

# NetAssets

Advancing Business Excellence in Independent Schools

## How to Submit an Article or Story Idea

Net Assets (the [magazine](#), [website](#) and [newsletter](#)) welcomes article pitches that pertain to the business of independent schools. We're particularly interested in stories that focus on emerging risks and opportunities, forward-thinking best practices, or practical ideas that are relevant to NBOA's core audience, and that may impact the financial and operational health of their schools.

### A few basic guidelines:

- Articles and ideas must be non-commercial in nature and must not seek to promote, directly or indirectly, any specific company or product. Please contact [Chris Kalavsky](#) if you are interested in advertorial or advertising opportunities.
- Articles must be exclusive to Net Assets and not submitted to any other industry publication.
- As author, you are responsible for the accuracy of your article and for its non-infringement on any copyrights.
- All published articles become the property of NBOA.
- NBOA reserves the right to edit all articles for voice, clarity and length, as well as to reject any submission at the discretion of the editorial staff.
- Although publishing is a great way to draw attention to your work, we do not pay for most submitted pieces.
- We prefer being contacted by email, rather than by phone. Please email your pitch to [NetAssets@nboa.org](mailto:NetAssets@nboa.org). Use your email's subject line to state your purpose.
- We follow the AP Stylebook. Among many other style rules, we do not capitalize job titles on most occasions.

### Who are our readers?

Our audience consists primarily of the financial and operational leaders and administrators of nonprofit K-12 independent schools. This includes chief business officers (common job titles include CFO and director of finance and operations), heads of school, and other business and operational leaders, including those in finance, human resources, facilities management, information technology and risk management.

Please note that NBOA has member schools all over the United States and in at least 15 other countries. Our readers represent a wide range of school types: small and large, day and boarding, progressive and traditional, secular and faith-based, "brick and mortar" and online. Charter and public schools are not NBOA members. Net Assets magazine publishes bimonthly and mails to almost 9,000 people.

While our readers work in education, they come to Net Assets for business best practices, not academic theory. They prefer a conversational, accessible writing style over a more scholarly means of expression.

### **What kinds of stories do we prefer?**

We love “how we did it” stories that show how independent schools managed to overcome significant challenges. We also love stories that identify emerging challenges and opportunities, and that demonstrate steps schools can take to prepare for them. Because most of our readers work in finance and operations, we welcome insights into actual investments — of time, money and/or people — and the broader impact on the school’s faculty, staff, operations and/or presence in the community.

We’re writing for a national audience, so your idea should be relevant to independent school administrators across the country, if not also at schools in other countries. That said, we will at times consider stories with a distinctly regional angle — for instance, a focus on how schools in hurricane-prone areas can better ensure continuity of operations during extreme weather.

If we have recently written about a similar development, we probably won’t cover it again soon.

We usually don’t cover: gifts or donations; groundbreaking or ribbon cuttings; appointments, resignations, retirements, awards or deaths.

### **How long are our stories?**

Feature articles in the print magazine run from 1,000 to 3,000 words. Departments and columns typically run anywhere from 600 to 900 words. We publish several regular departments and columns, including Strategies (practical nuts-and-bolts mini case-studies; [example](#)), Mission & Motivation (a leader on a core belief or practice; [example](#)), and After School (a business officer’s hobby or passion outside of the work day; [example](#)). Web-only articles are usually 600 to 900 words, or slightly longer.

### **Are we interested in story ideas as well as completed drafts?**

Absolutely! If you would prefer to bounce your idea off us before investing the time in drafting a complete article, feel free to send a few sentences describing what your proposed article is about. Please email your pitch to [NetAssets@nboa.org](mailto:NetAssets@nboa.org).