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University Update - October 21, 2014

Kathy Krendl
Otterbein University

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Otterbein University Update
President Kathy A. Krendl
October 21, 2014

Last Thursday evening as I was leaving the office, I encountered a couple accompanied by a student. They were standing in front of Cowan taking pictures of Towers. I stopped to introduce myself. It turned out that they had scheduled an appointment with me for Friday afternoon. They were visiting from Oregon because they were homesick for their grandson, who was showing them around campus. When we met on Friday, they had reviewed the history panels that line the hallway in Roush Hall. The first comment when they entered my office was, "So abolitionists, prohibitionists, suffragists...Quite a history. Are you telling that story to outsiders?" I gave them our Model Community card and told them about the launch of our campaign, "Where We STAND Matters," honoring our history.

They were pleased to know that we are telling our story through the campaign. In fact, I told them we will be telling that story to alumni, business, and community leaders in Columbus this Friday evening, October 24, when our Chairman of the Board of Trustees, Mark Thresher, will host the downtown launch of the campaign at Nationwide Atrium. At the event we will also be presenting the Mary B. Thomas Award to John King, Trustee Emeritus, who has supported every capital project since 2001 and who led the campaign among the trustees when I appealed to them to support the implementation of wireless in our residence halls during the first year of my presidency.

Those who are hearing our story are encouraging us to tell it more boldly, to reaffirm our core values, and to embrace our history of progressive action. We are working to do so. Friday night is the first time during this campaign that we will proudly assert our impact to the Columbus business community.

Where We STAND Matters

Please note that the campaign Ozone tab has been updated to reflect progress through September 30, 2014.

Board of Trustees

We are looking forward to welcoming the Board of Trustees to campus for their fall meeting this Friday, October 24, and Saturday, October 25. Since last year, five new trustees have been elected to serve on the Board. They are as follows:

Peter R. Bible '80

Peter R. Bible, CPA, CFF, CGMA, serves as Chief Risk Officer, Partner-in-charge of Public Companies Practice and Head of Assurance Services for EisnerAmper LLP in Newark, New Jersey where he has been employed since January 2007. Prior to joining EisnerAmper, Peter served as Chief Accounting Officer for General Motors from December 1996 through December 2006. He also worked for GTE as Assistant Controller and was a Partner with Deloitte & Touche for fifteen years. Pete graduated from Otterbein with a B.A. in Accounting and Economics in 1980. His was the first-ever preparer recipient of the Andrew Braden Award from Case Western Reserve University's Weatherhead School of Management which recognizes excellence in accounting. Pete is a frequent presenter and is often quoted on various accounting and business topics for articles appearing in publications such as *Compliance Week*, *Financial Executive*, and *Directors and Boards*. He has served on a number of board, councils, and task forces including FEI Task Force on Business Combinations, FASB and EITF Task Forces, the FEI Committee on Corporate Reporting, and the Joint International Group of the FASB and IASB.

Alicia Caudill Colburn '95

Alicia Caudill, Ph.D. has been the Associate Vice President for Student Life and Dean of Students for the University of West Georgia since March of 2013. In that role, she supervises the areas of Diversity and Inclusion, Counseling, Career Services, Housing and Residence Life, Health Services, University Recreation, the Center for Adult Learners and Veterans, Student Involvement and Student Conduct. She also holds adjunct faculty appointments at the University of Georgia and the University of West Georgia. Alicia earned a Bachelor's degree in Public Relations from Otterbein, a Master's degree in Student Personnel Services from the University of South Carolina-Columbia, and a Doctorate in College Student Affairs Administration from the University of Georgia. Her research interests are families of college students and women in higher education. Prior to accepting the position at UWG, Alicia served for almost 11 years at Gainesville State College (now the University of North Georgia), as the Associate Vice President for Student Affairs, Dean of Students, and as Director of Student Activities. She has also worked at Florida Southern University, Lambuth University, and Mercer University. Alicia has served as a member of the Otterbein University Alumni Council since 2007.

Mary Navarro

Mary Walworth Navarro has served as Senior Executive Vice President and Retail and Business Banking Director for Huntington since 2002. In her role with Huntington, Mary is responsible for 5,100 colleagues and is credited with growing Huntington into the top SBA lender in the Midwest and the third-largest in the nation. Prior to joining Huntington, she served as Executive Vice President and Eastern Region Retail Manager for Banc One Corporation in Phoenix, Arizona from 1985-2002. Mary received her Bachelor's degree in International Business from the University of Colorado in 1978 and has a Master's degree in Management from Aquinas College. In 2013, she was named #8 on American Banker's prestigious "25 Most Powerful Women in Banking. In 2011, Mary was recognized along with President Krendl and fourteen other women as one of "Ohio's Most Powerful and Influential Women." She has served on numerous boards including Harding Hospital Board, Columbus Metropolitan Library Foundation Board, Consumer Bankers Association, YWCA, Recreation Unlimited, and Red Cross of Greater Columbus Board where she was named Director Emeritus. Mary also serves on Otterbein University's Women in Leadership Network Advisory Council.

Melissa Dawn (Johnson) Simkins '99

Melissa Simkins is the owner of Velvet Suite Marketing with locations in Washington, D.C. and Atlanta, Georgia. Founded in October 2006, Velvet Suite Marketing is a global brand leadership consultancy firm with an impressive client list that includes Procter & Gamble, Kraft, NFL, Time, CNN, and Home Depot. Melissa is the author of *Brand Me. Make Your Mark: Turn Passion into Profit*. From 2002 through 2006, she served as Media and Entertainment Innovation Executive for Procter & Gamble. Melissa received her B.A. in Public Relations and Business from Otterbein in 1999. She earned a Master of Science in Integrated Marketing Communication from Northwestern University in 2001. Melissa has received numerous awards including two Silver Anvil Awards from the Public Relations Society of America, 2012 NAMD Entrepreneur of the Year Honoree, Atlantian Magazine Women of Power and Influence, Who's Who in Black America 2010-2012, and Procter & Gamble Unsung Hero Nominee. In 2009, she was inducted into Otterbein's African American Hall of Fame. Melissa received the Otterbein University Young Alumni Award for Professional Achievement in 2011. She was also featured in the March 2006 edition of *Ebony* magazine in the article entitled "Spring Intrigue: Corporate Chic & Enchanted Evenings." While at Otterbein, Melissa was the coordinator for the mentoring program at Indianola Middle School in partnership with Big Brothers/Big Sisters. Her father, Lonnell Johnson, was an English Professor at Otterbein.

Brant O. Smith '95

Brant Smith is President and General Manager of Waltek & Co., Ltd in Cincinnati, Ohio with another office in Nashville, Tennessee. Waltek & Co. specializes in structural glass, glass flooring, cable wall systems, glass/steel canopies, and ornamental metal work/handrails. The company, started by Smith's father, has a reputation for exceptionally prompt delivery on quality wall systems, custom ornamental metals, distinctive glass and aluminum handrails, and individually designed and engineered skylights. Waltek's customers include hospitals, athletic stadiums, performing arts centers, corporate and retail buildings, and colleges and universities including Purdue, Xavier, Cincinnati, Vanderbilt, Northern Kentucky, Denison, and Ohio State. Brant's areas of expertise include contract negotiation and management, construction management, value engineering, strategic planning, and accounting. He received his Bachelor's degree in Business in 1995 from Otterbein. While at Otterbein he played varsity football.

You should expect a Board report summarizing the meeting as well as actions taken during the week of October 27. In addition, we will update you about the Board meeting at the next **University Summit** which is scheduled for **Wednesday, October 29, from 3:30 – 4:30 pm** in **Riley Auditorium**.

Fall 2015 Application Update

The Office of Undergraduate Admissions has seen a very nice increase in student interest in Otterbein University as we recruit the new freshman class for Fall 2015. Campus Visits (1,207) are up 18%; total prospects (students who have expressed interest) are up 14% to 11,250. 408 freshmen have applied to date, an increase of 68 (20%) compared to this date last year. Transfer applications (14) are up 8 (133%). Adult applications are down 2, to 9.

Recruiting Systems Engineering Students

Undergraduate Admissions is working very hard to recruit students for the new Engineering program. We purchased 20,000 names of prospective Engineering students to add to our communication flow. An additional layer of communications about the Engineering program has been designed for those students. Information about the Engineering program has been shared with hundreds of high school counselors around Ohio, and Gary Maul has introduced the Engineering program through presentations to ~140 counselors in Cleveland, Cincinnati and Columbus. We have also invested in a digital advertising campaign targeting students with an interest in Engineering, including IP targeting (pushing digital ads out to specific student's IP addresses) as well as retargeting ads for students that visit the website.

FY 2015 Budget Update

As shared in the last University Update and at the Town Hall meeting, the official Fall census saw a decline in overall undergraduate enrollment. While there were a number of positive notes in the Census Report, these figures led to lower than anticipated revenues this fiscal year. The Office of Business Affairs has revised the forecast for the year and projects a shortfall of approximately \$840,000, not including the one-time use of \$750,000 in equity reserves. Contributors to the shortfall include: lower than anticipated tuition revenue for part-time students; higher than projected financial aid awards; and fewer students in University Housing. In terms of favorable revenue news, we are projecting that the Annual Fund will continue its trend of outperforming initial budget expectations. The revised forecast factors in expense reductions which include utility savings as a result of rate management and implementation of cost saving measures, and savings from Workers Compensation rate reductions. We will be discussing the projected shortfall at the October Board of Trustees Meeting, along with our intent to address the shortfall through attrition and spending restraint.

Service Department Requests

The Otterbein University Service Department will be updating to a new work management system. This service provided by SchoolDude.com will allow maintenance staff to collect and respond to the work requests of the campus community in a more efficient and responsive manner. Each member of the campus community will have the opportunity to generate requests, check status, and receive a report of when the work was completed. The system will track work flow and provide the data necessary to reduce cycle time and improve customer service. This new work order system will be fully operational by January 2015.

Habitat for Humanity

Habitat for Humanity is in need of significant funds for our projects this year. To that end, we are offering our students for hire for your outdoor projects (like raking leaves, getting a garden ready for winter, small paint jobs, minor household repairs). Pairs of Habitat students will be ready to serve you for your donation to the Otterbein Habitat Chapter. We recommend \$10.00 per hour per student, but if you can't afford that, we'll take whatever donation you offer.

This is a first-come, first-served project. We will accommodate as many clients as we can. We ask that you provide the tools and materials needed for the work you want us to do. Students will be available on October 25 and 26 and on November 8 and 9, and may be available at additional times at their discretion. If you are interested in helping Habitat in return for Habitat's help, please contact **Dr. Judy Guion-Utsler, University Chaplain**, at jguionutsler@otterbein.edu with the following information:

- Type of work
- Estimated number of hours
- Preferred date for the service
- Level of skill needed (raking is simple, painting is slightly more difficult, deck repair is complex)
- Phone number

Assessing Undergraduate Student Outcomes

The Office of Institutional Research and the Center for Career and Professional Development have teamed up to capture outcomes data for the undergraduate class of 2014 to align with national standards put forth by the National Association of Colleges & Employers (www.nacweb.org).

We'll be employing a six-month snapshot of the graduates from the class of 2014 in terms of their outcomes related to employment and graduate/professional school. Data collection began prior to the May 2014 commencement, has continued throughout the summer and fall, and will conclude on December 31, 2014. A report of the results will be shared with campus in the spring semester, and it is our hope that this data can be used as a tool for faculty and staff, current students, and prospective families. Please contact **Dr. Sean McLaughlin, Director of Institutional Research**, or **Ryan Brechbill, Director of the Center for Career and Professional Development**, with any questions.

Comings and Goings

Please join me in welcoming the following new employees to the Otterbein community:

Kathleen Bonte, Executive Director of Development, Institutional Advancement

Sheila Ciferno, Faculty (part-time), Graduate Education

Wendy Foster, Accompanist, Music Department

Jennifer Hicks, Admission Counselor, Adult and Transfer Office
Christine Neubauer, Gift Administration Bio Records Specialist, Institutional Advancement
Tamara (Tammy) Lowks, Executive Assistant, Business Affairs
Marcena (Marcy) Shultz, Graphic Designer, Office of Marketing and Communications

We also wish the following individuals much success as they leave Otterbein to pursue new opportunities:

Teresa Piper, Academic Administrative Assistant in Business, Accounting, and Economics, resigned last month to accept a new position with Big Walnut Schools in the Athletic Department.

Barb Wilcox, Administrative Assistant in Academic Affairs, retired on September 30, 2014. We wish Barb much joy in her retirement.

Chris Musik, Director of Center for International and Global Education, will be leaving Otterbein on November 7, 2014, to join Chatham University as Assistant Vice President for International Affairs.

Cheryl Lyman is stepping down from her position as Budget Director effective October 31, 2014, to spend more time with family. Chris Hayter, Assistant Controller, will be filling in for Cheryl until a replacement can be found.

We apologize if there are any omissions or errors. Please contact Human Resources with any corrections or concerns so we can acknowledge all new and departing colleagues.

Save the Date

Please save the date for our annual **Holiday Open House** which is scheduled for **Wednesday, December 10, 2014, from 4:30 p.m. – 6:30 p.m.** at the President's Residence. More information will be made available in the near future.

As always, if you have questions or need additional information, please feel free to contact me or a member of Cabinet.

Sincerely,
President Krendl

Otterbein University Vision

Otterbein University will be nationally recognized as a model community of educators, leaders, and learners who set the pace for higher education and contribute to the common good.

Otterbein University Mission

Otterbein is an inclusive community dedicated to educating the whole person in the context of humane values. Our mission is to prepare graduates to think deeply and broadly, to engage locally and globally, and to advance their professions and communities. An Otterbein education is distinguished by the intentional blending of the liberal arts and professional studies, combined with a unique approach to integrating direct experience into all learning.