



December 2017 Editorial Preview

UB's December issue is Leading the Way

This December, UB's message to your higher ed prospects is all about innovative solutions – like yours.

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

December holidays, with quieter campuses and more time to read, also make the December issue a great place to reach UB's readership of over 75,000 higher ed leaders.

Contact your UB Account Rep today to reserve your space in UB's December issue.

Ad Closing and Materials Due:
NOVEMBER 6, 2017

SHARED SERVICES: COMMON LMS

Colleges have long partnered with other colleges to share services across various areas. Could sharing a learning management system make sense? This article will examine the concept—whether it's buying a single LMS across a university system or individual colleges deciding to purchase the same LMS to make collaboration among faculty easier. One big challenge is getting faculty on board.

TECHNOLOGY: MULTILINGUAL WEB PRESENCE

While the assumption in American higher education is that students will be fluent in English, their parents may well not be. That's why colleges may consider providing some content on their admissions or other web pages, social media channels and campus apps in other languages. But producing and maintaining multilingual content can present budgetary and technical challenges.

CF: FINANCIAL PLANNING AND BUDGETING TOOLS

The vast majority of college finance departments is still relying on traditional spreadsheet software, despite its limitations leveraging financial and operational data to inform strategic decisions. Some finance teams, however, are switching to more sophisticated technology for financial planning and budgeting. This move may allow for more input from faculty and administrators across campus and a stronger financial picture overall for the institution.

RESIDENCE LIFE: SINGLE-ROOM HOUSING

Colleges face growing pressure to offer single-room options—to meet freshmen privacy expectations, to accommodate students with physical and emotional disabilities, and to keep upperclass students on campus. Still, many campus housing officials continue to see the value in having students learn to live with others.

CAMPUS SECURITY: DRONES FOR CAMPUS SAFETY

Colleges are increasing the use of drones as part of equipment used by campus security departments. This story will look at how institutions leverage this technology, including best practices and policies, the challenges involved, and other issues, such as privacy and conflicts with other local law enforcement.

ON TOPIC: TITLE IX REFORM?

Vanessa Grigoriadis—*New York Times* contributing editor and author of *Blurred Lines: Rethinking Sex, Power, and Consent on Campus*—brings clarity and a fresh perspective about Title IX as the White House revisits campus guidance on sexual assaults.

HUMAN RESOURCES: RECRUITMENT AND RETENTION

Colleges and universities are faced with an ongoing staffing talent shortage. How is HR ensuring its retention efforts are aligned with internal and external recruitment strategies?

PROFESSIONAL OPINION: NARROWING THE JUSTICE GAP

An industry expert delves into how higher ed technology is transforming legal education and the practice of law.

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

Joyce Kacin	Associate Publisher	203.981.3716	jkacin@universitybusiness.com
Robb Holzrichter	Education Marketing Specialist, Midwest	618.830.3737	rholzrichter@universitybusiness.com
Fern Sheinman	Education Marketing Specialist, West	619.944.5114	fsheinman@universitybusiness.com