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### University Update - February 25, 2013

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*Otterbein University*

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**University Update**  
**President Krendl**  
**February 25, 2013**

Spring Semester is flying by, and March is nearly here. That must mean that spring is just around the corner. The recruitment process for next year is coming along nicely, and our next Otterbein Board of Trustees meeting is scheduled for this weekend. I also just returned from the 19<sup>th</sup> Cardinal Migration to Orlando, Florida, with 67 Otterbein alumni and friends. A brief update on current activities related to each follows.

**Board Meeting**

At this weekend's Board meeting, the trustees will hear presentations on the Academic Plan and the Strategic Enrollment Plan, and we will review with them the results of the Vision Statement discussion that the vice presidents have facilitated across campus. Thanks to those of you who took the time to submit suggestions. Our Marketing and Communication professionals have been working with the concepts and phrases that have come forward and will put together some samples for the Board's review to get their input. We will also review the Mission Statement, Core Values, and Guiding Principles that we worked on last year. Integrating all of these elements in the coming months will inform the design of prioritized projects which emerged from the recently completed Master Plan. We will also review budget planning scenarios from the Budget Committee for Fiscal Year 2014, and they will hear a presentation from the Mathematical and Computer Sciences Department. It will be a very full meeting.

**Recruitment**

We all need to say a big "Thank You" to the 40 faculty members who participated in making phone calls to admitted but undecided students last week. The Admissions Office is in the process of recording and processing information from the completed calls. The group attempted more than 650 phone calls and connected with just over 200 students and/or families in the process. This completion rate represents a significant increase over recent years. The feedback from the students and families was very positive. Clearly such efforts demonstrate the Otterbein commitment to connecting students one-on-one with our faculty. Thanks also to the Admissions Office for organizing the all-out effort to reach prospective students. It was a team effort that will benefit all of us next year when we greet the entering freshman class.

**Cardinal Migration**

We also celebrated the 19th Otterbein Cardinal Migration in Orlando, Florida, last weekend. The 67 alumni and friends visited Kennedy Space Center and dined with NASA's Astronaut, Bob Springer, who grew up in Ashland, Ohio, and shared the details of his space flights in 1981 and 1989. They also enjoyed a "behind the scenes" exclusive tour of Disney World focused on Disney's core values and the ways in which all employees behind the scenes make those core values come to life from the moment visitors enter the park. Scott Fais, 1998 Otterbein graduate, and recipient of the Young Alumni Award for Professional Achievement, hosted a

tour of Central Florida News 13, where he has won regional Emmys for his feature stories on the region. Former Disney intern, Christine Keuster '12, shared her insights into the importance of the internship experience for our current students. The Migration is a wonderful demonstration of lifelong learning, with Otterbein graduates traveling to distant sites to continue their education together by exploring new horizons. Attendees were excited to hear about the success of new programs in Nursing and Zoo Science, as well as to see some of the renderings related to campus improvements emerging from the Master Plan.

### **Personnel Updates**

Jeff Kasson, Interim Director of Information and Technology Services will be leaving Otterbein on March 22. The campus community is invited to a Farewell Reception for Jeff on March 22 in the Roush Hall Fisher Gallery. We want to wish him well in his new adventure in Florida. This move has been a long-term dream for he and his wife Colleen, and we need to help their dream get off to a great start.

We are very fortunate that Dave Bender, currently Director of Advancement Technologies in Institutional Advancement, will be stepping in as Interim Executive Director of ITS, effective March 25. Dave's experience at Otterbein since 2003, as well as his previous experience at General Electric from 1982-1997 in a series of administrative and IT management positions, will serve him well in providing leadership for Information and Technology Services while we conduct a search. Thanks to Dave for stepping in on short notice. He and Jeff will be meeting to provide a smooth transition and keep projects moving. Please join me in welcoming Dave to the IT area and working with him to continue the progress we have made in the past two years.