



February 2018 Editorial Preview

Use UB Content Marketing to Boost Sales

The UB content marketing team is ready to help you make your case to over 75,000 higher education leaders every month.

How would you like to tell your story?

Custom Case Studies and Solution Stories:

Demonstrate your experience and expertise by showcasing a success story based on real examples of success in a higher education setting. Let UB's content marketing team produce your case study and provide a copy for your own use, or share a case study you've created with UB's influential audience.

Thought Leadership:

Promote your commitment to higher education with a Q&A-style executive briefing, sponsored article or professional opinion piece. UB's content marketing team will provide turnkey production, or use your supplied content.

Contact your UB account rep to schedule production of your content marketing piece.

Ad Closing and Materials Due:
JANUARY 8, 2018

TECH: DUAL ENROLLMENT DISTANCE LEARNING

Colleges are delivering dual enrollment programs remotely through network connections and learning management systems. We explore decision-making about what to offer online, how administrators guide students in choosing the best course delivery and issues such as remote IT support.

EXPANDING STUDENT SERVICES IN DORMS

Students are coming to expect various services in residence halls, including mail delivery, tech-enhanced laundry services and printing stations. Colleges are determining what space is needed in residence halls to meet the demand, how payments and fees are handled and whether service offerings must be equal across campus.

CAMPUS FINANCE: REGULATORY COMPLIANCE AND ENTERPRISE LEGAL MANAGEMENT

UB details effective policies and practices for maintaining regulatory compliance and enterprise legal management, including what software administrators use to organize compliance regulations and standards, and what departments are involved in the process.

PORTRAIT OF A LEADER: LYLE ROELOFS

Berea College President Lyle Roelofs and the 1,600-student institution he leads have a deep legacy of access and inclusion to sustain. Kentucky was a slave state when the school was founded in the 1860s by a zealous abolitionist who opened his fledgling campus to black students and women. Then in the 1890s, the college's board stopped charging tuition.

K12/HIGHER ED PARTNERSHIPS

School districts are working with local universities and community colleges to improve education for K12 students by aligning curricula, creating digital badges jointly, enrolling students in workforce readiness schools, providing access to innovative STEM labs and establishing community school models with nonprofits and health care providers.

ON TOPIC: INTERACTIVE ARTIFICIAL INTELLIGENCE

We have a conversation with Charles Isbell, a professor at Georgia Tech's School of Interactive Computing, who will be the closing keynote speaker at UBTech 2018. He'll discuss his work in interactive artificial intelligence and how it intersects with education.

MARKETING COLUMN: CAPITAL CAMPAIGN SUCCESS

UB takes a look at proven marketing strategies to help boost capital campaign success.

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