OHIO WESLEYAN UNIVERSITY SEEKS A STRATEGICALLY-MINDED VISIONARY LEADER TO SERVE AS THE VICE PRESIDENT FOR ENROLLMENT MANAGEMENT. The Vice President will join a vibrant campus community with a passion for life and learning in a global context. Reporting to the President, this cabinet-level position will serve as the University’s chief enrollment officer with key responsibilities for recruiting and enrolling a highly talented, academically driven, and diverse student body. The Vice President for Enrollment Management will provide leadership and mentoring to a staff of 22 in the offices of admission and financial aid and work closely with faculty, staff, trustees, and alumni on strategic planning, student recruitment, financial aid programs, and various other areas to enhance and encourage student recruitment, retention, and growth.
Mission and Vision

Ohio Wesleyan’s charter provides that “the University is forever to be conducted on the most liberal principles, accessible to all religious denominations, and designed for the benefit of our citizens in general.”

In the spirit of this heritage, the University defines itself as a community of teachers and students devoted to the free pursuit of truth. It attempts to develop in its students qualities of intellect and character that will be useful no matter what they choose to do in later life. The discovery, transmission, and extension of knowledge are central to the liberal arts tradition.

While encouraging professional scholarship and feeling justifiably proud of its faculty and graduates who enjoy national or international reputations in their fields, the University has as its preeminent purpose to be a quality institution for teaching and learning. Because effective teaching is of the highest importance, members of the faculty regularly are reviewed and evaluated for excellence in teaching.

To the extent that Ohio Wesleyan educates liberally, it fulfills its ultimate purpose of equipping students with knowledge, competence, and character for leadership, service, and continued learning in a complex and increasingly global society.

About the University

Ohio Wesleyan University is a selective, nationally-ranked, residential liberal arts college of 1,600 students founded in 1842 and located on 200 beautiful acres in Delaware, Ohio. The charming city of Delaware retains its small-town qualities while benefiting from its close proximity to downtown Columbus, just 30 minutes from campus. It is situated in Delaware County, which is among the top 20 fastest-growing areas in the country.

The OWU community is active and engaged, and its faculty, staff, and students share informed opinions and ideas in rich campus conversations. Ohio Wesleyan’s historic commitment to “practical idealism” affirms that an education that blends theory and practice, thought and action, inquiry and engagement, and the campus and the world has the power to transform the lives of students by equipping them to become leaders who have a compelling impact on the world in which they will live and work.

OWU students are academically gifted and highly motivated, with 32 percent of the first-year students having ranked in the top 10 percent of their respective high school classes. The student body is 47 percent male and 53 percent female. Students hail from 45 states and U.S. territories and 26 countries. Fifty-three percent come to OWU from within Ohio. International and multicultural students represent 30 percent of the student body.

Ohio Wesleyan’s student outcomes are strong. In a survey of 2017 graduates, 95 percent of respondents reported being employed or enrolled in graduate school. In recent years, OWU students have been named Goldwater Scholars, Fulbright Scholars, NSF Graduate Research Fellows, NCAA Postgraduate Scholars, Gilman International Scholars, and semifinalists in the Rhodes Scholarship competition.

Students are taught and mentored by 137 full-time faculty. The average class size is 17, and the student faculty ratio is 11:1. OWU students consistently rate the faculty highly for quality of teaching, excitement about their academic disciplines, mentoring, commitment, and accessibility. At Ohio Wesleyan, 100 percent of full-time, tenure-track faculty hold a Ph.D. or the equivalent terminal degree in their discipline.
Botany professor Laurie Anderson was named the 2015 Ohio Professor of the Year by the Carnegie Foundation for the Advancement of Teaching and the Council for Advancement and Support of Education (CASE).

Randolph Quaye, Ph.D., associate professor of Black World Studies, earned his second Fulbright Scholarship to research health care financing in East Africa and assist Tanzania’s University of Dar es Salaam with its master’s degree program in public health.

Robert Olmstead, M.A., professor of English and director of Creative Writing, released Savage Country: A Novel. The book earned widespread acclaim, including starred reviews from Kirkus Reviews and Booklist, and a spot at No. 48 on Amazon’s “Best Books of 2017” list.

Robert Harmon, Ph.D., professor of Physics and Astronomy, along with a Canadian-led international team of astronomers, published groundbreaking research on supergiant stars in the Monthly Notices of the Royal Astronomical Society, one of the world’s leading astronomy journals.

Larry Griffin, D.M.A., professor of Music, performed with “Queen of Soul” Aretha Franklin at the Elton John AIDS Foundation’s annual New York Fall Gala. The event raised more than $4.4 million to support HIV/AIDS prevention, treatment, supporting services, and advocacy programs.

The National Science Foundation awarded a Research Experiences for Undergraduates (REU) grant for a duration of more than three years and with a total budget of $250,188 to the departments of Physics/Astronomy and Math/Computer Science.

NASA-funded research by Botany-Microbiology professor Chris Wolverton, Ph.D., into how and when plants sense gravity was launched into space at 10:26 a.m. EST Dec. 15, 2017, aboard the SpaceX Falcon 9 CRS-13 rocket. Wolverton’s research is being conducted aboard the International Space Station, after which the plants will be frozen and returned to earth for additional study.

Ohio Wesleyan received a $150,000 grant from The Andrew W. Mellon Foundation to support “enhancing interdisciplinarity,” an initiative by OWU professors to create classes that combine different academic areas with team teaching to deepen the educational experience for students. Ashley Biser, Ph.D., associate dean for faculty development, is overseeing the grant.

Because of its commitment to excellence in liberal arts education, Ohio Wesleyan is ranked among the top universities in the nation. OWU is one of only 44 institutions in the country featured in the influential guidebook Colleges That Change Lives. U.S. News & World Report ranked it one of the finest liberal arts colleges in its 2017 edition of America’s Best Colleges. The Princeton Review listed it among the Best 381 Colleges and Best Midwestern colleges. The Fiske Guide to Colleges has called Ohio Wesleyan one of the “best and most interesting” four-year colleges in the United States, Canada, and Great Britain and a “small school with a big commitment to providing its students with a well-rounded education.” OWU ranks No. 1 in Ohio and No. 17 among “America’s Most Entrepreneurial Colleges,” according to Forbes magazine.

Ohio Wesleyan has long been seen as an institution striving to ensure a strong return on investment, The Princeton Review’s 2018 Colleges That Pay You Back identifies OWU as a “Best Bang for Your Tuition Buck.” OWU is featured in Money Magazine’s “Best Colleges for Your Money” and Kiplinger’s 2018 Best College Values.

Affiliations

Ohio Wesleyan is a charter member of the Great Lakes Colleges Association – a consortium of 13 nationally-acclaimed liberal arts colleges. Drawing upon the combined resources of the GLCA, Ohio Wesleyan students have ready access to a wealth of internship, undergraduate research, and off-campus study opportunities. GLCA member colleges include Albion, Allegheny, Antioch, Denison, DePauw, Earlham, Hope, Kalamazoo, Kenyon, Oberlin, Ohio Wesleyan, Wabash, and the College of Wooster.

In addition, Ohio Wesleyan is part of the Five Colleges of Ohio, which includes Denison, Kenyon, Oberlin, Ohio Wesleyan and Wooster. The “Ohio Five” was formed to foster closer cooperation and understanding, coordinate operating functions and administrative services, develop collaborative academic programs and resource sharing, and enhance quality while reducing individual and collective operating and capital costs among the member institutions.

Ohio Wesleyan is also a member of Colleges That Change Lives, an organization, “dedicated to the advancement and support of a student-centered college search process.”
Leadership

Rock Jones, Ph.D., was inaugurated as Ohio Wesleyan’s 16th president in October 2008. Jones’ innovative leadership has resulted in the creation of a strategic plan to solidify further Ohio Wesleyan’s position as a national leader in liberal education.

Philanthropic support has helped to transform the campus during Jones’ tenure, with more than $25 million devoted to student and scholarship aid and commitments for several newly endowed professorships. Jones also has led an intense effort to update Ohio Wesleyan’s residential and athletic facilities and has increased campus residency from 81 percent to 89 percent of the student body.

Jones came to Ohio Wesleyan from Hendrix College in Conway, Arkansas, where he served as executive vice president and dean of advancement, vice president for enrollment and dean of admission and financial aid, interim vice president for student affairs, and chaplain. He holds a Ph.D. in educational administration from the University of Texas-Austin, a master of divinity magna cum laude from the Duke University Divinity School, and a bachelor of arts with honors from Hendrix College, where he received the college’s President’s Medal, presented to the student who best exemplifies the school’s highest ideals.

Academic Mission and Curriculum

Ohio Wesleyan, a Phi Beta Kappa campus known for its rigor and excellence, offers a liberal arts education that combines personal attention and guidance, a vast array of majors, global travel, research, and internships to help students find their passion and make it their career. Collaborating with professors on research projects, obtaining grants to explore new academic terrain, gaining practical experience from internships, and participating in sports, clubs, and service activities are just some of the opportunities available at the University.

The majority of Ohio Wesleyan students participate in “The OWU Connection,” a personalized and expertly-guided four-year program that includes a guaranteed signature experience (travel, research, or internship) and opportunities to create a degree plan from more than 90 academic majors and 60 minors. The flexible interdisciplinary curriculum, strengthened by a closely-knit residential learning environment, encourages students to combine majors and disciplines to create individualized academic programs. Twenty-nine percent of OWU students have at least two majors, one of the highest percentages at any college or university in the country.

The OWU Connection helps students connect academic theory with real-world practice in a global context. The substantial expansion of global opportunities has resulted in the creation of 54 Travel-Learning Courses in which students embark on trips to explore in-person the topics studied in class. Nearly 70 percent of the Class of 2017 benefitted from an experience outside of their home country as part of their OWU education.

Moreover, the University is significantly enhancing the OWU Career Connection, integrating the career services operation with The OWU Connection and more
closely aligning it with Alumni Relations to leverage alumni interest in student mentoring, externships, and internships.

In 2016, OWU added a business administration major, and has recently launched eight new majors in the rapidly growing fields of data analytics, communication, environmental science, film studies, Middle Eastern studies, and nutrition; and in fulfilling areas such as social justice and special education. Top students can also apply for new scholar programs in accounting and global studies.

The Delaware Entrepreneurial Center, opening at OWU in Fall 2018, is believed to be the first in the nation that is a partnership among a university, city, and county. It will serve students from across the University.

Admission Requirements

Ohio Wesleyan accepts the Common Application and the OWU Online Application. In addition to the application, OWU requires a secondary school report and counselor recommendation, an official high school transcript, and an admission essay; SAT or ACT scores are optional. A teacher evaluation form is strongly encouraged.

Ohio Wesleyan no longer requires high school students who have a cumulative GPA of 3.0 or higher by the end of the junior year to submit SAT or ACT scores for admission consideration. OWU believes that mastery of a rigorous college preparatory curriculum is a more significant predictor of college success than a single test on a single day. The University’s holistic review process also considers recommendations from teachers and the quality of extracurricular involvement.

Financial Resources

Ohio Wesleyan’s financial situation is secure, with an excellent debt-to-endowment ratio of $25 million in debt to $240 million in endowment. The current $200 million Connect Today, Create Tomorrow comprehensive campaign is the largest in school history and is renewing the commitment to the founding principles as well as charting a bold path forward. To date, $151 million has been raised around the priorities of investing in the faculty, student scholarships and financial aid, The OWU Connection, capital improvements, and annual giving. The campaign is a full year ahead of schedule in commitments received.
Facilities

Ohio Wesleyan is a campus of renowned beauty, with rolling hills, green spaces, tree-lined pathways, and two nature preserves. Care has been taken to blend historic buildings with contemporary construction in a seamless manner. Science facilities include the state-of-the-art Schimmel/Conrades Science Center, two observatories, and a greenhouse. The University Libraries consist of the L.A. Beeghly Library, the Hobson Science Library, and the Kinnison Music Library. The combined collection housed in these libraries comprises more than 500,000 items. The OWU libraries are linked by CONSORT, the integrated online catalog and circulation system also shared by the libraries at the College of Wooster, Denison University, and Kenyon College. Arts facilities include Chappelear Drama Center and the Richard M. Ross Art Museum. The campus also features the elegant Sanborn Hall, the hub for Ohio Wesleyan’s extensive music programs. The OWU Career Connection Center is a key fundraising focus in the current campaign. The University is considering locating the OWU Career Connection Center in Slocum Hall, where its location near the Office of Admission would send a clear signal to prospective students and their families that students, upon completion of their degree, will be ready for their first job and prepared for a lifetime of fulfilling work.

One of the oldest residential facilities on campus, the landmark Stuyvesant Hall, received a $15 million renovation in 2012-13, transforming it into an environmentally-friendly, premier campus address. Generous donor support has resulted in the creation of the newly opened Gillespie Honors House and three new small living unit (SLU) duplexes, including The Dittrick House and The Jim and Eileen Dicke House. A new House of Black Culture is in the works in the existing location on Oak Hill, along with plans for additional residential renovations.
Athletic facilities are well-designed and well-utilized at Ohio Wesleyan, including first-rate softball and baseball facilities and soccer fields that are among the best in NCAA Division III. The Meek Aquatics and Recreation Center is LEED-certified and uses geothermal wells to help with heating and cooling. Recent improvements include the new Luttinger Family Tennis Center, the $10 million renovation of historic Edwards Gymnasium, and creation of the Simpson Querrey Fitness Center and the Morrill Strength and Conditioning Room, along with the addition of stadium lighting and a video scoreboard in OWU’s historic Selby Stadium. A $3 million renovation of Branch Rickey Arena is planned as part of the Connect Today, Create Tomorrow campaign.

Diversity and Inclusion

Ohio Wesleyan is committed to providing a supportive and richly diverse culture on its campus, where the liberal arts can flourish and students can best grow, succeed, and achieve.

OWU’s academic programs explore global issues and cultures from diverse perspectives. Social programs celebrate the diverse cultures on campus. Students from all backgrounds are welcome, from across the nation, and from around the world. Services are provided to help support the social and academic goals of all students, and leadership opportunities are offered through a wide range of student organizations. Graduating seniors regularly reflect on the important role the diversity of the student body played in their OWU experience.

Student Life and Athletics

Ohio Wesleyan affords students numerous means of becoming involved in campus life with nearly 100 clubs and organizations that present valuable leadership opportunities. OWU has a strong history of promoting social awareness and civic engagement among its students, and 70 percent of students participate in community service in a given year. Seventy-five percent of students will engage in community service throughout their time at OWU. Annually, an average of 60 students travel during spring break to complete service activities. In 2018, 42 students participated in the institution’s Interfaith Service Trips.

The OWU fraternity and sorority community was founded in 1853; currently, 36 percent of students are involved.
Nearly 90 percent of all students live in campus-owned housing, and the unique living-learning environments encourage interpersonal connections and help shape students into collaborative, socially-aware citizens. Club and intramural sports are also part of the Ohio Wesleyan lifestyle, with 80 percent of OWU students participating in some sort of organized recreational activity. Wilderness treks and other outdoor learning experiences are available.

Ohio Wesleyan is a member of the NCAA Division III and the North Coast Athletic Conference. Approximately 27 percent of students participate in intercollegiate athletics on a combined total of 25 teams, including 13 women’s teams and 12 men’s teams.

Ohio Wesleyan’s rich athletic tradition reaches back to the 19th century, when the first football game played by Ohio State University was hosted by OWU. OWU’s scholar-athletes achieve at the highest levels on the field and in the classroom. Last year, 75 Ohio Wesleyan Bishops were named to the NCAC Academic Honor Roll, and five were named Academic All-Americans. This year’s athletics accomplishments include the NCAA Division III men’s basketball player of the year and the women’s high jump indoor national champion.

Notable Athletics Accomplishments

- 415 Academic All-America® or All-America selections; the most of any school in the conference
- Five NCAA Division III national championships
- Nine NCAC All-Sports Titles, 137 NCAC conference titles; the most of any school in the conference
- Nine OWU Scholar-Athletes have won NCAA Postgraduate Scholarships since 2005
- Men’s soccer coach Jay Martin is collegiate men’s soccer’s all-time winningest coach across all NCAA divisions and has been named National Coach of the Year three times.

Ohio Wesleyan believes completely in the integration of academics and athletics. The sports teams have faculty partners who help the students adjust to college academics and succeed in their studies as well as their sports.
Alumni

Ohio Wesleyan graduates go on to lead lives of consequence in the arts, education, business, government, law, medicine and other worthy fields. In academia, Frank Sherwood Rowland, ’48, won the 1995 Nobel Prize for chemistry for his research on the depletion of the Earth’s ozone layer. Ezra Vogel, ’50, is a prominent author on China-Japan issues and was the director of Harvard’s Fairbank Center for East Asian Research. William Hsiao, ’63, is an economist in the field of international health and the designer of a landmark study to examine the United States’ system of reimbursing physicians for medical services.

Numerous Ohio Wesleyan alumni have been associated with social justice. Branch Rickey, Class of 1904, was a baseball manager and executive known for signing Jackie Robinson as the first African-American in Major League Baseball. Mary King, ’62, worked alongside the Reverend Dr. Martin Luther King, Jr. in the U.S. civil rights movement when she was a young student, and was a member of the staff of the Student Nonviolent Coordinating Committee.

In politics, Charles Fairbanks, Class of 1872, was the 26th Vice-President of the United States. Jo Ann Emerson, ’72, serves as a U.S. Representative from Missouri. Arthur Flemming, ’27, was Secretary of Health, Education and Welfare, was known for his commitment to civil rights, was the recipient of two Presidential Medals of Freedom, and served as president of University of Oregon, Ohio Wesleyan University, and Macalester College. Lucy Webb Hayes, Class of 1853, wife of U.S. President Rutherford B. Hayes, was the first woman to be called First Lady, and the first First Lady to hold a college degree.

Notable journalists and media personalities include Frank Stanton, ’30, a past president of CBS known for supporting broadcast journalism before Congress; Greg Moore, ’76, a past editor-in-chief of the Denver Post; Byron Pitts, ’82, co-anchor of “Nightline” and formerly of “60 Minutes;” Wendie Malick, ’72, an Emmy-nominated actress recognized for her roles on “Just Shoot Me!,” “Hot in Cleveland,” and “This is Us;” Patricia Wettig, ’74, from “Prison Break;” and Clark Gregg, ’84, from “The New Adventures of Old Christine.”
The Position: Vice President for Enrollment Management

The Vice President for Enrollment Management is responsible for directing the University's strategic vision for student recruitment, enrollment growth, and financial aid. The Vice President is also a key strategic partner in retention and persistence to graduation efforts. The Vice President is expected to provide strong, decisive administrative leadership to support the University’s mission and meet its strategic goals, while overseeing a budget of $3.1 million and a staff of 22 admission and financial aid professionals.

The Vice President for Enrollment Management reports directly to the President, is a valued member of the President's Senior Leadership Team, and works closely with leadership and colleagues across the University as well as alumni partners.

Opportunities and Challenges

Develop and implement a competitive strategic plan to grow enrollment and champion the plan in the face of shifting national and international trends. The Vice President will focus on the goals of increasing net tuition revenue, improving overall yield, developing new markets, and ultimately striving to attain an overall student enrollment of approximately 2,000. As a strategically-minded leader, the Vice President will draw on lived recruitment and enrollment experiences and will employ new methods and tactics to address the changing landscape of recruitment and enrollment at liberal arts institutions.

Take an innovative approach to using data in decision making, recruitment strategies, and management of daily operations. The Vice President will fully utilize the best-in-class client relation management (CRM) system, SLATE, to define desired targets/regions, strategies and potential challenges. The Vice President will proactively monitor and assess data to evaluate the effectiveness of recruitment activities and financial aid programs. With a mindfulness towards achieving a class that represents the appropriate balance between access and financial sustainability, the Vice President will leverage the data to provide clear, actionable priorities for the admissions and financial aid staff, to guide them in their daily work. The Vice President will also assess the current social media, marketing, and technology trends to enhance connections with potential students and their families.

Leverage the passion, talents, and commitment of campus partners and the strong academic programs in a University-wide effort to attract and retain students. The Vice President will be welcomed by committed faculty, staff, students, and alumni who are driven to achieve the shared goal of growing and retaining the OWU student community. The Vice President will be asked to provide strong leadership in implementing best practices; bring a fresh, imaginative approach to sharing the OWU story; and leverage the energy and passion that each community partner brings to the conversation.

Communicate the impact and value of the OWU experience and education to potential students and parents and to current students and parents. The Vice President will ensure all members of the admissions and financial aid team, as well as all parties engaged in the recruiting and enrollment process, are able to articulate a powerful, shared message about the impact of the Ohio Wesleyan experience, The OWU Connection signature program, and financial aid policies. The Vice President will serve as a highly visible, energetic, and persuasive champion of the OWU experience to local and national peers, students and parents, the University's Board of Trustees, and the college counseling community. To solidify the messaging, the Vice President will work in close collaboration with the Office of Marketing and Communications.

Mentor, develop, and champion the admissions and financial aid staff. The Vice President will provide leadership and management best practices to hire, mentor, and retain a strong team across the entire enrollment management and financial aid division. The Vice President will lead, coach, and support the staff and will refine the skills of each individual staff member,
building on their expertise while also encouraging innovation and professional development.

**Desired Skills, Experiences, and Personal Qualities**

As a member of the University’s senior leadership team, the Vice President for Enrollment Management will be a collaborative, decisive, dynamic, confident, and imaginative leader with a proven track record of attracting and retaining high-achieving and high-potential students and a record of success in shaping the academic profile of an entering class. Candidates for this position should be informed about best practices in enrollment management and tenacious in meeting enrollment and net revenue goals. Experience in the areas of marketing, social media recruiting, predictive modeling, financial aid leveraging, and recruitment technology is expected, as is knowledge of current market trends. A strong commitment to liberal arts education is expected. An advanced degree is preferred. In addition, the successful candidate will have the following professional and personal attributes:

- An energetic commitment to and strong belief in a liberal arts education and the residential experience and an ability to persuasively articulate their value and meaning for today’s students and parents;
- A collaborative and inclusive leadership style and a shared sense of the University’s core values, which include embracing a broad and diverse spectrum of people and ideas within a warm and supportive community;
- The ability to mentor and support talented staff while also holding them to the highest standards of excellence;
- The ability to analyze, interpret, and make good use of data to strengthen the understanding of how to recruit in diverse markets as well as how to develop new markets to yield a well-rounded class;
- Experience developing data-driven recruitment strategies as well as the ability to present these strategies persuasively and clearly to administrative colleagues, the Board of Trustees, and others;
- Awareness of market trends and disruptors with potential impacts on the curriculum coupled with the ability to work in partnership with faculty to evolve the curriculum in ways consistent with OWU’s mission;
- A strong understanding of best practices in admissions and financial aid for liberal arts colleges and other small, private institutions, and the ability to translate them appropriately and specifically into daily operational guidelines;
- Knowledge of and appreciation for global initiatives and international opportunities;
- An understanding of Division III athletics and an appreciation of their crucial role in the enrollment process; and
- Confidence in communicating and establishing mutual trust with faculty, staff, trustees, and other key partners along with the ability to serve as a compelling and creative spokesperson for the University.

**Nominations and Applications**

Review of candidates will begin immediately. For best consideration, please send all confidential nominations, inquiries, and expressions of interest by April 30 to:

**Ms. Julie E. Tea, Partner**
**Ms. Kenna Boyd, Associate**
Storbeck/Pimentel & Associates, LP
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Ohio Wesleyan University is strongly committed to diversity within its community and encourages all interested applicants, including women and minorities, to apply (EEOE).