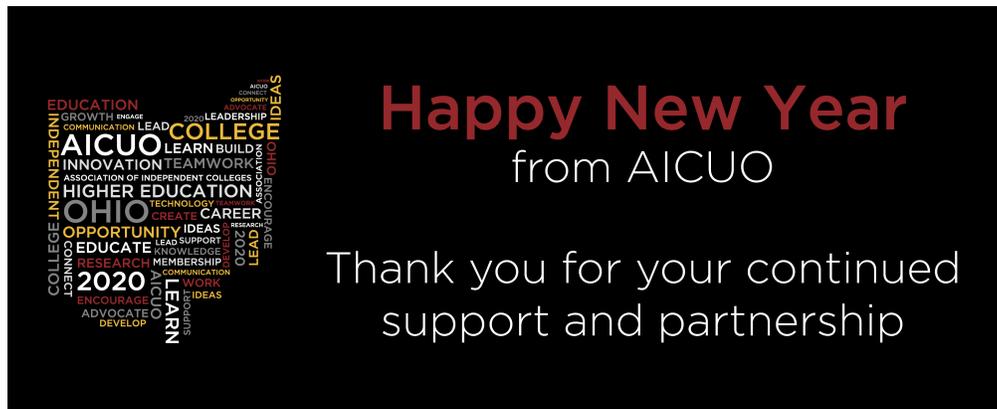


[View in browser](#)



# Member Matters

January 2021



## Upcoming Webinars

### Navigating Financial Difficulties in a Pandemic

If the pandemic is forcing cuts on your campus, do you know how to do so responsibly? How much should you count on that insurance payout? Can you use leftover CARES Act money to pay operating expenses? Join [Bricker & Eckler](#) higher education attorneys Melissa Carleton, Rob Kent, and Josh Nolan at **12:00 p.m., on January 7, 2021**, for [a discussion](#) about the legal concepts that shape how campuses can move forward financially in the months ahead.

### Are We There Yet? The Journey To a Major Gift

Gift officers and gift officer managers are challenged to use metrics (science) to drive results related to relationship building (art). How many contacts does it take to secure a visit now? How might you improve? This session will provide data-driven insights to improve the time to a donors first major gift and help your organization achieve fundraising goals with efficiency! Join [Blackbaud](#) at **1:00 p.m., on January 19, 2021**, [to learn more about achieving major gift donations](#).

### AICUO's Communicators' Summit

AICUO's annual Communicators' Summit has gone virtual. Join your colleagues, and affiliate members Ring Digital and Wisr, from January 26 to January 28 for two panel discussions and a series of roundtable discussions. Topics will include: adapting to reach audiences in new manners, resource reallocation,

new approaches to prospective student events and print and web materials, new technologies, and more. [Visit our website](#) for additional details.

- **Tuesday, January 26, 2021:** Do More With Less: How to Reach Audiences, Achieve Goals With Your New Budget
- **Wednesday, January 27, 2021:** Admission and Marketing Tools During COVID-19
- **Thursday, January 28, 2021:** Three Roundtable Discussions: Social Media, Public Relations, & Marketing

## **Touchless Environment In a Physical World: The Workplace of the Future**

**By Design Collaborative**

According to Staples, approximately 80 percent of common infections are transmitted by touch. That means that germs are probably spread every time you touch something in the office. What if we lived in a world that was designed to be “hands free”, where every door would open at the wave of a hand, and every light would flicker on when you walk in the room? The COVID-19 pandemic opened our minds to a realm of possibilities to make the workplace safer and healthier, and becoming touchless is a significant way to do so. [Design Collaborative](#) identified several spaces in a workplace that could be adjusted to create a more “touchless” environment.

## **Heightened Issues of Student Success**

**By Anthology**

Student success has always been a top priority for higher education institutions – and many colleges have been able to build and refine their student success programs over years to a high degree of accuracy. But what happens when a worldwide pandemic (and concurrent social movement for racial justice) disrupts everything around us – our educational and home environments, our students’ needs, and our own abilities to meet them? [Anthology](#)’s Vice President of Campus Strategy, Anne Mieke Rice, says it’s time to regroup and re-evaluate by taking a look at what’s emerged as key student success factors in our new normal.

## **Online Course Design in 2021: Meeting the Needs of Tomorrow's Learners**

**By Collegis Education**

The characteristics, needs and preferences of online students are changing. When it comes to online course design, higher education institutions are struggling to keep up with this rapid evolution. As we embark on 2021, it’s critical that online learning designers evolve beyond traditional development approaches. It’s important to understand and embrace the priorities of a more demanding student population in order to enable higher levels of student

success and satisfaction in the online classroom. In order to do this, there are a few factors to consider. Dave Lungren from [Collegis Education](#) discusses these factors [in this article](#).

### **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](mailto: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](http://aicuo.edu)

