



Member Matters

December 2021



First Snow at Kenyon College

AICUO Communicators' Summit

[Registration](#) is open for AICUO's annual Communicators' Summit at The Point on the campus of Otterbein University. Join colleagues on **Wednesday, January 5**, to discuss public relations and marketing tactics, strategies for meeting enrollment goals, and internal communications best practices. View [the agenda](#) for more details.

Upcoming Webinars

Deep Dive into Governance

[Register for this webinar](#) to join attorneys from [Brickler & Eckler LLP](#) at **12:00 p.m., Tuesday, December 7**, for an exploration into governance issues in higher education, including its intersection with accreditation, employment, fiduciary duties, and risk management.

The Coalition Purchasing Card Group Rebate Program

Join [Coalition](#) and [First American Education Finance](#) for a [webinar](#) at **2:00 p.m., Wednesday, December 8**, to learn about a new PCard program from City National Bank. View a live demo of the purchasing card capabilities, and learn how peer institutions are benefiting from a group rebate.

FEMA Funding and Eligibility for COVID-19 Testing

AICUO will host a [webinar](#) at **10:00 a.m., Tuesday December 14**, with the Ohio Department of Public Safety, providing guidance on FEMA funding and eligibility for COVID-19 related expenses including supplies and testing.

National Survey Results: Student Views on Recruitment, Admissions and Enrollment

In this [webinar](#), learn the results of a nationwide survey of over 1,000 students over the age of 22 related to their admissions and enrollment experience.

At **2:00 p.m., Tuesday, December 14**, [Anthology](#) will share their findings and provide opportunities to adjust and tailor recruitment strategies to build excitement and meet the needs of prospective students.

For the Ones that Don't Raise their Hands: Engaging First Generation and Underrepresented Students

Ready Education will host a [webinar](#) at **2:00 p.m., Wednesday, December 15**, that will dive into best practices and strategies to help first-generation students overcome the barriers that they face, and improve the utilization of resources available to them.

[View previously recorded webinars on our website.](#)

IUC-PG Enterprise/National Vehicle Rental Contract Updates

In an effort to mitigate fraud, Enterprise/National will implement updates to the [IUC-PG](#) vehicle rental car contract starting January 2022. Changes will include a business vs. leisure usage rental designation and additional identification requirements. Member institutions will also have new discount codes issued by December 15, 2021. Please contact [Mani James](#) or [Jennifer March-Wackers](#) for more information.

Research on the Prospective Student Campus Visit and Its Impact on Matriculation

By [BHDP](#)

The campus visit has long been an essential element of the decision-making process for college-bound high school students and their families. In this [study](#), BHDP's research team sought to measure the significance of the campus visit and its impact on a prospective student's decision to enroll at a particular institution, and to equip campus leaders with data to help inform their recruitment strategy and make meaningful investments that drive enrollment.

Developing a Name, Image, and Likeness (NIL) Policy: Athlete Use of Institutional Marks/Logos and Facilities (Part 3)

By [Brickler & Eckler LLP.](#)

In Bricker & Eckler's continuing "Developing an NIL Policy" series, they touch on topics that colleges and universities should consider in drafting a comprehensive (and compliant) policy. This [publication](#) focuses on the use of institutional marks/logos and use of institutional facilities by athletes for NIL activity. While these may seem like considerations that do not pair naturally, they share some similarities, most notably with respect to the fact that your institution likely already has a policy or practice in place with respect to how each may be utilized by third parties.

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

