

Editorial Calendar 2018

As of 11/2/17; subject to change without notice

JANUARY 2018	FEBRUARY 2018	MARCH 2018	APRIL 2018	MAY 2018	JUNE 2018
AD CLOSING: 12/4/17	AD CLOSING: 1/8/18	AD CLOSING: 2/5/18	AD CLOSING: 3/5/18	AD CLOSING: 4/2/18	AD CLOSING: 5/7/18
FEATURES Special Report: Outlook 2018 A look ahead at the trends and developments that will shape higher education, including: <ul style="list-style-type: none"> • Access and enrollment • Facilities • Business and finance • Enterprise and academic technology • Student success 	FEATURES Portrait of a Leader Expanding student services in dorms Higher ed/K12 partnerships Campus Finance Regulatory compliance and enterprise legal management Technology Dual enrollment distance learning technology DEPARTMENTS Internet Technology Tech Perspectives	FEATURES The role of sports at community colleges Inside Look: Campus museums and galleries Data analytics and student recruiting Campus Finance Adjunct compensation Technology Unexpected security vulnerabilities DEPARTMENTS Human Resources Marketing SPECIAL MARKETING OPPORTUNITY READEX AD PERCEPTION STUDY	FEATURES Mechanics and ROI of niche dining centers Trends in campus retail Facilities: Improving space utilization Campus Finance Small college purchasing secrets Technology Breaking down data silos DEPARTMENTS Internet Technology Enrollment Matters	FEATURES Health: Telemedicine services Role of research in regional institutions Instant admissions programs Campus Finance Practical ideas for advancement Technology Active learning spaces from around the world DEPARTMENTS Human Resources Tech Perspectives Campus Retail	FEATURES Data's role in faculty evaluations Student safety technology Huddle rooms for learning Campus Finance Financial literacy in the classroom Technology Managing tech service staff DEPARTMENTS Internet Technology Marketing BONUS DISTRIBUTION: UBTECH, INFOCOMM

ALL PRINT ADS ALSO APPEAR ONLINE IN THE DIGITAL EDITION.

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 Perspectives** 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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JULY 2018	AUGUST 2018	SEPTEMBER 2018	OCTOBER 2018	NOVEMBER 2018	DECEMBER 2018
AD CLOSING: 5/28/18	AD CLOSING: 7/9/18	AD CLOSING: 8/6/18	AD CLOSING: 9/4/18	AD CLOSING: 10/1/18	AD CLOSING: 11/5/18
FEATURES Enrollment: Wooing the accepted student Meeting the challenges of groundskeeping Integrating e-textbooks into the LMS and SIS Campus Finance Role of mobile and social in donation transactions Technology Kiosks across campus DEPARTMENTS Human Resources Enrollment Matters Tech Perspectives BONUS DISTRIBUTION: NACUBO	FEATURES International students at community colleges Tools and tactics for improving faculty/student ties New STEM teaching Portrait of a Leader Campus Finance Financial PD for trustees Technology Video conferencing for learning in rural America DEPARTMENTS Internet Technology Marketing SPECIAL MARKETING OPPORTUNITY INNOVATORS SHOWCASE	FEATURES Professor evaluations: Criticism and improvements Campus construction sites as student learning labs Driverless vehicles and ride sharing apps Campus Finance Campus stores: Keeping up with the competition Technology Latest cloud services and solutions DEPARTMENTS Human Resources Enrollment Matters	FEATURES Inside Look: Repurposed buildings Dining: Keeping students on campus to eat Student success: Supporting at-risk populations Campus Finance Real estate management Technology AI in recruitment and student services DEPARTMENTS Internet Technology Marketing SPECIAL MARKETING OPPORTUNITY READEX AD PERCEPTION STUDY BONUS DISTRIBUTION: EDUCAUSE, NACAS	FEATURES Change management: Getting faculty buy-in College transcripts: Blockchains and other emerging trends Facilities: Noise control and acoustical enhancements Campus Finance Financial literacy within student banking Technology Bandwidth management in residence halls DEPARTMENTS Human Resources Enrollment Matters Tech Perspectives	FEATURES New trends in general education Orientation ideas for student success and retention Marketing of career and technical education Campus Finance Health insurance for adjuncts and part-time staff Technology Enhancing the student experience with beacons DEPARTMENTS Internet Technology Marketing SPECIAL MARKETING OPPORTUNITY LEADING THE WAY

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