



UB April 2013 Editorial Preview

Your media campaign with UB gives you direct engagement with the higher education leaders with the greatest purchasing authority.

84% of UB readers report having a high degree of authority or total authority to make purchasing decisions and to SELECT or REJECT specific brands and vendors.

Source: The Evolving Responsibilities Of The Higher Education Senior Management Team For Mission Critical Investments: 2013; Martin Akel & Associates

Bonus: The April issue is distributed at AACRAO. Stop by and see us at booth number 128.

AD CLOSE DATE
MARCH 11, 2013

Mental Health Crisis: Keeping Students Safe

More students than ever are entering school diagnosed with mental health issues. Proper screening and services may identify problem students before they harm themselves or others, yet colleges' hands are often tied. Recent events may finally change that.

Admissions Officers Speak Out

A roundtable discussion of key issues related to admissions and enrollment, and how CRM can help both the school and student toward a successful college experience.

Models of Efficiency Spring 2013 Honorees

Department innovators continue to find ways to improve efficiency and streamline business processes in the first round of the 2013 Models of Efficiency program.

UBTech Interview: Education Innovators

A conversation with UBTech featured presenters (and UB "Future Shock" columnists) James E. Samels and James Martin of The Education Alliance.

Faculty Governance

The long acknowledged practice of shared governance among faculty, administrations, and other stakeholders is increasingly under threat in some states as they deal with budget crises and program cuts.

Campus Finance: Partnering with Banks

Though they have faced criticism, campus/bank partnerships can be beneficial if done right. How can colleges and universities make sure these programs work not just for them, but for the students as well?

Distributed Campus: State of the MOOC

Though still in the formative stage, many educators believe that Massive Open Online Courses will reshape the way education is delivered and learning is measured.

Plus: Human Resources, Money Matters, Latest Products and Services

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