

2011 EDITORIAL CALENDAR

COLLEGE PLANNING & MANAGEMENT PROVIDES CONTENT THAT IS INFORMED, TRUSTED AND RELEVANT.

College Planning & Management.
We don't just reach the education marketplace, we help to shape it.

- Award-winning editorial and design
- Reliable research regularly cited in the national media
- An integral part of the education market – our staff serving on boards, committees and task forces for industry and government
- A quality BPA-audited circulation reaching more than 30,000 key decision makers in colleges and universities nationwide
- The most advertising and editorial pages
- Voted the magazine “most useful in their jobs” by our readers – putting national issues in perspective, fostering a sense of community and helping our readers make smarter decisions
- Dedicated to providing solutions that help improve the learning environment

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
	Trends in Construction, Interior Design, Safety & Security, Technology, Maintenance, Services and More...	16th Annual College Construction Report	A New Kind of Learning Space	SPECIAL ISSUE: The Green Campus	Are You Using Technology Effectively?	Living on Campus: Annual Report on College Housing	Real Estate Development and Privatized Housing Options	Energy Efficient, Carbon-Neutral Campuses	2011-2012 Education Marketplace: The Largest, Most Comprehensive Buyers' Guide in the Industry	Community Colleges: An Overlooked Asset	Renovate, Rebuild, Restore	Healthy Campus Environments
Facilities	<ul style="list-style-type: none"> Lighting and Daylighting Controlling Campus Pests: Bedbugs, Rodents, Roaches and More Trends in Green Maintenance Facility Focus: Lecture Halls Recruit & Retain 	<ul style="list-style-type: none"> Furniture and Furnishings Signage and Wayfinding Trends in Green Facilities Facility Focus: Locker Rooms/Athletic Facilities Recruit & Retain 	<ul style="list-style-type: none"> Mechanical Systems: Water Treatment, Plumbing, HVAC and Building Controls Roofing and Insulation Trends in Green Maintenance Facility Focus: Science/Research Facilities Recruit & Retain 	<ul style="list-style-type: none"> Trends in Green Facilities Facility Focus: Outdoor Spaces Recruit & Retain 	<ul style="list-style-type: none"> Impact of Facilities on Learning: IAQ, Acoustics, Daylighting and More Modular, ICF and Precast Construction Trends in Green Maintenance Facility Focus: Food Service/Dining Halls Recruit & Retain 	<ul style="list-style-type: none"> Building Envelope: Roofs, Walls, Windows and More Sprucing Up for Fall: Paint, Plant, Replace and Repair Trends in Green Facilities Recruit & Retain 	<ul style="list-style-type: none"> Carpets and Floors Outsourcing and Contract Services Trends in Green Maintenance Facility Focus: Libraries/Learning Commons Recruit & Retain 	<ul style="list-style-type: none"> Interior Design: Colors, Fabrics, Lighting, Space Transportation and Parking Trends in Green Facilities Facility Focus: Historical Preservation Recruit & Retain 		<ul style="list-style-type: none"> Sports and Fitness Walls, Ceilings, Insulation and Waterproofing Trends in Green Maintenance Facility Focus: Bookstores/Retail Stores Recruit & Retain 	<ul style="list-style-type: none"> Transforming Outdoor Spaces Restrooms, Plumbing and Partitions Trends in Green Facilities Recruit & Retain 	<ul style="list-style-type: none"> Building Automation: HVAC and Energy Management Windows and Doors Trends in Green Maintenance Facility Focus: Auditoriums and Performing Arts Recruit & Retain
Safety and Security	<ul style="list-style-type: none"> Cameras and Video Analytics Safety & Security Campus Security Watch 	<ul style="list-style-type: none"> Managing Critical Incidents Fire & Life Safety Campus Security Watch 	<ul style="list-style-type: none"> Security Technologies Safety & Security Campus Security Watch 	<ul style="list-style-type: none"> Disaster Preparedness Fire & Life Safety Campus Security Watch 	<ul style="list-style-type: none"> Mass Notification/Critical Communications Safety & Security Campus Security Watch 	<ul style="list-style-type: none"> Emergency: Lighting, Fixtures and Alarms Fire & Life Safety Campus Security Watch 	<ul style="list-style-type: none"> Crime Prevention Through Environmental Design Safety & Security Campus Security Watch 	<ul style="list-style-type: none"> Selecting Security Technology Providers Fire & Life Safety Campus Security Watch 		<ul style="list-style-type: none"> Building and Fire Codes Safety & Security Campus Security Watch 	<ul style="list-style-type: none"> Preventing Crime on Campus Fire & Life Safety Campus Security Watch 	<ul style="list-style-type: none"> Campus Access Control Safety & Security Campus Security Watch
Technology and Business	<ul style="list-style-type: none"> Mobile Technologies: From Laptop to iPad to Smartphone Emerging Technology 	<ul style="list-style-type: none"> Integrating Technology Into the Classroom Business Practices 	<ul style="list-style-type: none"> AV, Projection and Presentation Products Emerging Technology 	<ul style="list-style-type: none"> Greening the IT Department Business Practices 	<ul style="list-style-type: none"> Sharing Resources: The Economics of Cloud Computing Emerging Technology 	<ul style="list-style-type: none"> Displays, Monitors and Digital Signage Business Practices 	<ul style="list-style-type: none"> LANs, WANs and Wireless Technologies Emerging Technology 	<ul style="list-style-type: none"> Copiers, Printers and Peripherals Business Practices 		<ul style="list-style-type: none"> Audio Equipment and Classroom Amplification Emerging Technology 	<ul style="list-style-type: none"> Whiteboards and Interactive Learning Solutions Business Practices 	<ul style="list-style-type: none"> Office and Mailroom Equipment Emerging Technology
Special Section	Products That Work		Impact on Learning		Education Interiors – Fixtures, Furnishings, Finishes and Design	Education Design Showcase	Safe and Secure Campus	Maintenance, Repair and Custodial Care		Campus Furniture and Equipment	Sustainability & Innovation Awards	Technology on Campus
Free Marketing Support	<ul style="list-style-type: none"> Inclusion in the January Product E-Blast Free Segment of our Direct Mail List Construction Alert Reports PLUS: Products That Work Advertiser Publicity (1/2-pg min.) 	<ul style="list-style-type: none"> Product Release in a Future Issue Web Banner for One Month (full-pg min.) Construction Alert Reports PLUS: Special E-Print of the College Construction Report 	<ul style="list-style-type: none"> Inclusion in the March Product E-Blast 1/2-page Case History in a Future Issue (1/2-pg min.) Construction Alert Reports 	<ul style="list-style-type: none"> Free Segment of our Direct Mail List Web Banner for One Month (full-pg min.) Construction Alert Reports PLUS: Green Advertiser Bonuses 	<ul style="list-style-type: none"> Product Release in a Future Issue 1/2-page Case History Online (1/2-pg min.) Construction Alert Reports PLUS: Special Interiors Section Bonuses 	<ul style="list-style-type: none"> Inclusion in the June Product E-Blast Target Mailer to Architects (full-pg min.) Construction Alert Reports 	<ul style="list-style-type: none"> Free Segment of our Direct Mail List Web Banner for One Month (full-pg min.) Construction Alert Reports PLUS: Special Security Section Bonuses 	<ul style="list-style-type: none"> Product Release in a Future Issue 1/2-page Case History Online (1/2-pg min.) Construction Alert Reports PLUS: Special Maintenance Section Bonuses 	<ul style="list-style-type: none"> Expanded Product and Supplier Listings, Product Showcases and More In Print and Online See Brochure for More Details 	<ul style="list-style-type: none"> Free Segment of our Direct Mail List Web Banner for One Month (full-pg min.) Construction Alert Reports PLUS: Special Furniture Section Bonuses 	<ul style="list-style-type: none"> Inclusion in the November Product E-Blast 1/2-page Case History in a Future Issue (1/2-pg min.) Construction Alert Reports 	<ul style="list-style-type: none"> Product Release in a Future Issue Web Banner for One Month (full-pg min.) Construction Alert Reports PLUS: Special Technology Section Bonuses
Closing Dates	Close: Dec-1 Materials: Dec-8	Close: Jan-3 Materials: Jan-10	Close: Feb-1 Materials: Feb-8	Close: Mar-1 Materials: Mar-8	Close: Apr-1 Materials: Apr-8	Close: May-2 Materials: May-9	Close: Jun-1 Materials: Jun-8	Close: Jul-1 Materials: Jul-8	Close: Aug-1 Materials: Aug-8	Close: Sept-1 Materials: Sept-8	Close: Oct-3 Materials: Oct-10	Close: Nov-1 Materials: Nov-8
Bonus Distribution		Bonus Distribution at NFM&T	Bonus Distribution at NAEP, ISC-West, CollegeBuildingExpo	Bonus Distribution at All Major Education Shows	Bonus Distribution at InfoComm, NEOCON	Bonus Distribution at NACUBO, ACUHO-I, APPA, SCUP	Bonus Distribution at ASIS	Bonus Distribution at USGBC/Greenbuild, Educause	Bonus Distribution at All Major Education Shows			

A GUIDE TO SPECIAL SECTIONS AND AWARDS PROGRAMS

JANUARY	JUNE	SEPTEMBER
<p>Products That Work Our annual special advertising/advertorial section that features case histories and showcases products that are new, noteworthy and useful to people involved in all areas of educational facilities.</p>	<p>Education Design Showcase Looking for exemplary architectural firms and inspiring designs? Here is the place to go. This program promotes best practice, showcases outstanding architecture and design in higher education facilities, and provides a comprehensive index of the architects, suppliers and manufacturers who have provided the products or services used to make these projects exceptional.</p>	<p>Education Marketplace (Buyers' Guide) CP&M's Education Marketplace is the largest and most comprehensive buyers' guide in the education industry. This annual directory includes comprehensive lists of products, services and suppliers, as well as articles and checklists that help schools make the most of their dollars.</p>
FEBRUARY		OCTOBER
<p>College Construction Report CP&M's 16th annual survey of college construction. This nationally recognized report includes cost data and other information, with figures representing both national and regional construction, on projects beginning construction this year, projects being completed this year and those that are scheduled to begin in 2012.</p>	<p>Living on Campus – Annual Report on College Housing CP&M's annual report of college and university residence life includes national cost data, trends in design, and a survey of the issues faced by residence hall directors nationwide.</p>	<p>College Furniture and Equipment Guide This special section will provide you with information about how to equip your campus from classroom to cafeteria; the importance of ergonomics; trends in interior design; how changes in teaching and learning styles influence furniture design; and the latest furniture and equipment being used to create effective learning environments.</p>
MARCH	JULY	NOVEMBER
<p>Impact on Learning Awards An awards program that recognizes, through case studies, new and creative elements of the educational facilities that are proven to have had a positive impact on the ability of students to learn.</p>	<p>Safe and Secure Campuses Articles in this special section will focus on access control, communication systems, the latest security technologies, fire and life safety, planning and preparedness, issues and initiatives and the elements of design that make campuses safe.</p>	<p>Sustainability & Innovation Awards This annual awards program highlights our panel of judges' choices of the most innovative solutions being used to address today's sustainability design challenges in educational facilities.</p>
APRIL	AUGUST	DECEMBER
<p>Special Issue: The Green Campus Colleges and universities are looking for ways to make their buildings greener. How can that be done? Articles in this special annual issue will provide some of that information by covering acoustics, daylighting, IAQ, HVAC, furniture and furnishings, building controls, construction materials, energy management, waste reduction, water efficiency, cleaning products and procedures, standards, certifications and more.</p>	<p>Maintenance, Repair and Custodial Care Recent surveys indicate inadequate maintenance and funding, insufficient staffing, training and poorly developed policies are the main factors that are putting facilities at risk. This special section will focus on the care and upkeep of facilities from HVAC systems to paint and wall coverings, ceilings and roofs, flooring, furniture, restrooms and more.</p>	<p>Technology on Campus A special section that includes case studies and information on topics like hardware and software solutions, A/V and presentation products, video conferencing and distance learning solutions, office automation, digital signage and communications devices, data security and more.</p>
MAY		
<p>Education Interiors Studies are showing that students who are comfortable and relaxed in their learning spaces are more likely to succeed. In this special section, you will learn how colors, lighting, fixtures, furnishings, finishing, design and other components are being chosen to help make students' learning experiences more pleasant and productive.</p>		

Columns

- Editor's Note (*Deb Moore*)
- Business (*Dr. Scott Miller*)
- Maintenance (*Michael Steger*)
- Technology (*David Dodd*)
- Trends in Green (*Various*)
- Campus Scene (*Shannon O'Connor & Christine Reedy*)

- Facilities (*Pieter van der Have*)
- Safety & Security (*Michael Dorn*)
- Fire & Life Safety (*Mike Halligan*)
- Recruit & Retain (*Various*)
- Facility Focus (*Various*)
- Campus Security Watch (*Various*)

Items on this editorial calendar are subject to change.

Interest in submitting story ideas? Contact Shannon O'Connor, Editor, at SOConnor@PeterLi.com or Deb Moore, Executive Editor/Publisher, at DMOore@PeterLi.com. For submissions targeted to specific feature articles on our editorial calendar a short abstract should be sent to us three months in advance.

Editorial Staff

- | | |
|--|---|
| <p>Deborah P. Moore
Executive Editor/Publisher
DMoore@PeterLi.com</p> | <p>Shannon O'Connor
Editor
SOConnor@PeterLi.com</p> |
| <p>Jerry Enderle
Editor-in-Chief
JEnderle@PeterLi.com</p> | <p>Christine Reedy
Assistant Editor
CReedy@PeterLi.com</p> |

2011 CONFERENCES & TRADE SHOWS

FEBRUARY

ACUI
Association of College Unions International
February 27-March 3, 2011
Chicago, IL
812/245-2284
www.acui.org

League for Innovation in the Community College
Innovations Conference
February 27-March 2, 2011
San Diego, CA
480/705-8200
www.league.org

MARCH

NFM&T*
National Facility Management and Technology
March 15-17, 2011
Baltimore, MD
414/228-7701
www.nfmt.com

APRIL

ACUTA
Association for Information Communications Technology Professionals in Higher Education
April 3-6, 2011
Orlando, FL
859/278-3338
www.acuta.org

NAEP*
National Association of Educational Procurement
April 3-6, 2011
Memphis, TN
443/543-5540
www.naepnet.org

ISC-West*
International Security Conference
April 5-7, 2011
Las Vegas, NV
800/840-5602
www.iscwest.com

AACC
American Association of Community Colleges
April 9-12, 2011
New Orleans, LA
202/728-0200
www.aacc.nche.edu

College Building Expo*
April 12-14, 2011
Chicago, IL
203/371-6322
www.collegebuildingexpo.com

NACCU
National Association of Campus Card Users
April 17-20, 2011
Baltimore, MD
602/395-8989
www.naccu.org

MAY

AIA/CAE
American Institute of Architects
May 12-14, 2011
New Orleans, LA
202/626-7300
www.aia.org

JUNE

NFPA
National Fire Protection Association
June 12-15, 2011
Boston, MA
617/770-3000
www.nfpa.org

NEOCON*
NeoCon
June 13-15, 2011
Chicago, IL
800/677-6278
www.neocon.com

InfoComm*
InfoComm International
June 15-17, 2011
Orlando, FL
703/273-7200
www.infocomm.org

IAICLEA
International Association of Campus Law Enforcement Administrators
June 17-20, 2011
Charlotte, NC
860/586-7517
www.iaaclea.org

JULY

ACUHO-I*
Association of College and University Housing Officers — International
July 9-12, 2011
New Orleans, LA
614/292-0099
www.acuho-i.org

NACUBO*
National Association of College and University Business Officers
July 9-12, 2011
Tampa, FL
www.nacubo.org

NACUFS
National Association of College and University Food Services
July 13-16, 2011
Dallas, TX
517/332-2494
www.nacufs.org

APPA*

Association of Higher Education Facilities Officers
July 14-18, 2011
Atlanta, GA
703/684-1446
www.appa.org

SCUP*

Society for College and University Planning
July 23-27, 2011
National Harbor, MD
734/764-2000
www.scup.org

SEPTEMBER

ASIS*

American Society for Industrial Security
September 19-22, 2011
Orlando, FL
703/519-6200
www.asisonline.org

OCTOBER

League for Innovation in the Community College
Sterntech Conference
October 2-5, 2011
Indianapolis, IN
480/705-8200
www.league.org

USGBC/Greenbuild*

US Green Building Council
October 4-7, 2011
Toronto, Canada
800/795-1747
www.usgbc.org

AASHE

Association for the Advancement of Sustainability in Higher Education
October 9-11, 2011
Pittsburgh, PA
859/258-2551
www.aashe.org

Educause*

Educause Annual Conference
October 18-21, 2011
Philadelphia, PA
303/449-4430
www.educause.edu

NACAS

National Association of College Auxiliary Services
October 23-26, 2011
Orlando, FL
434/245-8425
www.nacas.org

*Denotes Bonus Distribution