# Editorial Calendar 2016

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## FEATURES
- **JANUARY 2016**
  - **Special Report:** Outlook 2016
    - A look ahead at the trends and developments that will shape higher education, including:
      - Access and enrollment
      - Facilities
      - Business and finance
      - Enterprise and academic technology
      - Student success
  - **UB Top Products**

- **FEBRUARY 2016**
  - **Editorial Calendar 2016**
  - **Presidential Portrait**
  - **The evolving MBA**
  - **Future of the university press**
  - **Campus Finance**
    - Donor expectations
  - **Technology**
    - Artificial intelligence applications

- **MARCH 2016**
  - **DEPARTMENTS**
    - Human Resources
    - Enrollment Matters
  - **FEATURES**
    - **Colleges and the NCAA**
    - Inside Look:
      - Alumni houses
      - New thinking about course scheduling
    - **Campus Finance**
      - Keeping buildings comfortable:
        - Costs & savings
      - **Technology**
        - Next generation phone systems

- **APRIL 2016**
  - **FEATURES**
    - Models of Excellence
  - **Spring 2016 Honorees**
  - Regional consortia,
    - Part 1: Academics
  - **Campus Finance**
  - **Endowment management update**
  - **Technology**
    - Passive optical LANS

- **MAY 2016**
  - **FEATURES**
    - Managing serious medical needs of students
    - Regional consortia,
      - Part 2: Shared services
    - **Campus Finance**
    - **Social media & the financial aid office**
  - **Technology**
    - **Campus cards**

- **JUNE 2016**
  - **FEATURES**
    - Do college rankings matter?
    - Global education:
      - Virtual admissions interviews
ePortfolios
  - **Campus Finance**
    - Real estate revenue
  - **Technology**
    - Virtual computer labs

## DEPARTMENTS
- **Internet Technology**
- **Marketing**
- **BUYER’S GUIDE**
  - HIGHER EDUCATION DIRECTORY OF FINANCIAL SERVICES
  - BONUS DISTRIBUTION
  - AACRAO
  - SPECIAL MARKETING OPPORTUNITY
  - READEX AD PERCEPTION STUDY
  - BONUS DISTRIBUTION
  - NAEP

## OTHER DEPARTMENTS DEFINED:
- **Human Resources**
  - Personnel policy and practice
- **Enrollment Matters**
  - Takeaways for enrollment and retention success
- **Internet Technology**
  - Online marketing and communications
- **Marketing**
  - Strategies for successful marketing and messaging

## PLUS THESE REGULAR FEATURES:
- On Topic Q&A with thought leaders; Sense of Place about construction and renovation projects; guest columns from higher education experts; Web Seminar Digests

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<td>Faculty: Tenure, retirement, governance</td>
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<td>ADA compliance across the campus</td>
<td>Economics of academic publishing</td>
<td>Safety: Assault prevention and response</td>
<td>Career centers: Expanded digital and in-person services</td>
<td>Open educational resources</td>
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<td>Colleges as business incubators</td>
<td>Conference wrap-up: UBTech</td>
<td>Inside Look: Stadiums</td>
<td>Active learning in large classrooms</td>
<td>Best practices in partnering with franchises</td>
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## Features
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- ADA compliance across the campus
- Colleges as business incubators
- Campus Finance Financial aid policy: Need-blind and full-need
- Technology Desktop virtualization
- DEPARTMENTS
  - Internet Technology Marketing
  - BONUS DISTRIBUTION NASFAA, NACUBO

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