



## January 2018 Editorial Preview

### What's your outlook for 2018?

January's issue of UB pulls back the curtain on the challenges and opportunities higher education leaders will address in the coming year and beyond.

While over 75,000 campus leaders are engaged with an 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 remind them of your solution.

UB's January Outlook issue is sure to capture attention and ignite conversations on campuses across the United States.

**Be part of the conversation, talk to your UB account rep today to reserve space in the January issue.**

Ad Closing and Materials Due:  
**DECEMBER 4, 2017**

### UB'S ANNUAL OUTLOOK EDITION

In this special issue, we explore emerging issues and trends for higher ed institutions in the areas of leadership, finance, admissions and enrollment, technology, student success and facilities. What actions will campus administrators be taking in 2018 and what are their concerns? UB presents results and analysis from its annual survey of college and university administrators.

### OUTLOOK 2018 ON HIGHER ED POSITIONS

Higher education search firms and campus officials share their insights on how campus leadership roles are evolving—including what presidents, CFOs, CIOs, and directors of admissions' and financial aid administrators will be spending more time and energy on.

### ON TOPIC: EDUCATIONAL TECHNOLOGY

Gary Kayye, technology futurist and president and CEO of rAve Publications, returns to UBTech in June as a keynote speaker. He offers his insight into where educational technology is headed in 2018 and beyond.

### ENROLLMENT COLUMN: STUDENT LOAN DEBT

Student loans have increased in the last several years—and faster for lower-income borrowers. What are colleges and universities doing to stem the tide?

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

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