

# Editorial Calendar 2018

As of 6/6/18; subject to change without notice

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

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\*Source: "Trends in Purchases by Higher Education Institutions - 2015"; Conducted By: Martin Akel & Associates

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JANUARY 2019	FEBRUARY 2019	MARCH 2019	APRIL 2019	MAY 2019	JUNE 2019
<b>AD CLOSING: 12/3/18</b>	<b>AD CLOSING: 1/7/19</b>	<b>AD CLOSING: 2/4/19</b>	<b>AD CLOSING: 3/4/19</b>	<b>AD CLOSING: 4/1/19</b>	<b>AD CLOSING: 5/6/19</b>
<b>FEATURES</b> <b>Special Report: Outlook 2019</b> A look ahead at the trends and developments that will shape higher education, including within: <ul style="list-style-type: none"> <li>• Campus leadership</li> <li>• Access and enrollment</li> <li>• Student success</li> <li>• Safety and facilities</li> <li>• Business and finance</li> <li>• Enterprise and academic technology</li> </ul> <b>COLUMNS</b> Human Resources Enrollment Matters	<b>FEATURES</b> Flexible course scheduling for student success HR: Faculty hiring trends Re-thinking math <b>Campus Finance</b> Financial aid: Changing face of student loan counseling <b>Technology</b> AV installations from the trenches <b>COLUMNS</b> Marketing Internet Technology	<b>FEATURES</b> Academic innovation centers Dining: Meal delivery services Data-based facilities planning <b>Campus Finance</b> Fixing administrative inefficiencies <b>Technology</b> Hyperconvergence <b>COLUMNS</b> Tech Perspectives AV Matters <b>SPECIAL MARKETING OPPORTUNITY</b> <b>READEX AD PERCEPTION STUDY</b>	<b>FEATURES</b> Portrait of a Leader Athlete success in school and beyond Inside Look: Off-campus housing <b>Campus Finance</b> Valuables on campus: Care, security and insurance <b>Technology</b> Making enterprise mobile apps accessible, reliable and secure <b>COLUMNS</b> Human Resources Enrollment Matters	<b>FEATURES</b> Smart software selection GIS technology in campus safety Honors college trends: Enrollment and fees <b>Campus Finance</b> Latest standards in online payment systems <b>Technology</b> Update on AI, including voice-enabled tech <b>COLUMNS</b> Marketing Internet Technology	<b>FEATURES</b> Collaboration across active learning spaces What design schools can teach the rest of higher ed New sustainability standards <b>Campus Finance</b> Subletting campus space <b>Technology</b> Raising the bar for academic video <b>COLUMNS</b> Tech Perspectives AV Matters <b>BONUS DISTRIBUTION:</b> <b>UBTECH, INFOCOMM, NASFAA</b>

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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
- **AV Matters** Academic video trends and insights
- **Tech Perspectives** Technology from the CIO's perspective

### PLUS THESE REGULAR FEATURES:

On Topic Q&A with thought leaders; Building Stories about construction and renovation projects; guest columns from higher education experts; Web Seminar Digests

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