## Editorial Calendar 2019

<table>
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<tr>
<th>JANUARY/ FEBRUARY 2019</th>
<th>MARCH 2019</th>
<th>APRIL/MAY 2019</th>
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<tr>
<td>CLOSING/AD MATERIALS DUE: 1/7/19</td>
<td>CLOSING/AD MATERIALS DUE: 2/11/19</td>
<td>CLOSING/AD MATERIALS DUE: 4/1/19</td>
<td>CLOSING/AD MATERIALS DUE: 5/13/19</td>
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### Special Report:

**Outlook 2019**
A look ahead at the trends and developments that will shape higher education, including within:
- Campus leadership
- Access and enrollment
- Student success
- Safety and facilities
- Business and finance
- Enterprise and academic technology

Departments:
- Internet Technology
- Enrollment Matters

### March 2019

- Food service
- Academic innovation centers
- Digital internships

**Campus Finance**
- Fixing administrative inefficiencies

**UB Tech**
- Hyperconvergence
- Voices in Tech Q&A
- Column: Tech Perspectives

Department:
- Human Resources

**SPECIAL MARKETING OPPORTUNITY**
- Ad Perception Study

**BONUS DISTRIBUTION:**
- NAEP

### April/May 2019

- Portrait of a Leader
- GIS technology in campus safety
- Enterprise mobile apps

**Campus Finance**
- The ROI of college majors

**UB Tech**
- Video display walls
- Voices in Tech Q&A
- Column: AV Matters

Department: Marketing

### June 2019

- Special UB Tech Issue
- Collaboration across active learning spaces
- Raising the bar for academic video
- AV installations from the trenches
- IT infrastructure of e-sports
- AI: Voice-enabled tech
- Voices in Tech Q&A
- Column: Internet Technology

Department: Human Resources

**BONUS DISTRIBUTION:**
- UBTECH,
- INFOCOMM,
- NASFAA

### All Print Ads Also Appear Online in the Digital Edition.

### Other Departments Defined:
- **Human Resources** Personnel policy and practice
- **Enrollment Matters** Takeaways for enrollment and retention success
- **Internet Technology** Online marketing and communications
- **Marketing** Strategies for successful marketing and messaging
- **AV Matters** Academic video trends and insights
- **Tech Perspectives** Technology from the CIO's perspective

### Plus These Regular Features:

- On Topic Q&A with thought leaders; Building Stories about construction and renovation projects; guest columns from higher education experts; Web Seminar Digests

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<td>CLOSING/AD MATERIALS DUE: 8/5/19</td>
<td>CLOSING/AD MATERIALS DUE: 9/9/19</td>
<td>CLOSING/AD MATERIALS DUE: 10/28/19</td>
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| Policy management systems  
Admissions mystery shoppers  
New roles for provosts  
**Campus Finance**  
Cybersecurity insurance  
**UB Tech**  
• Managing digital assets in campus libraries  
• Voices in Tech Q&A  
• Column: Tech Perspectives  
Department: Enrollment Matters | Campus fleets and GPS technology  
Info sharing: ERP and beyond  
Success for student athletes  
**Campus Finance**  
Valuables on campus: Care, security and insurance  
**UB Tech**  
• Meeting the needs of online students  
• Voices in Tech Q&A  
• Column: Internet Technology  
Department: Human Resources | Portrait of a Leader  
Campus workforce trends  
Flexible course scheduling  
**Campus Finance**  
Grad school tuition trends  
**UB Tech**  
• AI in business processes  
• Voices in Tech Q&A  
• Column: AV Matters  
Department: Enrollment Matters | Veterans on campus  
Non-traditional presidents  
Digital course catalogs  
**Campus Finance**  
Capital financing trends  
**UB Tech**  
• Accessibility office IT  
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Department: Human Resources |
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LEADING THE WAY |

*Source: “Trends in Purchases by Higher Education Institutions - 2015”; Conducted By: Martin Akel & Associates*