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### University Update - February 2017

Otterbein University

Kathy A. Krendl

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## Otterbein University Update

### President Kathy A. Krendl

### February 7, 2017

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In this first **University Update of 2017**, I want to thank our students for their leadership in celebrating a Day of Unity. On January 23, our students organized the day with #CARDS STAND TOGETHER pins and an affirmative statement about the significance of unity for our community. The cards read:

“Through the willingness to learn about our peers, we gain the confidence to **stand in solidarity** with one another, raise awareness and foster an environment of *support*. Though we all entered Otterbein with differences, we are comfortable asking one another questions in order to gain knowledge. Through our actions, we have the responsibility of setting an example for what this community **values**. We strive to *recognize diversity* within our community while maintaining an *inclusive environment*. We do not simply tolerate our differences, but rather, **are intentional in accepting** one another’s unique characteristics.”

Those of us who participated signed a pledge affirming this statement. As is often the case our students led the way in anticipating the need to re-affirm our core values of unity and celebrate community. I frequently stand in awe of their prescience and commitment.

In addition to recognizing our students, I wanted to share a series of good news items. First, I am very pleased to announce that Institutional Advancement is closing in on \$38 million in total commitments for the **Where We STAND Matters** comprehensive campaign. This is amazing progress and is a strong indicator of confidence in Otterbein’s future. In addition, the participation rate for faculty and staff is just shy of our goal for 50%. Thanks to all who have participated (and if just a few more signed on, we would be there!). Please plan to attend the celebration this **Friday, February 10 at 1:00 p.m. in the Campus Center**, featuring the Faculty Sabbatical Showcase and International Student Showcase, to help us recognize the amazing progress the Institutional Advancement team has made and to share some time with each other, members of the Board of Trustees, and Otterbein friends.

Second, I wanted to thank all of you who sent me a note of thanks for closing down the week between Christmas and New Year’s. And yes, I have heard how much you would appreciate a repeat of this wonderfully timed break next year -- I got that memo -- and will announce soon a decision on that front. I hope everyone was able to relax and enjoy time with family and friends during the week. Some of you also pointed out the luxury of a break from email for an entire week! I also received notes thanking Cabinet and the Board of Trustees for the recent \$500 bonus award. I heard that some of you paid off Christmas bills, put away a little for a rainy day, or had your brakes fixed. However you chose to use your bonus, please know that it was a token of appreciation from Otterbein’s leadership in recognition of the good work that each of you is doing on a daily basis.

To that point -- doing good work -- I am writing today to announce a new Otterbein University award, the **Above and Beyond Award**, to be presented to an Otterbein employee every month for demonstrating just that -- going above and beyond. I hear these stories often from parents, students, alumni, and sometimes from your colleagues about your tireless efforts to solve a problem or respond to someone in need. It’s time that we recognize and celebrate community members who consistently

serve as role models for all of us in serving others. **The awardee for January 2017, is Julie Saker, Associate Dean of Students.** Julie's nominator noted that through her behind-the-scenes work with students who suffer from a variety of challenges, often resulting in hospitalization, she consistently demonstrates her "above and beyond" dedication. "What is amazing," the nominator notes, "is that a majority of these students are able to return to Otterbein and complete their academic work thanks to Julie's amazing, unnoticed efforts." Thanks to Julie for all that she does to support students in need. Congratulations, Julie, on being recognized as Otterbein's first **Above and Beyond Awardee!**

Other good news is related to progress at **The Point**. Construction of four labs, including one dedicated lab for Nestle product development, started as soon as classes ended in December and ended last week. The goal was to complete these instructional lab facilities, as well as the lab requested and funded by Nestle by January 31. The next construction phase will begin in May and be completed by the end of July to prepare for the start of classes in August.

We have hosted more than 2,000 visitors at The Point since the October opening. Many businesses and public officials have toured the facility. Lt. Governor Mary Taylor, along with some of her staff, as well as potential tenants, school districts, prospective donors, and community groups have visited. There are currently five tenants, and we are already generating more than \$90,000 per year in rent with only the first phase of the project completed, considerably ahead of the first year projections for rental income. In addition, to date we have raised more than \$3.7 million in funding for The Point. Community groups, including two robotics teams, the Young Entrepreneurs Academy, and Special Olympics team, have been using the space during evenings and weekends. It's very exciting to see the middle and high school students working in teams to solve problems while adults stand on the sidelines drinking coffee and shaking their heads in amazement. Thanks to all who have contributed their time and effort to getting the building up and running, as well as those who have helped to recruit tenants and raise funds for such a successful beginning.

#### **Board of Trustees Winter Meeting Set for February 10 – 11, 2017**

The Otterbein University Board of Trustees will be on campus Friday, February 10 through Saturday, February 11 for their winter meeting. In addition to their All-Committee meeting on Friday, the trustees will enjoy a performance by the Concert Choir directed by **Dr. Gayle Walker**, attend the Otterbein Standing Ovation: STAND Campaign Celebration event beginning at 1:00 p.m. in the Campus Center, and participate in the IdeaFest kick-off at The Point. The public meeting of the Board begins at 8:30 a.m. on Saturday, February 11. An agenda will be provided to the campus community via separate email later this week.

#### **ENROLLMENT MANAGEMENT**

##### **Spring Census Report Brings Good News**

The Spring 2017 Census report is very positive, showing significant growth in traditional undergraduate enrollment and stability in graduate enrollment.

- Overall head count (2,852) was up 87 or 3.0%. This reflects an increase of 105 FT (+4%) students and a decline of 18 PT students.
- Undergraduate enrollment (2,357) was up 91 or 4.0%.
- Non-degree UG enrollment (99) is up 21 or 26.9%.
- Graduate enrollment (495) was down 4 or <1.0%.

## **INSTITUTIONAL ADVANCEMENT**

### **Vice President Michael McGreevey's Message to the Campus Community**

As we near **\$38M in total commitments for our comprehensive fundraising campaign**, we will take time on February 10<sup>th</sup>, in conjunction with the Board of Trustees winter meeting, to celebrate the impact we are realizing due to the generosity and confidence of our supporters. Reaching this milestone should certainly be a point of great pride for our Advancement team, campus colleagues and leaders/volunteers. As a matter of fact, at this point of the fiscal year, our fundraising to date has yielded results larger than the last two fiscal years combined (see more detail under campaign update below).

In addition to the overarching work of our campaign, which involves all Institutional Advancement staff at varying levels, key initiatives this spring include the communication and education of fundraising and advancement processes and policies (e.g., charitable gift policies, sponsorships, engaging alumni on campus) and the ongoing importance of ensuring members of our campus community are aware of and feel a part of the campaign. Please contact **Michael McGreevey** at ext. 1305, or **Dana Viglietta** at ext. 1639, if you have questions and/or if you would like to schedule a briefing or update for your division or department.

### **Where We STAND Matters Campaign Update**

The Development team has had a great start for fiscal year 2017. In planned gifts, the total has grown to \$7,519,217 in commitments—a banner year. Our current total campaign commitments year-to-date STAND at \$11,479,517—more than our past two fiscal years combined which totaled \$10,319,764. In fiscal year 2017, we have reached numerous milestones in the Campaign including:

- An increase in major donors giving \$25,000 and above (total of 68 to date), with many directly supporting student scholarships.
- The highest level of planned giving commitments ever to the University.
- Faculty and staff support is nearing 50% participation on campus, an all-time high.
- Major renovations and/or capital projects, including Battelle Fine Arts Center (windows), new Department of Health and Sport Sciences, Turf and Track project, and the debut of The Point at Otterbein, our STEAM innovation center.
- Our Joanne Van Sant Leadership Giving Society (\$1,000+ annual gift donors) grew to its largest membership ever with 360 members last FY, and we are on pace to repeat this FY.

### **Office of Individual Giving Update**

On November 24, **Bushra Sandhu** joined the Development Team as the Development Associate of Individual Giving. **Bushra** is an Ohio Wesleyan University graduate with a degree in International Studies and a career background in political fundraising. Her experience in public relations, politics and development will aid in propelling our team forward. Although **Bushra** will wear many hats, one of her primary focuses is the marketing and analysis of Otterbein's planned giving and major gift programs. She will be instrumental in the coordination and organization of these programs as well as share a focus on strategically aligning individual cultivation and stewardship tasks with Development's top prospects. Additionally, she will play a key role in coordinating Otterbein's 50th reunion fundraising initiatives.

### **Office of Organizational and Special Giving Update**

Building on the momentum of the **Where We STAND Matters Campaign**, and in an effort to better position Otterbein among supporting organizations, the University formed a new Office of

Organizational and Special Giving in October 2016. Board of Trustee member **David W. Fisher '75** has agreed to be the lead volunteer and **Kathleen Bonte, Executive Director, Organizational and Special Giving**, will work closely with him. This coordination of current staff to maximize efforts includes Grants and Sponsored Programs, under the direction of **Diane Nance**, to comprise a new office of Organizational Giving, which will work closely with faculty and others on funding opportunities. With **David Fisher's** input, several identification strategies have already been developed and will continue to be explored.

#### **Office of Alumni Relations Update**

**Sarah Burnell** joined the staff as the Assistant Director of Alumni Relations. She graduated from Grinnell University in Iowa with a major in anthropology and is their former director of admissions. She will be engaging our young alumni, marketing through social media platforms and increasing alumni involvement in the classroom. We are in the search process for a Coordinator of Donor Relations and Stewardship. This role will now be housed in alumni relations to strengthen the engagement, recognition and acknowledgment processes.

#### **Office of Marketing & Communications Update**

The Point's importance as an opportunity to re-energize the Otterbein brand and reputation continues with efforts toward developing a strong brand to complement every aspect of the Point from construction to day-to-day presence. The most notable effort includes a two-day planning meeting with key partners to talk about the Point's areas of distinction with Blackletter, a boutique marketing firm.

**Nilesh (pronounced nee-lesh) Sharma** joined Institutional Advancement as Web front-end developer, in December. **Nilesh** brings new and additional development and web programming skills and capability to our Web Marketing Team. **Nilesh** will help us continue to build out our offerings and capabilities in Sitefinity for content publishers across the University, as well as improve our efficiency with custom design work we do in support of IA and Admissions.

### **INFORMATION AND TECHNOLOGY SERVICES (ITS)**

#### **Email**

The institutional email system will migrate from Gmail to Outlook on the evening of May 5, 2017 through the following day. The migration will include email, contacts, and calendars. Google apps and Google drive will remain as an active service for the foreseeable future.

#### **Ultra-High Speed Wireless**

The ITS network team continues to improve the living and learning environment by bringing ultra-high speed wireless to campus. This 5<sup>th</sup> generation WiFi, also known as "AC" or "Gigabit WiFi", significantly increases indoor and outdoor wireless coverage and performance. The following buildings are now fully operational with the Gigabit WiFi: DeVore Hall, Campus Center, 25 W. Home's residence hall, business office, Home Street Commons, Dunlap King and The Point. Clements Hall, Hanby Hall, and Park Street Commons were also completed in the past two months. Mayne Hall and Courtright Memorial Library will be upgraded during spring break. Davis Hall, Engle, Garst, and Scott will be completed by June. An ITS wireless rollout plan has been developed to provide access to this technology for the remaining academic spaces. This technology improvement was endorsed by Student Government and is being funded by the Student Technology Fee.

## **STUDENT AFFAIRS**

### **Counseling Center**

The Counseling Center moved into its new location at 146 W. Home Street, at the corner of Home and Center Streets. Thank you to the many, many people who helped turn this house into our new Counseling home. Students are commenting on how comfortable the space feels.

New contact information is 614-823-1333; counseling email to sign up for services remains the same: [counseling@otterbein.edu](mailto:counseling@otterbein.edu); and our website address with updated information is [www.otterbein.edu/counseling](http://www.otterbein.edu/counseling). We now have urgent walk-in appointments available daily at 3:00 and 3:30; we have developed a new protocol for managing urgent/emergency referrals; and we are in the process of developing groups to help students with: Achieving Balance; Grieving and Recovering from Loss; and Improving Self-Esteem, to be offered in the upcoming weeks. We are partnering with Wellness and **Denise Shively's** Communications class to develop a PR Launch and will have an open house for faculty and staff sometime during the week of spring break.

Please join us in welcoming **Ms. Katie Vicks**, LISW-S, LCDCIII, who has just joined our staff as a part-time clinician. She has a background in providing services to military personnel, both with individual and group counseling, as well as crisis intervention. We look forward to her expertise in helping us provide quality care to increasing numbers of students seeking counseling for improved health.

### **Otterbein Police Department**

In December 2014, Governor John Kasich signed Executive Order 2014-06K, announcing the Ohio Task Force on Community-Police Relations (Task Force), after a series of incidents in Ohio and around the nation highlighted the challenging situations that exist in too many places between some communities and Law Enforcement. As a result, The Ohio Collaborative Association organization formed a committee to develop uniform Policies and Procedures to govern law enforcement entities in handling situations regarding the use of force/deadly force, recruitment and hiring, and training.

Otterbein Police Department (OPD) participated in this process to ensure the community its officers were in compliance with the Ohio Collaborative best practices standards. OPD began a seven-month project to align its current Policy and Procedure Manual with the Ohio Collaborative Association standards. On January 16, 2017, OPD received a Provisional Certification of completion. The final assessment will be conducted on February 2, 2017.

## **COMINGS AND GOINGS**

Please join me in welcoming the following new members of the Otterbein community who have joined us in recent months:

**Erin Baumann**, Associate Professor – Health & Sport Sciences

**Sarah Burnell**, Assistant Director of Alumni Relations – Office of Alumni Relations

**Bridgette Cahalin**, Development Associate – Office of Grants & Sponsored Programs

**Richard French**, HVAC Technician – Facilities Services

**Jason Griffiths**, Head Men's Soccer Coach – Athletics Department

**Matthew Grover**, Technical Support Specialist – Information & Technology Services

**Yann Guezennec**, Professor – Systems Engineering

**Mark Lopez**, Police Sergeant Investigator – Otterbein Police Department

**Amy Overturf**, International Admission Counselor – Office of Admission  
**Laura Beth Perry**, Stable Assistant – Austin E. Knowlton Center for Equine Science  
**Nilesh Sharma**, Front-End .Net/Sitefinity Web Developer – Office of Marketing & Communications  
**Kathryn Vicks**, Mental Health Staff Counselor – Counseling Center

The following individuals have left their positions with Otterbein. We wish them much success in their future endeavors:

**Kathryn Billy**, Director of Acknowledgment & Engagement – Institutional Advancement  
**Gerry D'Arcy**, Head Men's Soccer Coach - Athletics Department  
**Emma Heald**, Barn Manager – Austin E. Knowlton Center for Equine Science  
**Natalie Hess**, Administrative Assistant – Art Department  
**Alma Holl**, Administrative Assistant – Center for Student Success  
**Amy Parsons**, Cataloging & Assessment Librarian & Associate Professor – Courtright Memorial Library  
**Sarah Richards**, Coordinator Prospect Research – Advancement Services  
**Leah Schuh**, Assistant Director – Center for Student Involvement  
**Krista Starkey**, Assistant Director Residence Life – Student Affairs  
**Tenley Struhs**, Riding Instructor – Equine Science  
**Jeffrey Vasiloff**, Assistant Professor – Biology & Earth Science

It has been a great start to 2017! Thank you, again, for your hard work and dedication. 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.