



# THE AICUP SPOTLIGHT

Monthly Newsletter

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August 2024 - Volume 14, Issue 8

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## **Latest from AICUP**

**Save the Date!** [AICUP Campus Leaders Forum](#) is November 6-7, 2024 at the Penn Harris near Harrisburg. More info available in August.

**Rental of Office Space at AICUP Headquarters**

AICUP is seeking a tenant or tenants(s) for 3 offices at 101 North Front Street, Harrisburg, PA (the James McCormick Mansion/home to AICUP). These three (3) offices are on the 2nd floor (by walkup) and contain roughly 1,000 square feet and one private bathroom.

AICUP would be very interested in securing a tenant that is a member college, but any interest from a current Corporate Affiliate or Endorsed Program Provider would also be welcomed. For more information about this space and/or to schedule a visit, please contact [Tim Alexander](#) or 717-418-9670. The McCormick Mansion is not ADA compliant.

#### **Add AICUP to Email Safe Sender List**

AICUP asks that you make sure AICUP is on your college or university's email safe sender list. This will ensure that important AICUP communications arrive in your email inbox.

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## **The New AICUP Efficiency Programs Manual is Here!**

Every year AICUP delivers an annual report on AICUP's collaborative and business efficiency programs through the [Business Efficiency Programs Manual](#) publication. Within this report we share the success of these efforts and the measurable value offered by each. This report does not attempt to calculate savings or increased revenue from AICUP's advocacy before state and federal governments.

The [Business Efficiency Program Manual](#) outlines: 1) the range of business efficiency and research programs that AICUP sponsors for members; 2) institutional participation rates; and 3) the estimated cost-savings per institution from those programs. It is important to measure these programs over time as part of the normal performance measurement of our AICUP work. Our findings are as follows:

- **39 PROGRAMS** – In 2023, AICUP offered thirty-nine (39) different cost savings programs of which, 29 are vendor-driven and the remaining 10 are driven by AICUP staff activities.
- **\$36.9M ANNUAL SAVINGS** – Thirty-six (36) of these programs leveraged volume and lowered costs in a way that could be documented resulting in \$36.9 million of calculable savings in 2023.
- **28:1 ROI ON FY 2023 DUES** – \$36.9 million of calculable 2023 savings equates to an average savings of \$393,330 per AICUP member or roughly 28

times the average 2023 membership dues (\$13,965).

- **AICUP MEMBER PARTICIPATION** – Seventeen (17) of these programs provided service to 35 or more AICUP members and only four (4) programs had participation of less than 10 AICUP members. All AICUP Members and Associate Members participated in at least one of these 39 programs.
- **SEVEN (7) PROGRAM SAVINGS EXCEEDED FY 2023 DUES** – Seven (7) of these programs each provided annual 2023 savings that exceeded the total 2023 AICUP membership dues of \$1,242,907. Five of these seven are vendor driven programs including: Aggregate Group Purchasing, Purchasing Card Programs, Accounts Payable Automation, Software Licensing (all software), Cengage Unlimited for Institutions, and Student Health Insurance. Two of these seven programs are managed by AICUP staff as services to the membership: Monthly Presidents' Updates and our Annual Economic Impact Study that will be substantially updated in FY 2025.

It is, of course, not possible to quantify savings on all programs or activities, but our business efficiency team (Tim Alexander and Kelly Carli) once again did their best to quantify dollar-based savings measurement for all but three (3) of these programs. Not all colleges experienced the same level of participation or savings. Hence, the aggregate and average savings figures in this report reflect conservative assumptions.

**Contact: Tim Alexander at [tim.alexander@aicup.org](mailto:tim.alexander@aicup.org)**

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AICUP is working on the agenda for the upcoming [AICUP Campus Leaders Forum](#), an essential event for campus leaders committed to fostering innovation, collaboration and excellence in independent, nonprofit higher education. This year's forum will bring together thought leaders, administrators and educators from across the state to share insights, strategies, and best practices that drive success on our member campuses.

**Sponsorship opportunities** are [now available](#). **Registration** for member colleges will begin in mid-September.

Mark your calendars and prepare to join us for an engaging and transformative experience!

**Contact: Kelly Carli at [carli@aicup.org](mailto:carli@aicup.org) for more information.**



## Energy to Educate Grant Program ~Constellation

As part of Constellation's commitment to education, [E2 Energy to Educate](#) grant awards support projects that are team oriented, hands-on projects with specific results. E2 Energy to Educate projects enhance student understanding of the science and technology needed to address energy issues and reach and inspire students to think differently about energy.

### [Overview & Apply](#)

Last year ***St. Joseph University*** received a ***Energy to Educate Grant*** entitled ***Physics Wonders Girls Program***.

This program has expanded to become a comprehensive equity-focused initiative encompassing K-12 and university audiences. It includes a summer camp for middle and high school girls of diverse backgrounds who are mentored by Saint Joseph's University (SJU) undergraduate students. Building on our successes, this year we have grown to have three principal target audiences. The first audience, middle-school participants, will comprise 2 camp cohorts totaling 30 students recruited from the Greater Philadelphia region based on grades, science teacher recommendations and an essay.

The second audience is [high-school camp](#) graduates who will be mentored directly by the PI and other SJU STEM faculty to work together with undergraduate students on STEM-themed research projects throughout the year. They will receive science leadership opportunities such as mentoring camp's middle-school students, presenting research at local and regional STEM fairs and conferences, STEM career seminars at SJU, and free professional student membership in the National Society of Physics Students.

The third audience, SJU undergraduates trained in fundamentals and applications of renewable energies, will serve as campers' mentors and will continue renewable energy research in the fall. Additionally, camp alumnae from other colleges have returned to the camp as speakers.

[Constellation](#) is the endorsed program provider of the Energy Management & Procurement Program. By participating in the program, AICUP members can be assured of getting excellent rates, stability over a longer term, and many other value-added products (e.g. Green Power). Member colleges are priced individually to assure that one does not subsidize another.

[View Quick Glimpse into Latest Energy Headlines for week of August 20](#)

**Contact: Blaire Miller at [blaire.miller@constellation.com](mailto:blaire.miller@constellation.com) or 443-610-6259**

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## **Title IX Coordinators & Investigators: A Practitioner's Primer Under the New Regs** *~D. Stafford & Associates*

**November 6-7**

**8:30 AM - 4:30 PM**

[Register](#)

[Penn Harris, Camp Hill](#)

*\*This class will take place during the [AICUP Campus Leaders Forum](#)*

With the new Title IX regulations in effect, postsecondary institutions have additional responsibilities for addressing and resolving incidents of sex-based harassment and sex discrimination. Not only must compliant policies and procedures be adopted, but institutions must understand how policy differs from procedure within the context of implementing the regulations. This two-day course will delve into the overarching requirements that rest within the law for coordinators while also addressing the best practices in which investigators should engage to ensure a prompt, fair, and impartial institutional response, including investigative strategies for resolving complaints and the intersection between Title IX and disability law.

[D.Stafford & Associates](#) (DSA) is the AICUP endorsed program provider of Title IX training. DSA offers a series of intensive training classes for Title IX Coordinators and for investigators who are responsible for conducting and overseeing Title IX compliance and sexual misconduct investigations on campus.

**Contact: Dolores Stafford, [dolores@dstaffordandassociates.com](mailto:dolores@dstaffordandassociates.com) or 302-344-5809**

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## **Leveraging AI Models in Education:** *~JourneyEd*

[Download Now](#)

[JourneyEd](#) provides AICUP members with contractual pricing for commonly used software products from vendors such as Microsoft, Adobe, and VMWare.

**Contact: Jason Watson at [jwatson@journeyed.com](mailto:jwatson@journeyed.com) or 800-876-3507, ext.7111**

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## **Empowering Education: Enhance Campus Facilities with Equipment Financing**

*~First American Education Finance*

In today's dynamic educational landscape, well-equipped campuses play a pivotal role in shaping student success. From HVAC and boilers to athletic facility renovations and dorm expansions, investing in the most up-to-date equipment helps both students and staff flourish. However, the cost of these upgrades can pose a significant challenge.

With more than 30 years of experience providing personalized financing for a variety of projects, First American Education Finance is uniquely suited to address those financial objectives and support institutions like yours. Benefit from the support of an industry-aligned team of professionals, a dedicated project manager, and our simple, transparent process.

[Learn More](#)

[First American Education Finance](#): A financial services company providing AICUP institutions with specialty finance solutions for campus projects.

**Contact: Matt Rankin, [matthew.rankin@faef.com](mailto:matthew.rankin@faef.com) or 585-643-3459**

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**PAICU MEP Zoom Meetings on Tuesdays**

The leverage of the PAICU MEP is building in Pennsylvania and it is driving plan expenses downward. The employees in this plan are the immediate and direct beneficiaries as are the campuses that choose to join. Learn more about this program during one of Tim Alexander's regular Tuesday Zoom meetings at 2:30 PM each week. So please take another close look at this program, which is run by AICUP members for AICUP members.

**Zoom Meeting Every Week --  
PAICU MEP Multiple Employer Retirement Plan**

Learn More at AICUP Member Zoom-Ins  
Tuesdays, 2:30 to 3:30 PM

[Join Here](#)

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**Scaling Business w/Automated Payment Workflows:  
Leveraging Technology for Growth**

*~Paymerang*

Discover how scalable payment solutions can enable your business growth. This blog post from Paymerang explores the benefits of automated payment workflows, highlighting their ability to streamline financial processes and support scalability without additional headcount.

[Read More](#) to see how payment automation can enhance efficiency and accuracy across your operations.

[Paymerang](#): Our A/P payment automation frees higher education from repetitive manual tasks, reduces fraud, and eliminates compliance risks.

**Contact: Tom Smith, [tcsmith@paymerang.com](mailto:tcsmith@paymerang.com) or 804-395-6193**

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## ***Aspect Consulting***

### ***How Omni-Channel Marketing & Analytics Enhance Engagement in Higher Ed***

In today's competitive educational landscape, higher education institutions are increasingly turning to omni-channel marketing and advanced analytics to engage their audiences more effectively. These strategies are not just buzzwords; they are transformative tools that can significantly improve how institutions communicate with prospective students, current students, alumni, and other stakeholders.

**What is Omni-Channel Marketing?** Omni-channel marketing refers to creating a seamless experience across multiple communication platforms, whether online or offline. For higher education, this means ensuring that prospective students, current students, and alumni receive consistent, personalized messaging whether they are interacting via social media, email, the university website, or even in person.

By employing omni-channel strategies, universities can ensure that their messaging and branding are consistent across all touchpoints. This approach not only helps in building a strong institutional brand but also ensures that each audience segment receives tailored content that resonates with their specific needs and interests.

**The Role of Analytics:** analytics plays a crucial role in making omni-channel marketing more effective. With advanced data collection and analysis tools, higher education institutions can gather insights from various channels—social media, website interactions, email campaigns, and more. This data allows institutions to understand how their audiences behave and what they respond to, enabling them to refine their messaging and marketing strategies.

For instance, analytics can reveal which content formats or platforms are most effective for reaching prospective students. It can also help track the engagement of current students with academic resources or campus events. For alumni, analytics can identify the most successful outreach strategies, whether through email campaigns, social media engagement, or in-person events.

**Enhancing Engagement Through Integration:** the integration of omni-channel marketing with analytics allows higher education institutions to create highly targeted and personalized communication strategies. For example, a prospective student who interacts with the university's website might receive a follow-up email or social media ad tailored to their specific interests. Current students might receive notifications about academic resources or events that align with their previous interactions on the university's mobile app or learning management system.

For alumni, personalized content based on past donations, event attendance, or engagement with university news can lead to deeper connections and increased participation in fundraising or mentoring programs.

**Conclusion:** Omni-channel marketing and analytics are powerful tools that enable higher education institutions to engage their audiences in a more meaningful and personalized way. By delivering consistent and relevant content across multiple platforms and leveraging data to refine their strategies, universities can foster stronger relationships with their students, alumni, and other key stakeholders, ultimately enhancing their overall institutional impact.

[Aspect Consulting, Inc](#) provides low cost/high quality higher education functional and technical support across the entire campus ecosystem; specializing in Academic ERP/CRM/LMS systems.

**Contact: Chris Bressi, [cbressi@aspect-consulting.com](mailto:cbressi@aspect-consulting.com) or 610-783-0600 ext.130**

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### ***Murray Associates Architects***

#### ***AICUP Student Intern from Marywood U***

Paige Campbell is one of Murray Associates Architects, PC's Interns this summer. She enjoys learning and understanding new technologies that Murray uses and is currently working towards bachelor's degree in architecture at Marywood University in Scranton, Pennsylvania.

Paige is entering her 4<sup>th</sup> year of Marywood's 5 year program. She is very talented and we hope she returns to Murray next summer. Paige was born and raised in Mechanicsburg, Pennsylvania and is enjoying spending time with her family this summer.

[Murray Associates Architects, P.C.](#): Provides sustainable Planning, Architecture and Interior Design services since 1935.

**Contact: Benedict Dubbs, AIA LEEDS AP, [bdubbs@murrayassoc.com](mailto:bdubbs@murrayassoc.com) or 717-234-2581**

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## **Workday**

### ***To Embrace AI in Finance, CFOs Must Move Beyond Their Comfort Zone***

**Technology is poised to change the world of finance.** And CFOs have a major role to play in spearheading the shift toward a future powered by [artificial intelligence](#) and [generative AI](#). Investing in technology is only one part of the finance transformation process—business leaders must also prepare their teams by establishing trust in AI and leveling up their skills to take full advantage.

“There’s this potential distrust in what’s coming into AI and what’s ultimately coming out,” Workday CFO [Zane Rowe](#) said [in a recent podcast](#) with [Eric Kutcher](#), McKinsey & Company senior partner and chair, North America. “It’s a responsibility for companies, and I think CFOs have to lead that charge.”

[Read More](#)

[Workday Higher Education](#) has partnered with 300+ higher-ed institutions to help navigate and thrive in the rapidly changing higher-ed landscape. Unlike fragmented legacy ERP systems, Workday provides best in class HR, Finance and Student applications with AI built in to allow institutions to make confident decisions faster, increase operational efficiencies and empower your faculty, staff, administrators, and students with access to real-time information

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