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University Update - November 24, 2015

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Otterbein University

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Otterbein University Update
President Kathy A. Krendl
November 24, 2015

Early in the semester the students in the First Year Seminar on Women and Leadership began lobbying for a weekend retreat. They had bonded with each other from their very first days on campus as residents of the Leadership Learning Community and wanted to share some time together away from campus. The idea for the retreat built steam when one student's family volunteered to host the group at Heritage Farm Museum just outside Huntington, WV (<http://www.heritagefarmmuseum.com/>). Her grandfather, Mike Perry, former president of Marshall University, had a vision of creating a hands-on Appalachian farm to demonstrate "the value of reassuring young people that they come from the same line that produced the wonders we show." Today more than 30,000 visitors each year come to the farm from across the country.

So we went. Some students had never traveled outside Ohio; most had never experienced farm life. They dipped candles, watched the blacksmith forge candle holders and oil lamps, sampled hand-churned butter, received warm welcomes and hugs from volunteers at the farm, petted every animal in the petting zoo, toured the Museum of Progress, and ate, and ate, and ate. Appalachian hospitality ruled! We gathered around the bonfire in the evening, ate s'mores, and played games well into the night. Early Sunday morning one of the volunteers stopped by to drop off fresh muffins because she didn't think the students had had enough to eat.

I know that the students will never forget that weekend. We bonded. But I hope they will never forget something else about that weekend. We witnessed a legacy built by strong determination and clear vision. On the drive back I was struck by the parallels with our work at Otterbein. Each day, each week, each semester we are building our Otterbein legacy in constructing the Model Community that we aspire to be. As we approach the end of this semester and give thanks for all that we have achieved and all that is to come, please know that the work of each member of our community contributes to that legacy.



ACADEMIC AFFAIRS

David Schneider began his work as the new Registrar at Otterbein University on November 16. David comes to us from Ohio State where, for the past twelve years, he has served as the Associate Registrar for Academic Records and Classroom Scheduling. He holds a B. S. in Human Ecology and a M.A. in Public Policy and Management (both from The Ohio State University). David is a member of the American Association of Collegiate Registrars and Admissions Officers and the Ohio Association of Collegiate Registrars and Admissions Officers (OACRAO). He served on numerous committees in these two organizations including serving as Treasurer on the Board of Directors of the OACRAO (2012-2014). Please join us in welcoming David to Otterbein.

ENROLLMENT MANAGEMENT

The Office of Enrollment Management has been very busy this fall, both with applicants and improving processes to increase efficiency and sustainability efforts. The team has adopted a paperless processing system that eliminates the need for individual applicant folders or the printing of any application materials. All paper documents received are scanned into the Banner Document Management system to be accessed digitally; items that are submitted electronically are scanned into the system without being printed first. This new process will save Otterbein from printing thousands of pages of documents and eventually save time on the review process as well. The freshman admission process is now entirely paperless. Adult & Transfer and Graduate will convert to this system over the next year.

Enrollment Management has also partnered with academic departments to implement a new academic visit session for students taking advantage of the Otterbein 101 overview and campus tour. These students are typically sophomores and juniors, or seniors who haven't applied. Admitted students have always been offered individualized visits that include appointments with faculty. We appreciate everyone's support in bringing the new program to fruition. Look for upcoming invitations to sit in on an Otterbein 101 overview in December so you can learn what we tell students about Otterbein.

Spring Applications: Spring 2016 applications for Adults are up 40% (56, +16); Transfers are up 65% (43, +17); Graduate applications (154) are down 7 or 4%.

Fall Applications: Freshman applications (1425) are up 107 or 8%. We are up in students of color, Ohio applicants, international applicants, and women. Thirteen (13) departments are up in applications and three (3) are even. Criminology and Education Studies are doing very well.

Adult applications (20) are up 7 (+54%); Transfer applications (25) are down 7 (-22%); Graduate applications (48) are down 3. Numbers are small for these populations as the application cycle for fall happens much later in the spring than the first year student cycle.

INFORMATION AND TECHNOLOGY SERVICES

The Cardinal Skills Builder Program will be launched in the next few weeks. This program is focused on providing face to face learning for faculty, staff, and students in areas of need. Areas include classroom technology, cloud applications such as Office 365, report writing, and collaboration tools.

Due to a higher demand this semester, campus bandwidth capacity has been increased by 55% to ensure a quality teaching, learning, and living experience. Wi-Fi surveys are also being performed in residence halls to identify areas that require improved coverage.

The IT surplus sale will occur the week of December 7 and will include desktops, laptops, and projectors. Watch your email for more information on the Cardinal Skills Builder Program and the IT surplus sale.

INSTITUTIONAL ADVANCEMENT

Institutional Advancement has had an active fall in our work to connect alumni and friends to the University, gain the financial support to advance the needs, opportunities and priorities of the institution, and market and communicate on behalf of Otterbein to the campus and extended communities. As our comprehensive campaign continues, highlights in recent months include hosting 842 alumni and friends on campus in September for Homecoming where we celebrated the accomplishments of young alumni, welcomed new Vice President for Institutional Advancement Michael McGreevey and recognized our generous leadership donors in October, and the launch of the annual fund for this year.

CAMPAIGN AND OVERALL FUNDRAISING UPDATE (July 1, 2011 – present)

Campaign Funding Priority	Sum of Cash	Sum of Commitment
Access and Affordability	\$ 6,285,313.31	\$ 5,287,859.40
Building a Model Community	\$ 9,921,348.00	\$12,974,059.88
Campus Renewal	\$ 4,158,748.16	\$ 4,618,050.55
Unclassified	\$ 123,471.60	\$ 123,471.60
Grand Totals	\$20,488,881.07	\$23,003,441.43

Specifically, the Annual Fund has raised \$228,600 to date. Since July 1, 2015, restricted annual giving is \$474,000. The total annual cash for FY16 to date is \$1,182,600 which is an increase of 17% from this time last year.

ALUMNI RELATIONS UPDATE

Alumni in the Classroom: More than 60 alumni have been participating in the classroom and networking with students since the beginning of the semester. If you have an interest in having alumni speak in your class about their career experiences, student-alumni networking event, e-career or mentors, please contact the Office of Alumni Relations at alumniinfo@otterbein.edu or call 823-1650 and ask for Dana Viglietta '96, Assistant Director of Alumni Engagement.

Alumni Weekend planning for April 22-23, 2016, is occurring with **reunions** for the Classes of 1951, 1956, 1961, and 1966, involving 25 alumni volunteers.

DONOR RECOGNITION EVENT

More than 120 people gathered for the annual donor recognition dinner for members of the Joanne Van Sant and 1847 Societies at the end of October. Featured at this year's event were the accomplishments of more than 13 students who have participated in the Five Cardinal Experiences, Otterbein's unique approach to promote experiential learning through internships and professional experiences, global and intercultural engagement, leadership and citizenship, community engagement, and research and creative work. During the dinner, Mark Thresher, chair for the Board of Trustees made introductory remarks. Later chair of the Faculty Staff Campaign, Dr. Michael Hoggarth, spoke about his interaction as a faculty member with the Five Cardinal Experiences, and Mara Eisenbarth gave an entertaining look at

the top things she learned while at the Perth Zoo. This was an introductory event for new Vice President of Institutional Advancement, Michael McGreevey, who served as emcee for the event and had started only five days earlier. Dr. Krendl closed the evening with heartfelt thanks to the students for giving their time to inspire everyone and for the donors who helped to make it all possible.

Last year's Joanne Van Sant Society membership reached 325 and this year's goal is to increase that number to 360. All donors who give at the Joanne Van Sant Society level in 2014-2015, a total gift of \$1,000 or more designated to any area at Otterbein, were recognized in the program, as were those who have a documented estate or planned gift with Otterbein and are members of the 1847 Society. Of special note were donors who have made a commitment of \$100,000 or more during the Where We Stand Matters campaign.

Fall issue of *Towers* hit the mailboxes prior to Thanksgiving. Theme is based off the Common Book and looks at the Hidden Lives of Otterbein students as well as alumni who are lending a hand to help lives

MARKETING AND COMMUNICATIONS UPDATE

New campaign feature stories have been launched highlighting Alec Wightman, Ginny Longmire and Betsy Salt. Visit www.otterbein.edu/STAND to learn more.

Faculty and staff campaign posters have been initiated with Dr. Sanderson, Dr. Hoggarth and former employee Betsy Salt being featured.

New admission acceptance packets have been designed to welcome and accept the incoming class of 2020. New viewbook was launched in September as well as new Otterbein 101 presentation to visitors. 5 Cards program has a new look and stories to tell based on work with CCE and the MarCom team. As noted elsewhere, students were invited to share their stories at a donor event in October and will soon be featured on the web site.

Social media continues to grow and is nearing milestone numbers in followers on several platforms (FB: 6,000; Twitter: 5,000, Instagram: 1,000). The PR students in LA Marquee story did very well (6,100 reach, 173 engagements on FB; 22% engagement rate, 1,343 impressions on Twitter). Web enhancements are underway on department pages; new blogging and calendar options within the Sitefinity CRM tool.

STUDENT AFFAIRS

Otterbein was recently honored with the NCAA Spotlight Initiative Award. Click [here](#).

COMINGS AND GOINGS

Please join me in welcoming the following new members of the Otterbein community during the past few months:

Sean Bryant, Equipment Coordinator, Equine Science
Ellen Pritschau, Stable Assistant, Equine Science
Michael McGreevey, Vice President for Institutional Advancement
Caleb Tipple, Counseling Center Staff Clinician, Student Wellness – Student Affairs
Kay Covert, Secretary/Receptionist, Student Wellness – Student Affairs
Heidi Kovach, Staff Accountant, Controller's Office – Business Affairs
Gary Johnson, Assistant Director, Campus Grounds – Business Affairs

Kalee Mack, Financial Aid Counselor, Financial Aid
Brent Rastetter, Head Coach of Wrestling – Student Affairs
David Schneider, Registrar – Academic Affairs

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

Darlene Lawson, Program Coordinator, Center for Community Engagement – Student Affairs
Alyssa Plewacki, Stable Assistant, Equine Science
Steven Rosenberger, Business Operations Manager – Business Affairs
Anne Sillato, Secretary/Receptionist – Student Affairs
Juliana Sinclair, Director of Stewardship and Events, Institutional Advancement
Mary Stalter-Gulling, Human Resource Assistant, Human Resources Department – President’s Office
Olivia Vicars, Stable Assistant, Equine Science

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

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.