

Leadership POV Newsletter

Opinion and commentary from higher education leaders

Share your thought leadership in this twice-monthly email newsletter that engages over 77,000 college and university executives.

UB's Leadership POV newsletter brings together commentary and analysis from top college and university executives, along with updates on recent appointments of presidents, chancellors and provosts. This thoughtful read is curated for top campus leaders, informing their strategic planning and decision-making with insight from fellow higher education executives and thought leaders.

As a partner in higher education, your thought leadership on issues of importance to these executives and their institutions significantly enhances your brand value. UB's Leadership POV e-newsletter provides the perfect platform to share your company's perspective on the world of higher ed and deepen your relationship with key campus leaders.

Your Sponsorship Includes:

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- Opportunity to contribute one of your own executive commentary or thought leadership columns per issue.
- Live lead reports with contact info for those who click on your contributed column or company name.

Make your brand's thought leadership part of this valuable resource serving top campus leaders.

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[State disinvestment in community colleges hurts economy](#)
Spokesman-Review
By Christine Johnson, chancellor of Community Colleges of Spokane.

Each year, Community Colleges of Spokane serves more than 30,000 students with programs ranging from competitive honors transfer degrees to adult basic skills. And yet, community and technical colleges receive the lowest level of state funding per full-time student in Washington. The state disinvestment is damaging to our students and our state. [Read more>](#)

At a glance

Platform: Leadership POV newsletter

Connect With: Executive Management, Finance/Business, Information Technology, Facilities/Infrastructure and Academic Management

Marketing Objective: Thought Leadership, Lead Generation, Branding

Circulation: 77,000+

Frequency: Twice-monthly

Minimum Sponsorship Term: One month

Number of Sponsors per Issue: Three

Client supplies the following for each content submission:

Title: 8-10 words
Abstract: 40-50 words
Link: URL for landing page where content resides
Link: Link text and URL for "Sponsored by" acknowledgement (i.e., company name)

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