

JANUARY/FEBRUARY 2020

CLOSING/AD MATERIALS DUE: **12/30/19**

- HR: Employee reviews
- Enrollment management
- Online payments
- Financial aid
- Tech: AV as a Service

MARCH/APRIL 2020

CLOSING/AD MATERIALS DUE: **2/24/20**

- Admissions
- Safety and security
- Purchasing
- Meeting diversity goals
- Tech: Video conferencing

BONUS DISTRIBUTION:
NAEP

MAY/JUNE 2020

CLOSING/AD MATERIALS DUE: **4/27/20**

- AI for learning
- Classroom acoustics
- Esports facilities
- Tech: High-tech commencement

BONUS DISTRIBUTION:
UBTech, NASFAA, NACUBO

JULY/AUGUST 2020

CLOSING/AD MATERIALS DUE: **6/29/20**

- HR: Health benefits
- Campus real estate
- Equity in esports
- Tech: IT support

SEPTEMBER/OCTOBER 2020

CLOSING/AD MATERIALS DUE: **8/24/20**

- Campus dining
- Branding and student recruitment
- Advancement data
- Tech: IT security

BONUS DISTRIBUTION:
NACAS, Educause
Academic Esports Conference & Expo

SPECIAL MARKETING OPPORTUNITY:
Ad Perception Study

NOVEMBER/DECEMBER 2020

CLOSING/AD MATERIALS DUE: **10/26/20**

- Instruction trends
- Safety and security
- Wellness in esports
- Tech: Visual collaboration tools

REGULAR DEPARTMENTS

- **News analysis**
- **Voices in Tech**
Q&A with UBTech® speakers
- **Leadership Insights**
column from a campus leader
- **Guest columns** from higher education administrators

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