
University at Buffalo

Office of Admissions

Student Blog Application

Overview

For the past two years, the Office of Admissions has produced a series of student blogs which were designed to provide our prospective applicants with the insider view of what it means to be a UB student. Since our students are responsible for writing and posting their own content, the UB blogs give readers a chance to develop a more personal relationship with the blogger and the university, while avoiding some of the corporate-sounding language which dominates most college and university promotional materials. As readers learn more about UB and its offerings, we hope that they also develop an emotional bond to our institution by identifying themselves with one or more of our bloggers and learn more about how they carved their own niches at UB.

Topics

Bloggers are responsible for producing and selecting their own topics. One week you might want to talk about your courses and other academic responsibilities. Another time, you may be focused on some other parts of your extracurricular involvements. Yet another time, you might chose to write about how you stayed up all night competing in an Xbox Madden 07 tournament. The key here is that posts should reflect the interests and individual happenings for each blogger. We want to provide our prospective students with a glimpse into your lives and what students generally are involved in on our campus. Though optimally, bloggers will provide a nice balance between their academic, extracurricular, and residential experiences at UB.

A good blog is not necessarily long by any means. The key is to provide a glimpse of your life, and you do not need to produce something of essay length to get this done. Generally, a couple of paragraphs are more than sufficient.

Content

When writing your blogs, we ask that you keep in mind the fact that prospective students, parents, and UB administrators will regularly look at them. There is always the possibility that you might want to write about something that is considered questionable, at best, by others. Some good advice that previous bloggers found to serve them well is to not write anything you would be embarrassed for your parents/professors/future employer to find out about you. Your blog is visible to anyone with an internet connection. You should exercise your best judgment when writing a blog.

Compensation

Bloggers who regularly produce thoughtful posts (demonstrating obvious time and consideration) on a regular basis are eligible for a \$20 gift card each month to area retailers. By “regular,” we mean that bloggers should produce two posts per week (minimum) throughout the academic year. As stated earlier, blog postings need not be lengthy. However, bloggers who make a practice of producing short and vacuous posts, for the sake of fulfilling the 2 post/week obligation, will not be eligible for a gift card for that month. Every now and then, we’ll also be awarding bloggers who have gone above and beyond with their post quality and/or frequency.

FAQ’s

Are you going to edit my blog?

Generally, no. However, there have been a couple of isolated instances where we felt a couple of phrases could be considered by others as offensive. These phrases were deleted and the authors notified. In both instances, the bloggers were more than understanding of our point of view. It is quite beneficial for all parties that you abide by the advice provided in the **Content** statement (previously covered of this application).

Can I say anything I want about UB?

Yes, but within reason. Bloggers should take their positions seriously and be aware of their abilities to influence readers. In the end, the blogs are still a marketing tool used by the Office of Admissions. Therefore it is important for you, as a blogger, to provide a full description of the situation and not just your own side of the story.

Consider a possible situation where a blogger wants to create a post about how he is having trouble learning in the large lecture hall environment of his Organic Chemistry class. In this case, the blogger should also feel obligated to mention that the professors and TAs host office hours throughout the week and that lab/recitation sections take place in a smaller setting than the lecture.

Feel free to express your opinions, but always do so in a responsible and respectful manner.

Nothing interesting is going on in my life right now. How am I supposed to create a blog about nothing?

Sometimes people feel like there’s nothing going on worth writing about, and that’s OK. However, it can be helpful to just sit down and start writing with no purpose. You might be surprised to find that your seemingly silly description of a prank you pulled on your roommate or a recap of a conversation you had with some friends in the dining hall is more interesting to readers than the posts you put together during times when your life was quite busy. The moral of the story here is that there is almost always something worth blogging about.

What happens if I don’t keep up with my blogs?

From time to time, bloggers have fallen behind on their posts. For bloggers where this type of thing is rare, he/she may simply be ineligible for the gift cards at the end of the month. More frequent infractions usually result in some sort of reminder message/conversation between the Office of Admissions and the blogger. Lastly, while this is always a last resort, bloggers who cannot keep up with their posts are asked to no longer be a part of the program.

**University at Buffalo
Office of Admissions
Student Blog Application**

Thank you for your interest in the student blogging project. Please fill out this application completely. In the interest of legibility, please either type or print in blue or black ink. Resumes, though not required, may be attached. Applications are due by **July 31st**. Please send them to:

**Steve Smith
Office of Admissions
12 Capen Hall
University at Buffalo
Buffalo, NY 12460**

**Email submissions are also welcome. Please attach them as a MS Word document and send to
sps2@buffalo.edu**

Name: _____ **UB Person #:** _____

Local Address: _____

Local Phone: _____ **Email:** _____

Permanent Address: _____

City, State, Zip: _____

Permanent Phone: _____ **Major:** _____

Expected Graduation Date: _____

Will you be in the Buffalo area during the summer of 2007? (circle one)	YES	NO
Do you have plans to go abroad? (circle one)	YES	NO
If yes, can you commit to blogging while abroad? (circle one)	YES	NO
Do you currently keep a blog? (circle one)	YES	NO
If yes, please give the URL: _____		

Please answer the attached questions. You may use this form, or attach your own sheets.

1. Please tell us your reasons for applying to be a student blogger at UB. Why should you be chosen to represent the university in this manner?

2. What, in your opinion, are the hallmarks of a good blog?

3. Tell us about your extra curricular activities and interests outside of academics.

4. Think about the potential audience for your blog. What responsibilities do you have to your readership?

5. Please write a sample blog entry about a recent event on campus that you attended.

6. Please write a sample blog entry on a topic of your choosing.