



# Member Matters

Happy New Year!

January 2022



Cleveland Institute of Art festive posters for the Greater Cleveland RTA Holiday Trolley

## Upcoming Events & Webinars

### Health4Edu Program Overview

Join AICUO and [Alera Group](#) for an informative [webinar](#) at **10:00 a.m., Wednesday, January 12**, regarding [Health4Edu](#), a member-driven higher education healthcare program designed to lower cost and reduce risk. Hear from participating schools in New York about the program and its positive impact on their respective campuses and budgets.

### Reboot Your Yield and Recruitment Plan

[PlatformQ](#) will host this [leadership forum](#) at **2:00 p.m., Thursday, January 13**. Panelists will discuss the evolving approaches of virtual events to continuous and consistent engagement. Discover how to develop a hybrid plan that maximizes engagement opportunities with prospective students while not burdening your team with high-effort low-yielding work.

### Campus Energy & Sustainability Best Practices

AICUO and [Constellation](#) will host a [webinar](#) at **10:00 a.m., Thursday, January 20**, to highlight best practices of campus energy and sustainability. Panelists will include Denison University's Jeremy King and Orion Jones from University of Findlay. These experts will share their experience in campus sustainability, post-pandemic processes, and how to receive funding for projects.

### Hazing Bootcamp for Higher Education

[Brickler & Eckler LLP](#) will host this [in-person workshop](#) from **9:00 a.m. to 12:00 p.m., Friday, January 21**. Learn how to effectively investigate and address reports of hazing and explore current best practices and practical tips for navigating incidents on your campus. The session will also include a discussion on Collin's Law, and its potential effects on your campus' student conduct office. Virtual participation is also available.

### Using Motivational Interviewing (MI) to Elicit Behavior Change in College Students: An Introduction to MI Skills

Join [Christie Campus Health](#) at **12:00 p.m., Wednesday February 9, 2022**. Register for this [online workshop](#) to understand the evidence informing the philosophy and approach for using Motivational Interviewing (MI). Participants

will be introduced to the key principles of MI, along with core skills to begin incorporating into conversations that might increase the likelihood of supporting healthful change behaviors in clients.

[View Previously Recorded Webinars](#)

## **AICUO Collaborative Conference**

AICUO is excited to announce the **2022 Collaborative Conference** is scheduled for **Thursday, June 2**, at *The Point at Otterbein University*. The conference brings together decision makers from our 52 member colleges and universities to promote collaboration and discussion.

We are currently accepting submissions for presentations. We ask that each session be educational and highlight innovation or thought leadership in higher education. There are five track sessions and you are welcome to [submit more than one proposal](#). The deadline for submission is **February 25**. Visit the [conference website](#) for more information.

## **When Demand Rises and Supply Falls: New Challenges in Meeting Student Mental Health Needs**

By [Christie Campus Health](#)

As demand continues to rise in the mental health needs of college students, now more than ever is the time for a more holistic, multi-faceted approach to meet these critical challenges. Christie Campus Health's President, Robert Meenan, examines the most recent report from the Healthy Minds Study and [highlights](#) recommendations that may offer campus counseling centers a much-needed solution.

## **Reversing the Trend: How Franciscan Utilized Virtual Engagement to Increase Enrollment**

By [PlatformQ](#)

AICUO member institution, Franciscan University of Steubenville, leveraged virtual engagement as a key tool to engage, enroll, and yield students. [Learn](#) how their hybrid approach helped them land seven percent over their deposit goal for Fall 2021, and trend well ahead in applications for Fall 2022.

## Five Ways Higher Education Is Changing for the Better

By [Collegis Education](#)

Collegis Education [highlights](#) ways higher education is transforming itself to deliver a more flexible, relevant, accessible, and affordable education experience to learners. Discover how COVID-19 has accelerated the push for change in higher education, and how many institutional leaders are taking this moment as an opportunity for meaningful improvements.

## 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 [Mani James](#).

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