



Member Matters

February 2020



Upcoming Events

Higher Education R3 Summit

Affiliate Member **BKD** is inviting AICUO members to attend its annual “Higher Education Summit: Risks. Regulations. Reputation.” The free CPE eligible program is offered in Cincinnati on

February 18, and in Cleveland on March 5. Upon completion of this program, participants will be able to: recognize how institutions are generating revenue and containing costs; identify cybersecurity best practices; comply with changing tax laws; and recognize new accounting standard implementation best practices. Click [here](#) for additional information and to register.

Webinar: How Predictive Analytics and ISAs Can Help Boost Enrollment and Revenue

Affiliate Member **Vemo Education** will host a webinar on February 20 at 2 p.m. EST to explain how predictive modeling can advance enrollment efforts at every stage of the student lifecycle. During the webinar, Bill Brosseau of Vemo Education will share the company's experience developing tailored financial strategies for a growing number of AICUO schools and will explain how predictive modeling helps estimate and shape the impact ISAs will have on yield, revenue, and retention during the design process. Click [here](#) to register.

Webinar: The Changing Legal Landscape of College Admissions

Are colleges and universities permitted to use race-conscious admissions systems? Have the recent changes to the National Association for College Admission Counseling's Code of Ethics and Professional Practice put an end to antitrust concerns? Join Affiliate Members **Bricker & Eckler** on March 3 at noon to hear about legal issues that are impacting admissions offices at higher education institutions around the country. Click [here](#) to register.

New AICUO Membership Portal

AICUO has launched a new membership website to communicate to its members and to enable discussion forums on hot topics for a variety of groups, from student affairs to campus security. You should have received an email from AICUO with instructions for setting up your profile on the website members.aicuo.edu. As always, if you

have any questions, feel free to contact our office.

Better Connecting Students With New Tech

by Pearson

As the needs of students change, so too must higher education. Colleges are now spending time and effort on offering services to students whenever or wherever they need them. Click [here](#) to read more about how schools are using student expectations to drive campus innovation.

It's Acceptance Season: How to Get Your Best Yield

by Jenzabar

One of the most stressful times of the college application process has begun: acceptance season. Higher education institutions are making decisions about which students will be offered the opportunity to join their campus. As they go through this process, it's important that institutions consider how they can attract and enroll the right students. Click [here](#) to read more.

Recommend an Affiliate Member

Does your campus have a trusted business partner that you want to refer to the AICUO Affiliate Member program? Please email your recommendations to mjames@aicuo.edu.



Association of Independent Colleges and Universities of Ohio
41 South High Street, Suite 1690, Columbus, OH 43215
614-228-2196 | aicuo.edu

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