



What's Your Outlook for 2019?

In January and February, UB gives higher ed executives a look at the challenges and opportunities their peers and thought leaders predict will influence their year ahead.

While campus leaders are engaged with this insightful look ahead at trends in access and enrollment, facilities, business and finance, student success, and enterprise and academic technology, you have a great opportunity to show them how your solution addresses these important challenges.

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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.

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January 7, 2019**

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January/February 2019 Editorial Preview

SPECIAL REPORT: OUTLOOK 2019

The options and use of technology continue to evolve and bring big changes to all areas of campus management and operations. In UB's fifth annual year-ahead edition, we uncover the priorities and concerns of higher ed administrators from our annual survey. Find out what campus leaders will need to know and do to incorporate the latest tech, as well as what administrators in various roles predict will be the trends and developments to shape higher education in 2019.

Areas of focus will include:

- Campus leadership
- Access and enrollment
- Student success
- Business and finance
- Enterprise and academic technology

HIGHER ED HIRING TRENDS 2019: FACULTY

Faculty hiring at colleges and universities is changing course. Now trending are cluster hiring, shared appointments, and a focus on diversity and the continued growth of nontenure-track positions. Academic leaders and other experts offer insight on how hiring managers and institutional officials can prepare.

PLUS: UB'S 2018 YEAR IN REVIEW

UB reflects on the major events in 2018 that affected college leaders and how those events will shape higher ed in 2019 and beyond.

UB TECHNOLOGY

- **Voices in Tech Q&A**—UBTech 2019 speaker Kyle Bowen, who is chief innovation officer for Penn State University, addresses teaching and learning with technology.
- **Column: Internet Technology**—The latest from UB technology columnist Karine Jolie, who covers higher ed's use of data, social media, the web and more.

DEPARTMENT: ON TOPIC

A conversation with Nido Qubein, president of High Point University in North Carolina, who will be a keynote speaker at UBTech 2019 in Orlando.

DEPARTMENT: ENROLLMENT MATTERS

UB's higher ed columnist provides tips on turning prospects into admits.

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

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