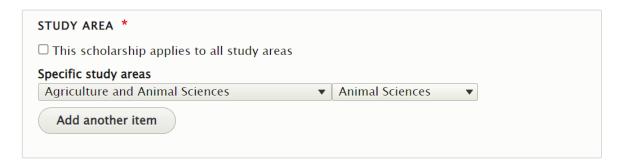
Scholarship focus*
Select all that apply.

Study area*

Select either **This scholarship applies to all study areas** or click the **Specific study area** drop-down.

When you select a parent study area, a drop-down of child study areas will appear on the right.

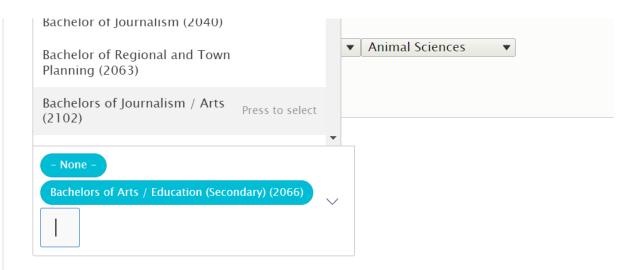
Selecting child study areas helps us show relevant scholarships on the Future Students program pages.



Targeted program (degree)

This helps us show relevant scholarships on the Future Students program pages. Start typing the name of the degree or the program code to narrow your selection. (Make sure you add all relevant program codes for multiple duration programs).





This helps us show related scholarships on Future Students.

Scholarship value*

Include everything the scholarship offers. For example: Accommodation costs for a standard room at Kev Carmody House.

For monetary values use this format: \$7,000.

Scholarship duration

Enter the duration and any required explanatory text.

Examples:

- 1 year
- The time it takes to complete the program full-time

Number awarded

Enter a number or 'Up to (number)'.

If you don't know how many are awarded, leave this blank. (This will display on the front end as 'May vary'.)

Eligibility*

Eligibility is one of the first things users scan before deciding to apply or leave the page.

Structure this into a bulleted list or short sets of lists. **Put the detail that will disqualify most people at the top.** (If people are going to fail eligibility, help them fail early so they don't waste their time).

Write your lead-in so:

- it works with each bullet in the list. That is, the lead-in plus a bullet should form a complete sentence
- you don't need to include and/or between points in a single list.



Group related information and maintain a parallel structure within your lists. That is, make sure you keep a consistent grammatical pattern between points. (e.g. if one bullet starts with a verb, make sure the rest do too; if one bullet is a noun phrase, the rest need to be too.)

For example:

You're eligible if you:

- achieved a minimum ATAR of 99.90
- completed Year 12 in 2021 (or 2020 and you're on a gap year).

And you are any of the below:

- a domestic student
- an international student who has completed Years 11 and 12 in Australia.

And you:

- have not completed any previous tertiary study other than as part of your Year 11–12 studies (e.g. Enhanced Studies Program)
- have applied for a tertiary place through QTAC and listed UQ as your 1st or 2nd preference
- are intending to enrol as a full-time student in a UQ undergraduate program in 2022 (or 2023 if deferring your tertiary place).

If there is any other information a user needs to know for example border restrictions or links to external website, add this under the bullet point list.

For example: Due to ongoing border restrictions we can only accept applications from onshore international and domestic applicants.

If you're publishing an **external scholarship**, add a sentence to direct the user to the external scholarship website. For example: Visit the Westpac Future Leaders website for full eligibility requirements.

How to apply*

User testing revealed that users want to know what to expect during and after the application process.

What you add here will be different depending on whether it's:

- a UQ-administered scholarship
- an automatically assessed scholarship with no application form, or
- an externally administered scholarship.

UQ administered scholarships

Explain the key things they need to know and list any documents they'll need to prepare.



Provide high-level steps only, not the entire process. They'll get this guidance on your application form.

How to apply

Download and complete the application form.

You'll need to respond to the following:

- describe the research activities that will be supported by this scholarship (1,000 words or less)
- provide a supporting statement addressing the merits of this application (1,000 words or less)
- · provide your proposed budget for research activities
- include a signed supporting statement from your HDR Principal Advisor.

Send your application to music@uq.edu.au.

(i) Submit your application approximately 3 months before the research activities supported by the scholarship are to commence.

Application form (DOC, 72.0 KB)

UQ auto assessed scholarships

Start with the sentence: 'You don't need to submit an application for this scholarship' (standardised text) then explain how they're automatically assessed.

How to apply

You don't need to submit an application for this scholarship.

You're automatically assessed for the UQ Link scholarship when you apply through QTAC if you complete the 'Financial Hardship' category within the Educational Access Scheme.

How to apply

You don't need to submit an application for this scholarship.

You're automatically assessed for the scholarship if you meet the eligibility criteria.

External scholarships

Add as much information as possible to give applicants a good idea of what they will need to prepare.



How to apply

Submit your application directly to the Committee on General Scholarships at Harvard University.

You'll need:

- a completed and signed Fellowship Application Form
- your CV
- a short essay (of no more than 1,000 words) which provides an account of your academic pursuits, intellectual interests, extra-curricular activities, and the reasons for your desire to study at Harvard University; the essay should also explain your plan of study at Harvard and your future career plans
- · certified copies of all academic transcripts
- 2 confidential letters of recommendation.

You can access the application documents and the online application form on the Frank Knox Memorial Fellowship website.

Frank Knox Memorial Fellowship website

Add the link in the **External scholarship link URL** section.

Add the name of the website in the **External scholarship link text** section.

EXTERNAL SCHOLARSHIP LINK
URL
https://frankknox.harvard.edu/australia
This must be an external URL such as http://example.com.
Link text
Frank Knox Memorial Fellowship website

Show application tips

Select **yes** if this is a coursework scholarship (not a research scholarship) and applicants must submit an application to be considered.

This will display the sentence below that links to the <u>application tips</u> page.

Use our tips for putting together a great application to help you through this process.

Application link

This is where you add the link to your online form or document.



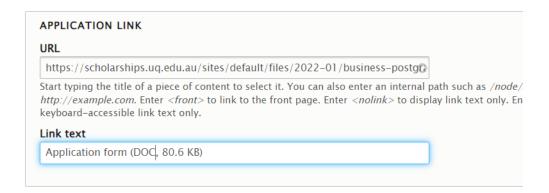
Online form

- copy and paste the full link into the **URL** section
- type **Apply now** in the **Link text** section.



Document

- Upload your document into the Media library. Content > Media > Add media > Document > Add media > Document.
- Then find your document in the Media library. Content > Media.
- Open your document in the browser and paste the URL into the URL field.
- Type Application form (file type, size) in **Link text.**



Selection criteria

Provide the selection criteria as a bullet point list. If there is a matrix, link this under the list. Use the words, 'We'll consider' to start your list.

For example:

We'll consider (standardised text):

- · previous academic record
- publication record
- honours and awards.



What happens next

Use this section to let the user know what to expect and who to contact if they don't hear back. Try to use active voice. ('We'll notify you', not 'You will be notified'.) For example:

We'll send you an email to confirm we've received your application. If you have not received an email within 2 days of applying, email ugscholarships@uq.edu.au.

If you're considered eligible, we'll forward your application to a selection panel to review.

If you're successful, we'll notify you in writing.

About this scholarship

The content you need to enter in this section will be different depending on whether it is a general, research or external scholarship.

General*

For general scholarships, this information will display at the bottom of the page. This section is only mandatory for research and external scholarships.

Use this section to add information that has been requested by the beneficiary. For example:

Peter Høj served as the Vice-Chancellor of The University of Queensland from 2012 to 2020. Following the public launch of UQ's first comprehensive philanthropic campaign, Peter Høj and his wife Mandy Thomas established an endowed accommodation scholarship supporting Indigenous Australian students.

Research*

For research scholarships, this information will display at the top of the page.

Use this section to explain the research project. For example:

This is an opportunity to be part of an innovative PhD training programme at a leading research institution, working collaboratively with UQ and Boeing supervisors on research with commercial impact. You'll join the team working to advance Boeing Australia's partnership with the Queensland Government to create an advanced manufacturing and new aerospace capability in Queensland.

External*

This information will display at the bottom of the page.

Use this section to explain that this is an externally funded scholarship. For example:

Westpac Future Leaders Scholarships provide up to \$120,000 over 2 to 3 years for postgraduate study at select Australian universities, including UQ.

The scholarship is offered in broad priority focus areas:

technology and innovation



- fostering Australian-Asian ties
- enabling positive social change

The Scholarship includes a dedicated Leadership Development Program designed to prepare you to be the leader you want to be.

As a Westpac Scholar, you'll join over 500 talented Aussies in the W100 – a diverse network offering development opportunities, ongoing support and a sense of belonging.

Visit the Westpac Future Leaders website to learn more.

Adding an image

Some scholarships may include an image of the donor, or a logo if it's an external scholarship.

Save your image in the smallest file size possible. If you need help, <u>submit a web request using this form</u>. Upload your image to the **media library**.

- Content > Media > Add media > Image
- Add image Name, select your image and add Alternative text
- Click Save

Home » Add media item



Emeritus Professor Laurie Hergenhan AO

An administrative name for this item.





Alternative text *

Profile photo of Emeritus Professor Laurie Hergenhan AO

Short description of the image used by screen readers and displayed when the image is not loaded.

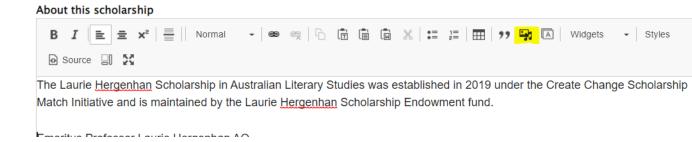
Preview

🖺 Emeritus Professor Laurie Hergenhan AO_0.png (28.09 KB)

Remove

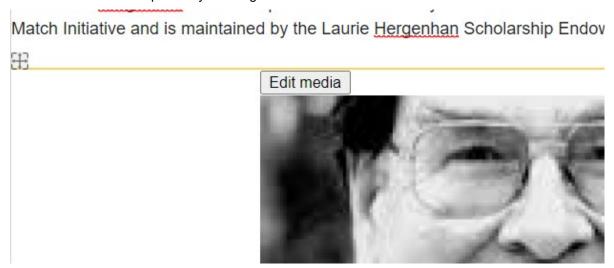
- Open your scholarship
- Click the Insert from Media library button



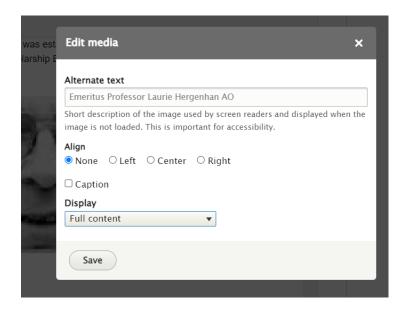


Select your image from the pop-up window and hit **Insert selected**.

Click Edit media on the top left of your image.

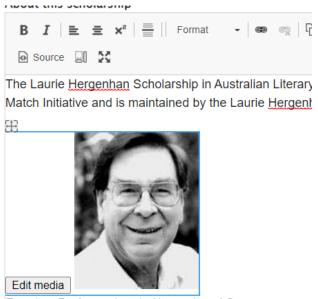


Click None under Align and Full content under Display.



Your image should now look something like the below.





Emeritus Professor Laurie Hergenhan AO.

Emeritus Professor Laurie <u>Hergenhan</u> (1931-2019) was UQ from the University of Tasmania in 1971, he was the English Department in 1992 before retiring in 1995. Lauran and as an example to other literary multipations are

Contacts*

You can add one or two contacts here. (The common use case is to have a separate one for international enquiries.)

Click **Add items** and select the relevant contacts.

If you've added two contacts, the one on the left will appear as your primary contact. You can hold and drag these to change their positions.

If the contact you need is not available, email the Scholarships Office.

Creating a new contact (publishers and site builders only)

Go to Content > Micro content > Add micro content > Contact information

Label field

Type in a descriptive label. This doesn't show on the website, it's used to help you find it in the micro content library.

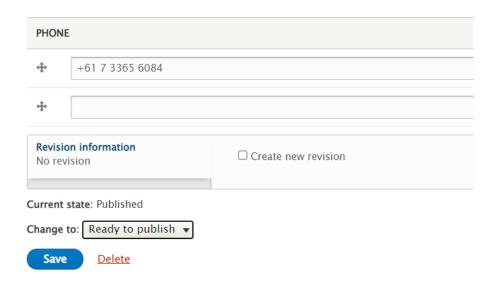
Title field

Add the contact title.



Daniel Harris contact	
An administrative name fo	this item.
Title *	

Save your new contact as **Ready to publish**. This will send the Scholarships Office or the Graduate School a notification to publish. They will either contact you to request changes, or publish it. You'll receive a notification to let you know changes are needed, or that it's published.





Rules

This section is where you link in the scholarship rules and any other legal documents, such as terms and conditions, or policies.

The files and/or text you add to this section will display under the **Rules** heading at the bottom of the page.

There are three options you can use individually, or in combination:

- WYSIWYG field for short rules you wish to appear on the page. A couple of sentences only, or a short, bulleted list.
- Rules media for linking to an existing PDF. Start typing to narrow your selection. The scholarships office will upload and maintain a list of all official rules.
- Rules link for linking to a web page with the rules. If this doesn't exist, the scholarships office may need to create it for you first.

Linking to senate-approved rules

Click Add media under Official senate-approved rules. Select the document then click Insert selected.



Linking to non-senate-approved rules

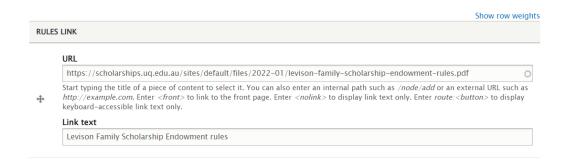
Click **Add media** under **Other rules and supporting documents.** Select the document then click **Insert selected.**

OTHER RULES AND SUPPORTING DOCUMENTS	
No media items are selected.	
Add media Use this for supporting documents only, not official rules.	

Linking to a web page for scholarship rules

Paste the URL into the URL field and type the name of the rules in the link text field.





Uploading new documents for the rules section

- Upload your document into the Media library. Content > Media > Add media > Document
- Enter the file name (the file name you enter here will be what is displayed on the website) and save your file.
- In the edit mode screen of your scholarship, click **Add media** under **Other rules and supporting documents.** Select the document then click **Insert selected**.

Request a file be deleted from the media library

Contact the Scholarships Office or Graduate School (HDR scholarships only) and include the link to the media item you want deleted.

File naming and size conventions, and document properties

The scholarships website follows the UQ-wide file naming and size conventions.

File names need to match the title of the document and be written in lower case.

For PDFs, complete the **title** and **author** fields in **Document properties**. Always use The University of Queensland as the author.

Description Security Fonts Initial View Custom Advanced Description File: levison-family-scholarship-endowment-rules Title: Levison Family Scholarship endowment rules Author: The University of Queensland



Hero banner image*

We have a set of UQ brand-compliant banners for you to use. To find a banner, start typing the study area or focus of your scholarship in the **Use existing media** field.

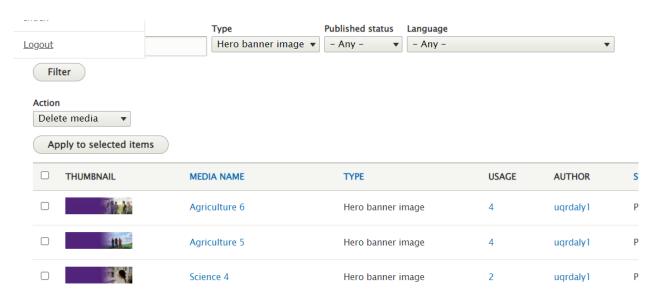
HERO IMAGE	
Create new media Create your media on the m	edia add page (opens a new window), then add it by name to the field below.
Use existing media	
	0
Type part of the media nam	e. See the media list (opens a new window) to help locate media. Allowed media types: Hero banner image

You'll find banners for the following topics:

- Agriculture
- Architecture
- Arts
- ATSIS
- Boeing
- Business
- Communication
- Computer science
- Education
- Engineering
- Generic UQ people
- Law
- Medicine
- Sandstone
- Science
- Sports
- Vet science

You can also click the **See media list** link to open the media library, then filter the **type** by **hero banner image** and click **filter** to view all hero images. You can't add the hero banner to your scholarship from here.





If you would like to request a new banner, please contact the scholarships office at ugscholarships@uq.edu.au

This scholarship is part of a scholarship program

Start typing the name of the program, then click to select. This selects pre-created micro content that will appear at the top of the page under the summary table.

For example:

(1)

This scholarship is part of the UQ Academic Scholarship Program. You only need to submit **one application** to be considered for all 3 scholarships.

See all scholarships in this program.

Research tab

Funding type

Select all that apply.

Field of research

This aligns with the Australian and New Zealand Standard Research Classification (ANZSRC).

Select the parent research field from the first list, then chose the child field from the list that appears on the right. Click the **add another item** button if you need to add further research fields.



Research environment

This should be used only for scholarships relating to a specific project. This section will appear under About this scholarship on the front-end.

Use this to describe the facilities and team, and where the research will be conducted (for example if there's field work).

Principal supervisor

URL: Add the URL to the researcher's online profile.

Link text: Add the researcher's name here including their title. For example: Dr Cle-Anne Gabriel

Other supervisor

Label: Select the relevant title from the drop-down.

Other supervisor: Add the name of the supervisor here.

Administrative data tab

Date scholarship is awarded

Add date.

Year established

Add date.

Administering unit (application)*

Select the unit that administers the application process from the drop-down options.

Administering unit (payment, ongoing eligibility, etc*

Select the unit that administers the payment, ongoing eligibility, etc from the drop-down options.

Is Senate approved?

Click the check box if this scholarship is approved by the Senate.

Funding sources

Select the source that applies.

Si-net scholarship code

Add code.

Strategy pillars

Select all that apply.

Key words

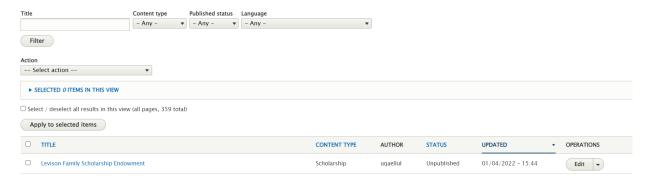
Add any additional keywords for which this scholarship should appear in search results.



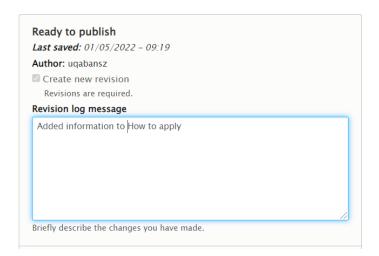
Editing an existing scholarship

Click **Content** > **Scholarships**. You can type the scholarship title into the **Title** field to locate it quickly.

Click the link or the **Edit** button to open the edit screen.



Make the required changes and add a brief description of your changes to the **Revision log message** field.



Select **Ready to publish** in the **Save as** option at the bottom of the page. This will trigger the workflow process to send a notification to the Scholarships office or Graduate School who will review and approve your scholarship – or send it back to you if it needs changes.

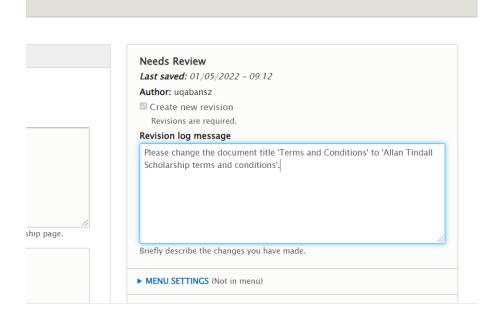
Scholarships workflows and publishing process

When you change your scholarship to **Ready to publish**, it is reviewed by the Scholarships Office (all scholarships except HDR) or the Graduate School (HDR scholarships).

If they require you to make changes, they will change the status to **Needs Review** and you will receive a notification.

The required changes will be explained in the **Revision log** message. Once you've made the changes, set the status back to **Ready to publish**.





Archiving scholarships and media items

User testing revealed people don't want to trawl through closed scholarships. All scholarships are automatically archived 30 days after the closing date.

If you know your scholarship is being archived permanently, please email the Scholarships office or Graduate School requesting them to delete it from the system. Aso let them know about any documents or images that also need to be deleted.

Republishing archived scholarships

Change the opening dates on your scholarship so it opens within 12 months and change the status to **Ready to publish** to send it through the workflow.

Urgent publishing or archiving requests

If you need your scholarship published or archived urgently, email the Scholarships Office ugscholarships@uq.edu.au or Graduate School graduateschool@uq.edu.au (HDR scholarships only) with Urgent in the subject line.

Spot checks

The Web Content team will run spot checks scholarships for compliance to the style guide and check for orphaned media items not linked to scholarships. You might receive an email notification to review and update content, or confirm if media assets can be deleted, as part of this process.



Roles and responsibilities

Role	Responsibilities	Business role	
Site sponsors	Set strategy of website and approve major changes	Chief Marketing Officer Scholarships Office Graduate School	
Site owner	Review and approve all requests to add or edit scholarships, media items and resource pages	Scholarships Office and Graduate School	
New access requests approvals	Review and approve all new access requests	Faculty marketing managers	
Content support and training	Design content to support targeted user experience, including IA and taxonomies	M&C Web Content Team	
	Add new users to access permissions and maintain editorial sections list.		
	Spot check content for compliance to UQ style guide		
	Perform annual media library audit		
	Maintain editorial guide on myUQ		
	Deliver training		
Technical support	Drupal 9 support and maintenance	ITS Web Team	



Access permissions

Role	Description	Permissions Configuration	Business role
Author	An author can draft and review content but not publish.	Can create and edit content Can delete own draft	Scholarships or faculty coordinator
Publisher	A publisher can publish and update content on the live website.	Every permission an Author has, in addition to: Publish content Delete content	Scholarships office Graduate School team
Site builder	A site builder changes basic settings and controls the information architecture of the website.	Every permission an Publisher has, in addition to: Can create and edit Drupal taxonomy terms Can edit URL aliases Can add restricted items, i.e forms	Web Content Team
Administrator	An administrator has full access to the website and is responsible for Tier 2 or 3 support.	Full access	ITS Web Developer

Contacts

Scholarships Office

ugscholarships@uq.edu.au

Graduate School

greaduateschool@uq.edu.au

Web Content team

Submit web inquiries and requests using this form.