

# 2011 CIRCULATION

COVERING THE HIGHER EDUCATION MARKET LIKE NO OTHER.

*College Planning & Management* is the industry's leading publication covering facilities, security, technology and business concerns in colleges and universities. The combined circulation of *College Planning & Management* and *School Planning & Management* provides an unparalleled reach into every level of decision making in two-year and four-year colleges/universities and school districts nationwide.

COLLEGE PLANNING & MANAGEMENT'S 'BUYING TEAM'	CPM CIRCULATION	CPM/SPM COMBINED
Presidents and Chairpersons — Boards of Education (including members of NSBA)	—	6,840
Superintendents, Presidents/Chief Administrators, Deans (including members of AASA)	4,382	14,887
Federal and State Departments of Education (Administrative, Business, Facilities and Technology, including members of SETDA), State Higher Education Agencies (Boards of Regents and Higher Education Officers)	186	437
<b>ASSISTANT SUPERINTENDENTS, VICE PRESIDENTS, DIRECTORS, MANAGERS and SUPERVISORS of:</b>		
Business (including members of ASBO and NACUBO)	6,771	15,959
Purchasing (including members of NAEP)	1,030	1,945
Facilities Planning (including members of CEFPI and SCUP)	2,833	4,570
Maintenance, Buildings and Grounds, Safety and Security, Physical Plant, Energy Management (including members of APPA and NSPMA)	4,783	15,319
Housing/Residential Life (including members of ACUHO)	1,581	1,581
College Unions/Student Activity Centers, Food Service, Auxiliary/Campus Card Services (including members of ACUI, NACAS and NACCU)	1,916	1,916
Technology/IT (including members of NSBA/ITTE)	2,093	4,096
<b>SUB-TOTALS</b>	<b>25,575</b>	<b>67,550</b>
Architects, Engineers, Construction Managers, Design-Builders, General Contractors, Interior Designers and Consultants (including members of AIA/CAE)	4,464	10,524
<b>TOTAL CIRCULATION</b>	<b>30,039</b>	<b>78,074</b>

SP&M and CP&M June 2010 BPA Statements

# BUYING TEAM'S PURCHASING PYRAMID

KNOW YOUR AUDIENCE

College Planning & Management's "buying team" approach to circulation is unparalleled in the facilities, security, technology and business market for education. Purchasing decisions for the products and services needed to design, construct, operate, equip and maintain colleges and universities involve a number of people and come from a variety of directions. **Connecting with ALL the members of the "buying team" is essential for success.**

## The Executive Level

### Presidents

The chief executive officer and overall leader, setting the direction for the college/university. Responsible for the total operation of the college as well as the bottom line.

### Deans

The highest-ranking administrator of a division, college or school. Sets the budgets and direction, secures space and resources and is responsible for all aspects of operation for his/her unit.

### State and Federal Higher Education Agencies

Charged with developing and sustaining excellent systems of higher education. Responsible for coordination and governance, the development of standards and guidelines, funding and technical assistance and, in some cases, project approval.

### Business Officer

Responsible for the financial health of the institution. The chief financial administrator is involved in planning, budgeting, risk management and facilities and environmental compliance.

### Purchasing Director

Experienced in analyzing products and carrying out life-cycle studies to determine the true cost of individual items, the purchasing director has the overall responsibility for identifying vendors and placing the order.

## The Purchasing Level

### Facility Planner

Plays a crucial role in determining the function, size, location, look and amenities of buildings. Responsible for short- and long-term planning. Acts as the key liaison between the institution and outside architects, consultants and contractors.

### Director of Physical Plant, Maintenance, Buildings and Grounds

Oversees maintenance, repair and construction services for the operation of facilities, grounds, utility services and other related functions. Participates in planning, assists in the development of budgets, determines need and initiates purchase requisitions.

### Safety and Security Director

Tasked with protecting lives and property. Establishes and implements departmental goals and objectives; develops emergency plans, safety procedures and protocols; assesses security needs and provides recommendations for products and services.

### Energy Management Director

Charged with reducing energy consumption and improving the learning and teaching environment; identifying capital improvement projects; developing a technology improvement plan; and developing operational guidelines for sustainable, high-performance buildings, systems and controls.

### Director of Housing/Residential Life

Controls residence life activities and plays a major role in residence hall planning and construction, including the selection of facilities, furnishings, products, services, systems and technologies.

### Campus Card Director

In charge of the college/university campus card strategies — from personal identification, banking, building access, campus services, meal plans, to credit and debit purchasing transactions.

### Director of College Unions

An active participant in purchasing decisions for student activity centers including retailing, recreation, bookstores, food service, business services and the facilities that house them.

### Auxiliary Services Director

Involved in the development and operation of facilities required to support student life, including athletic programs, bookstores, laundry services and performing arts centers.

### Technology/IT

Technology/IT is charged with developing, coordinating, implementing and assessing technology plans; evaluating and recommending modifications as needed; recommending budget requirements to support the plans.

### Architects, Engineers, Construction Managers, Design/Builders, General Contractors, Interior Designers, Consultants

Outside contractors or inside staff who participate in making crucial decisions concerning projects and products.

## The Specifier Level