



## Keough School Case Study Series: Submission Guidelines

Last updated: April 20, 2021

Keough School cases should be:

- Teaching tools: with clearly defined teaching/learning objectives listed in a separate Teaching Notes document, of sufficiently broad interest to capture students' attention and offer insights on a larger scale, able to generate robust discussion in class via difficult questions, with enough material to support opposing points of view or arguments for two different courses of action.
- Based on a range of inputs, including: interviews with the main actors/experts; programmatic/institutional documentation; peer-reviewed literature and other published sources; other relevant data.
- **No longer than 6,500 words** (including annexes, excluding the separate Teaching Notes).
- Written in clear, jargon- and acronym-free language (aimed at informed but non-specialist audiences), and written in the past tense to extend their longevity.
- Visually appealing: with graphics, high-quality photos, pull quotes/pull text, boxes, etc.
- Aligned with the School's thematic areas of interest, including: civil and human rights; climate change and other environmental changes; conflict/war; democratization; future of work; global fragility; inclusive/accountable governance; migration; peace processes/accords; poverty and inequality; religious engagement; social movements, advocacy networks, community empowerment efforts.
- Diverse—in the protagonists they feature and/or the perspectives they illustrate.

### Guidelines:

1. Please draft or submit the case in the Submission Template (available on the [Author Resource page](#)).
2. The first page should include:
  - Title
  - Authors
  - Synopsis (**110 words, max**) summarizing the background, main challenge(s), key points, etc. (ie, the Who, What, When, and Where)
  - 7-10 keywords
  - Author affiliations
3. At the end of the case, offer a few broad, **concluding questions** for students to ponder. More detailed discussion questions should appear in the Teaching Notes; see below).
4. Use an **endnote format**: Numbered citations (in superscript) in the text, with a list of Notes at the end in CMS style—including [DOIs](#) or [relevant URLs](#). Sample Note entries:

1. Frenk, Julio, Eduardo González-Pier, Octavio Gómez-Dantés, Miguel A. Lezana, and Felicia Marie Knaul. "Comprehensive reform to improve health system performance in Mexico." *The Lancet* 368.9546 (2006): 1524- 1534. [https://doi.org/10.1016/S0140-6736\(06\)69564-0](https://doi.org/10.1016/S0140-6736(06)69564-0)

2. Friesen, Paul, Ilana Rothkopf, Luis Schenoni, Maggie Shum, and Romelia Solano. *American Democracy at Risk: A Global Comparative Perspective*. Notre Dame, IN: Keough School of Global Affairs, 2020. <https://doi.org/10.7274/r0-p997-8592>

5. Figures/Tables: Figures and tables should be placed as close as possible to the text to which they refer (though any large tables that are best seen in landscape view can be added as Annexes at the end of the case). Place the title above the figure/table (**Figure 1. Title in sentence case**), with Notes and Sources below.

For author-created figures or tables, please use the following colors wherever possible:

- Navy: r10, g34, b64
- Royal Blue: r5, g98, b175
- Green: r164, g206, b57

Each figure/table/map must have a source, and **you must have permission to use all non-original figures/tables/maps featured in your case**; please see the Rights and Permissions document (available on the [Author Resource page](#)) for more detailed information.

6. Where possible, include **quotes from key actors** (from interviews or published sources such as news stories). If you have interviewed anyone for the case, you will need to submit a signed waiver form. Also, when submitting your case, please suggest **pull quotes** or “pull text” that the layout team can feature in the final case.

7. Include a separate **Teaching Notes** section (**no longer than 2,000 words**), that includes

- a brief synopsis of the case
- the audience (undergrad, grad, practitioner, etc) and types of courses for which the case might be best suited
- what background knowledge students are assumed to have to successfully use the case
- the teaching/learning objectives
- discussion questions (ideally split into categories addressing each type of barrier/challenge), suggested class assignments/activities (optional), and
- links to supplemental materials such as additional readings, videos, etc (optional).

8. All Keough School cases will be licensed under a Creative Commons CC BY-NC 4.0 license (see below) and will be housed in Notre Dame’s digital publications repository, [CurateND](#). Faculty and student authors of Keough cases will need to sign the CurateND Submission Agreement (available on the [Author Resource page](#)) prior to publication.

9. If your case is based on a report or other work generated from a **donor-funded project**, please ask the donor for permission to use the work in (or as) a Keough case study. The donor’s role will be acknowledged in the disclaimer section.

10. Submit cases to [gstansbu@nd.edu](mailto:gstansbu@nd.edu).