



The December Issue LEADING THE WAY

Are you leading the way? Get the word out to campus leaders in UB this December.

The December holidays, with quieter campuses and more time to read, make this issue a great place to reach UB's audience of higher ed executives.

From sharing a case study in UB's annual "Leading the Way" special section to making a splash with display advertising in the December issue, you're placing your message in the context of successful outcomes and innovative strategies for higher ed leadership.

Contact your UB account rep today to reserve your space in UB this December.

Integrated Campaigns with UB

Your integrated marketing campaign with UB reaches higher education leaders at every stage of their buying cycle, from first learning about you to in-depth analysis of your solution's application on campus. To learn more, contact your UB account rep.

**Ad Closing and Materials Due
November 5, 2018**

DIGITAL DEADLINES VARY. PLEASE ASK.

December 2018 Editorial Preview

UB TECHNOLOGY

ENHANCING THE STUDENT EXPERIENCE WITH BEACONS

How are college administrators using beacon technology to inform and engage students? They're deploying beacons around campus that detect and send information to student smartphones in the vicinity—such as public safety alerts, building navigation assistance or even financial aid deadlines. Beacons are being tested to automate attendance capture, optimize crowd flow and queue management, and send "infotainment" messages. **Plus:**

- **COLUMN: AV MATTERS**—UB's expert discusses audiovisual technology use in the classroom.
- **VOICES IN TECH Q&A**—A UB Tech 2019 speaker addresses the latest industry technology developments.

MARKETING CAREER AND TECHNICAL EDUCATION

To keep pace with for-profits and stand out in the crowd, community colleges are rebranding their career and technical education programs. UB explores how their innovative marketing efforts are boosting student enrollment rates.

ORIENTATION IDEAS FOR STUDENT SUCCESS

With today's increased focus on retention, stakes are high for providing a positive higher ed experience. Find out what new orientation strategies are paying off—from programs on building student resilience and connections with peers, faculty, staff and the community, to mobile apps and gamification to keep students engaged.

RETENTION: MAKING GENERAL EDUCATION MORE HIGH-TECH, HIGH-TOUCH

General education has become a weak link in the expanding instructional continuum. That's why college leaders are working to overhaul it to improve retention and better prepare students for success after graduation. They're not only updating the curriculum and the proficiencies that students are expected to develop, but they're also employing faculty members who are skilled in high-touch, high-tech instruction.

CAMPUS FINANCE: HEALTH INSURANCE FOR ADJUNCTS AND PART-TIMERS

Offering health insurance is just one way colleges attract and retain top adjunct faculty and staff who work part time. What options do higher ed institutions have to provide benefits to this group, and how do they make those benefits cost-effective? UB reports on current legislation and institution-level health insurance policies.

COLUMN: ON TOPIC

Jen Mishory, senior fellow at The Century Foundation, discusses the free college movement and the future of "promise programs."

COLUMN: HR MATTERS

UB's higher ed HR columnist covers the latest hiring and training trends.

Build a powerful customized media plan. Contact your UB representative to learn how.

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