



November 2017 Editorial Preview

**If you're in the know,
you're in UB!**

This November, your presence in UB tells higher education leaders more about your company than you think.

Whether your year-end marketing strategy for higher ed starts with brand advertising or custom content that illustrates your solution's higher education success, who you partner with is as important as what you say.

UB's influence is felt on campuses nationwide in strategic discussions around finance, facilities, human resources, academic technology, student recruitment and more. That's a powerful partner to have.

Use the power of UB to get your message seen by the buyers you want to reach. Call your UB account rep today to discuss your strategy and reserve your space.

Ad Closing and Materials Due:
OCTOBER 2, 2017

CAMPUS FINANCE: FINDING SAVINGS IN SMALL PLACES

Institutional leaders are motivating campus departments to make smaller, strategic budget cuts that don't have a big impact on overall operations. UB details cost-cutting tactics such as the formation of budget response teams and technology outsourcing.

PUSH FOR E-TEXTBOOKS

Some colleges and universities are launching campuswide e-textbook initiatives. These endeavors may involve forming external partnerships with businesses, launching marketing and PR campaigns, and tracking data points to monitor their success.

EVENT MANAGEMENT SYSTEMS

Technology and software help administrators manage the many tasks related to planning a variety of events, from alumni weekends and commencements to conferences and banquets. The technology allows for more efficiency and accuracy in venue selection and booking, registration, security, catering services and transportation.

REINSTATED STUDENT SUCCESS

Most higher ed institutions have detailed policies on how they restore active-student status. With successful completion after reinstatement in mind, some colleges are requiring students to demonstrate how they are better prepared to continue their education, as well as providing supports that specifically target this vulnerable population.

TECHNOLOGY: DIGITAL SIGNAGE

Is digital signage an untapped revenue source in higher ed? Some institutions are monetizing digital signage by selling ad space to outside organizations, charging in-house groups for space and using digital signage to enhance donor relations and recognition. Digital signage is also driving costs down by resulting in less paper communication across campus.

ON TOPIC: RACE AND GENDER ON CAMPUS

In his book *Being Black, Being Male on Campus: Understanding and Confronting Black Male Collegiate Experiences*, sociologist Derrick R. Brooms explores how race and gender matter on campus and how black males navigate college for academic and personal success.

ENROLLMENT MATTERS: IMPROVING TUITION REVENUE THROUGH RETENTION

Improved retention of just a couple percentage points can lead to significant increases in net tuition revenue. This column will explore national retention trends and how incremental increases to retention rates can benefit an institution's bottom line.

PROFESSIONAL OPINION: ACADEMIC EXECUTIVE TERMINATIONS

Higher ed has recently been filled with stories about abrupt firings of presidents, deans and other senior executives across the nation. What can senior academic executives do to protect themselves in an axe-happy environment?

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

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