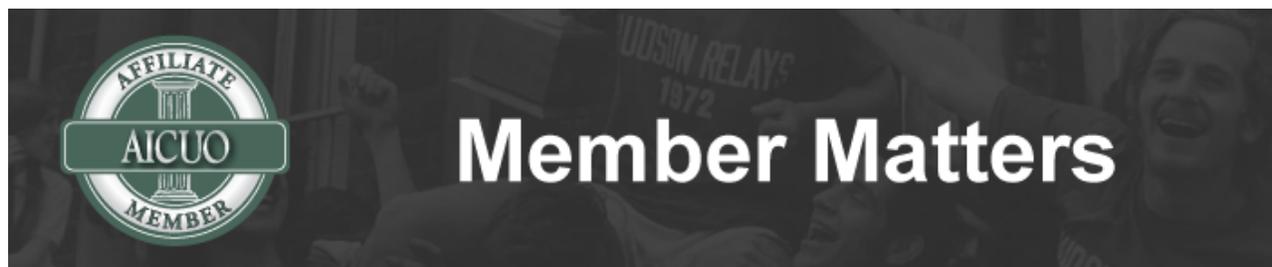


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AICUO Affiliate Member Newsletter - October 2015

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October 2015



From [Sudden Impact Marketing](#): **Six Keys to Unlocking Gate Content's True Potential**
By Krista Conard

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.

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From [Starfish by Hobsons](#): **Four Fundamentals of Student Success**
by John Plunkett, Vice President of Policy and Advocacy, Hobsons

It seems that everyone is talking about student success – and with good reason. Helping students finish what they start is at the core of higher education.

As a result, your institution has likely invested valuable time and resources to implement and scale your student success programs. To ultimately move the needle with these programs, there are four fundamentals for student success that your institution needs to take into account:

1. Success is a moving target

Life happens every day. Students need different kinds of encouragement at different times. It isn't enough to survey students and base your intervention efforts on their perceptions in that one moment. It is also counter to the higher education mission to redirect a student away from a lifelong dream because of one poor performance.

Students run into trouble for a variety of reasons, including academic challenges, financial concerns, home life struggles, and schedule conflicts – issues that can arise at any time to throw a student off a path to success. The people on campus that form your student services teams can help students overcome these obstacles... if they know about them in time.

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Educational Opportunity: Employment Law Update

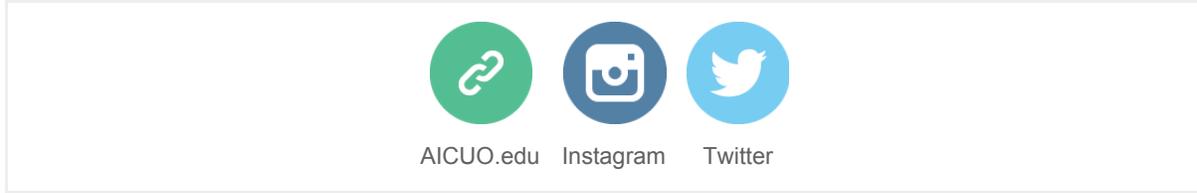
AICUO is partnering with affiliate member Hahn Loeser to plan an educational seminar on federal employment laws effecting private colleges. This update will cover issues such as changes in wage and hour laws and collective bargaining issues. The session will cover staff that manage all levels of staff.

We are in the process of determining a date and location but if you are interested in such a session please fill out this [interest form](#) to receive updates on the program.

Recommend An Affiliate Member

Does your campus have a goods or service provider that does an amazing job? Would that vendor be a good addition to our Affiliate Member program? We would love to have your

recommendations. Email [Gena Shelton](mailto:Gena.Shelton), Affiliate Member Coordinator, with vendor name and contact information to recommend someone for the program.



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