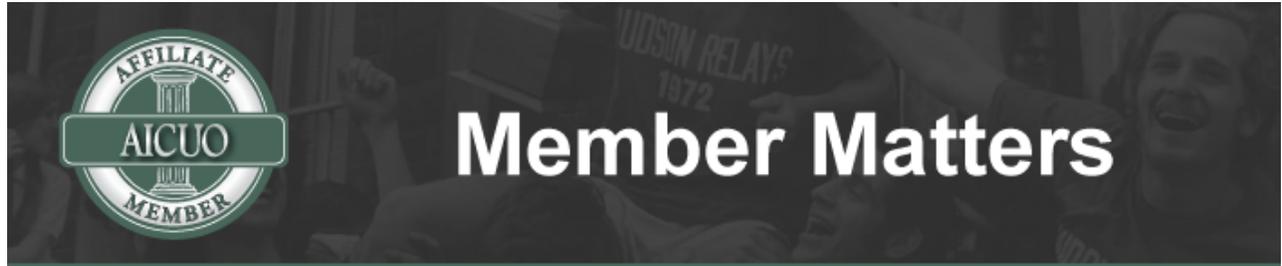


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January 2016



Six Keys to Unlocking Gated Content's True Potential
By: Krista Conrad, Sudden Impact Marketing

Are you getting the lead generation and sales engagement you want from your gated content? Follow these strategies to take your program to the next level.

1. Give something to get something.

First of all, make sure you are providing relevant, high-quality content. Not the standard product/solution materials that marketers have to create and then feel compelled to push. You must attract readers to your site with something of value, and you can set the hooks by offering a couple of ungated assets before you ask the visitor to share information to receive more. Visitors most likely will read the article they came to read, and maybe one or two more. If you've delivered on your promise, they'll be ready to engage and download assets.

2. If you aren't going to use it, don't ask.

When asking folks to register, consider what information you really need and don't ask for more than is absolutely necessary. Three to five fields and one or two questions should be the maximum. Details about their business environment and where they are in the purchasing cycle will emerge during sales or phone follow-up....[continue reading](#)

Transgender Students on College Campuses

By: Megan Savage Knox, Bricker & Eckler

Navigating transgender issues can be confusing and overwhelming. The increasing visibility of transgender celebrities—Caitlyn Jenner on the cover of *Vanity Fair*, for example—has encouraged transgender youth, including students at the post-secondary level, and their advocates to fight for both public and institutional acceptance. As this area of law rapidly evolves, the higher education landscape across the country similarly continues to transform. This summer, Barnard College became the last of the traditional “Seven Sisters” women’s colleges to admit transgender women. In June, Harvard allowed a transgender male, one of the first openly transgender swimmers in NCAA history, to join its men’s swim team. Below are some tips to help your college or university avoid potential legal, compliance, and public relations issues.

1. Be familiar with the relevant law at the federal, state and local level.

Currently, there is no federal law that explicitly prohibits discrimination on the basis of transgender status. However, Title IX, the federal law that prohibits sex discrimination in education, has been interpreted to prohibit discrimination based on “gender non-

conformity” or “sex-stereotyping.” As most transgender students, by definition, do not conform to gender stereotypes, they may be protected by the nondiscrimination provisions of Title IX. Ohio state law also does not explicitly prohibit discrimination on the basis of transgender status, but it is important to be aware of any local laws, such as city ordinances, which may apply to your college or university.....[continue reading](#)

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