## Editorial Calendar 2017

<table>
<thead>
<tr>
<th>JANUARY 2017</th>
<th>FEBRUARY 2017</th>
<th>MARCH 2017</th>
<th>APRIL 2017</th>
<th>MAY 2017</th>
<th>JUNE 2017</th>
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### FEATURES
- **JANUARY 2017**
  - Special Report: Outlook 2017
  - 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
- **FEBRUARY 2017**
  - Portrait of a Leader: Economics of online courses
  - Student success: Preventing "sophomore slump"
- **MARCH 2017**
  - Admissions: Community college to four-year pathways
  - HR: Succession and transition planning
  - Going mobile with campus retail
- **APRIL 2017**
  - Models of Excellence: Spring 2017 honorees
  - Retention of students with executive functioning deficits
  - Security: 10 years post-Virginia Tech
- **MAY 2017**
  - Models of Excellence: Spring 2017 honorees
  - Retention of students with executive functioning deficits
  - Security: 10 years post-Virginia Tech
- **JUNE 2017**
  - Models of Excellence: Spring 2017 honorees
  - Retention of students with executive functioning deficits
  - Security: 10 years post-Virginia Tech

### DEPARTMENTS
- **Human Resources**
- **Enrollment Matters**
- **Internet Technology**
- **Tech Perspective**
- **Campus Finance**
- **Retirement plans and ERISA compliance**
- **Technology**
- **Maximizing use of the LMS**
- **Human Resources Marketing**
- **BONUS DISTRIBUTION: AACRAO, NAEP**
- **SPECIAL MARKETING OPPORTUNITY: READEX AD PERCEPTION STUDY**
- **Technology**
- **Cybersecurity: Trends and regulations**
- **DEPARTMENTS**
- **Human Resources**
- **Marketing**
- **BONUS DISTRIBUTION: UBTECH, INFOCOMM, NASFAA**

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www.ubtechconference.com
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As of 10/6/16; subject to change without notice

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<tr>
<td>AD CLOSING: 5/30/17</td>
<td>AD CLOSING: 7/10/17</td>
<td>AD CLOSING: 8/7/17</td>
<td>AD CLOSING: 9/5/17</td>
<td>AD CLOSING: 10/2/17</td>
<td>AD CLOSING: 11/6/17</td>
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## FEATURES

- **Operations:** Campus mailrooms evolve
- **Digital badging and stackable credentials**
- **Facilities:** Water management
- **Campus Finance:** Trends in health plans

## Technology

- **IT’s role in construction**

## DEPARTMENTS

- **Human Resources**
- **Enrollment Matters**

### BONUS DISTRIBUTION

- NACUBO

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All print ads also appear online in the digital edition.

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### 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
- **Campus Retail** Strategies and trends in campus store management
- **Tech Perspective** Technology from the CIO’s perspective

### 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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