



CHOOSE OHIO

Grow your career and further your impact at Ohio University

OHIO
UNIVERSITY

A message from OHIO's Vice President for Enrollment Management



Greetings!

Thank you for considering this important leadership role at Ohio University! You'll find that OHIO is a special place, an institution that is marked by a deep commitment to increasing access to higher education, to transforming lives through academic excellence, and to delivering lifelong returns on the student experience—forever.

As you know well, the work of admission and enrollment professionals never has been more important than it is now, during this period of most extraordinary change, challenge, and opportunity. At OHIO, you'll find that opportunities for success abound, with steadfast support from University leadership, a fantastic team of dedicated and innovative professionals, and a community of dedicated faculty, staff, students, and alumni who are eager to be activated in innovative, contemporary enrollment strategy. We seek to welcome and partner with a dynamic and innovative admissions leader who possesses an unwavering commitment to integrity, diversity and inclusion, equity, excellence, and successful outcomes for all students.

It is our hope that the enclosed information will provide you with a glimpse of Ohio University, our community, the Enrollment Management division, Undergraduate Admissions, and details about a promising professional opportunity. We recognize that our 217-year history of success can be attributed to the committed, talented, and inspired professionals – like you – who are excited to call OHIO home.

As you consider this opportunity to lead and grow at Ohio University, please feel free to reach out with any questions you may have. We look forward to your application!

Sincerely,

A handwritten signature in black ink that reads "Candace J. Boeninger".

Candace J. Boeninger
Vice President for Enrollment Management



About **OHIO** **UNIVERSITY**

Ohio University (OHIO) strives to be the best student-centered, transformative learning community in America, where more than 30,000 students realize their promise, faculty advance knowledge, staff achieve excellence, and alumni become global leaders. OHIO is committed to fostering, embracing, and celebrating diversity in all its forms. Our Athens campus offers students a residential learning experience in one of the nation's most picturesque academic settings. Additional campuses and centers serve students across the state, and online programs further advance the University's commitment to providing educational access and opportunity. Visit www.ohio.edu for more information.





About the **ENROLLMENT MANAGEMENT DIVISION**

Enrollment Management currently is comprised of more than 100 full-time staff who serve students and the University through several offices and functions: Undergraduate Admissions, Enrollment Marketing, the Office of Student Financial Aid and Scholarships, the Office of the University Registrar, and the Veterans and Military Student Services Center. The division recently was elevated to report directly to Ohio University President M. Duane Nellis, reflecting the investment of energy, resources, and focus on enrollment priorities as part of the University's [**Fearlessly First: OHIO's Strategic Framework**](#).

The division facilitates and promotes successful student outcomes through a variety of student-centered, mission-aligned enrollment initiatives that support existing and traditional Ohio University student populations. In addition, the division is supporting and accelerating a University-wide strategic shift in focus and energy toward new and growing student populations, including domestic and international non-resident undergraduate students, adult and online learners, graduate and professional students, and dual enrollment learners.

Diversity and inclusion are key priorities for the division, in alignment with the University's mission and strategic priorities, with each area of the division helping to further an environment that is accessible, inclusive, and affirming for all students. Partnership and collaboration are hallmarks of division work, recognizing that engagement of the entire University community is critical for enrollment success. Equally important is the division's commitment to a culture of continuous improvement, consistently seeking to innovate and to contemporize processes, practices, and systems that create an increasingly supportive, responsive, student-first enrollment experience.

The division is led by Vice President Candace J. Boeninger, a leader in the admissions and enrollment field who has served at OHIO for more than eighteen years.



OHIO's
**ENROLLMENT MANAGEMENT
ORGANIZATION**

Candace J. Boeninger
**VICE PRESIDENT
FOR ENROLLMENT MANAGEMENT**

Jennifer Dillie
**BUSINESS MANAGER
& SPECIAL ASSISTANT**

Candy Johnson
**EXECUTIVE
ASSISTANT**

Rob Callahan
**INTERIM ASSISTANT
VICE PRESIDENT
AND DIRECTOR OF
UNDERGRADUATE ADMISSIONS**

Valerie Miller
**DIRECTOR OF STUDENT
FINANCIAL AID AND
SCHOLARSHIPS**

Katherine Troyer
**SENIOR DIRECTOR OF
ENROLLMENT MARKETING**

Debra Benton
UNIVERSITY REGISTRAR

Veterans and Military
Student Services Center

About

UNDERGRADUATE ADMISSIONS

Undergraduate Admissions supports outreach and recruitment strategy, admission policy and processes, and yield initiatives for domestic and international first-year, transfer, adult and non-degree students enrolling on the Athens campus and in OHIO Online programs. Additionally, the office supports strategic partnerships with community colleges and community-based organizations, dual enrollment through the state of Ohio's College Credit Plus program, external credit policy and transfer initiatives, and the evaluation of residency for tuition purposes. The Undergraduate Admissions team is comprised of more than 50 full-time staff members, including a talented recruitment team based in Athens, as well as a growing team of strategically positioned staff members in key markets throughout the U.S. and around the world. Undergraduate Admissions supports colleges, schools, and departments in the pursuit of academically specific recruitment and admission goals.



As the University pursues substantial growth in its already successful online undergraduate degree programs, Undergraduate Admissions plays a critical role. In the past year, in partnership with academic colleges, the team has revised OHIO's community college partnership model, expanding from 28 to 37 community college partners in seven states and has added even more new articulation agreements, bringing the active total to more than 289. In 2021, due in part to the innovative and effective work of the Undergraduate Admissions team, Phi Theta Kappa Honor Society named the University once again to its Transfer Honor Roll.

Undergraduate Admissions works in close partnership with the Division of Diversity and Inclusion to develop and execute recruitment and yield initiatives that are designed to enhance the diversity of incoming student populations. A few highlighted initiatives include the creation of a *For the Culture* webinar series for admitted students, development of Spanish language print collateral for admitted students and their families, active participation at national LGBTQ Campus Pride College Fairs, frequent engagements with the Ebony Bobcat Network to facilitate 1:1 alumni to student recruitment connection, and execution of mixed-media messaging campaigns supporting the Division of Diversity and Inclusion's *Visible* campaign.

In support of the University-wide OHIO Honors Program (OHP), Undergraduate Admissions facilitates a centralized application, interview, and selection process on behalf of OHIO Honors and its designated programs, to ensure all prospective students have high-quality, consistent, and compelling experiences when evaluating the wide range of honors and scholars experiences available at OHIO.

Other recent initiatives include enhanced strategic partnerships with several community-based organizations, a significant geographic expansion of recruitment and outreach with dedicated in-market personnel, a permanent move to a test-optional admission pathway, implementation of state-of-the-art predictive and prescriptive analytics, AI-enabled virtual assistant technology, and creation of the new OHIO Admission Promise program for fall 2021.



Functional Areas in **UNDERGRADUATE ADMISSIONS**



**RECRUITMENT
AND PARTNERSHIPS**



OHIO ONLINE



**ADMISSIONS OPERATIONS
AND TECHNOLOGY**



**DIVERSITY
AND INCLUSION**



**INTERNATIONAL RECRUITMENT
AND ADMISSION**



**TRANSFER CREDIT
AND ARTICULATION MANAGEMENT**

Other Areas of **ENROLLMENT MANAGEMENT**

Enrollment Marketing

The Enrollment Marketing team supports the elevation of OHIO's reputation and brand in collaboration with University Communications and Marketing, as well as all areas of Enrollment Management. This area partners closely with the Undergraduate Admissions team and University partners on the development of mixed-media outreach, lead generation, direct marketing, and event marketing strategies to shape prospect and applicant pools. Together, the teams provide creative, effective, and engaging in-person and virtual visit programming for more than 28,000 visitors annually. Additionally, Enrollment Marketing provides enterprise-wide support for a sophisticated, multi-campus, multi-office implementation of the University's constituent relationship management system, Technolutions Slate.

Office of Student Financial Aid and Scholarships

The Office of Student Financial Aid and Scholarships provides high-quality service to students on all of Ohio University's campuses and explores all possible financial aid resources to support enrollment, retention, and successful student outcomes. For the 2019-2020 academic year, the team disbursed more than \$273 million in financial aid to more than 21,000 undergraduate students, including \$46.2 million in institutional aid. More than \$13 million in scholarships were disbursed to admitted freshmen; 78% of OHIO students received some form of financial assistance.



University Registrar

The Office of the University Registrar models the highest standards of the registrar profession in providing exemplary service to the University community and constituents, while ensuring accuracy, integrity, and confidentiality of academic records. Core values include records integrity; effectiveness and efficiency; growth; innovative solutions; service and support; teamwork and trust; respect, equality, and diversity; adaptability; and reliability. Technology plays a critical role in providing contemporary services to the University community. Collaborating closely with the Office of Information Technology and a host of vendor partners, the Registrar team designs innovative services and solutions for faculty, staff, advisors, and students. Examples of success include early implementation of preferred names and pronouns for students, a custom faculty and advising center, a new OHIO Guarantee+ Graduation Plan system, and tailored reports and integrations for multiple University constituents.



Veterans and Military Student Services Center

OHIO has been named one of the nation's top military-friendly schools for ten consecutive years by Viqtory Media, a veteran-owned company and publisher of G.I. Jobs magazine. The Veterans and Military Student Services Center, operating under the direction of the University Registrar, supports and advocates for veterans and military-affiliated students in their transition to Ohio University and their pursuit of intellectual and personal development. The Center provides programs and services for student veterans, military personnel, and their family members, including support for GI Bill® benefits, Veterans Affairs procedures, and related academic advising.

Enrollment and Admission STATISTICS

Ohio University Enrollment Fall 2020

	RESIDENT	NON-RESIDENT	TOTAL
UNDERGRADUATE	20,610	3,743	24,353
GRADUATE	2,945	2,511	5,456
MEDICAL	981	19	1,000
	24,536	6,273	30,809

Undergraduate Admissions Quick Facts

250+
ACADEMIC PROGRAMS
OHIO.EDU/MAJORS

Member of
THE COMMON APPLICATION
Since 2016

FIRST-YEAR APPLICATION CYCLE - FALL 2020

APPLICATIONS 22,518

ADMITS 19,700

ENROLLED 3,126

Freshman Class Profile

The following items indicate the average ranges of the middle 50 percent of our fall 2020 freshman class in a variety of academic areas:

TOP
13-45%

OF THEIR GRADUATING
HIGH SCHOOL CLASSES

21-26
ACT Score

1050-1230
SAT Score

[MATH + EVIDENCE-BASED
READING AND WRITING]

3.58

AVERAGE HIGH SCHOOL GPA
[ON A 4.0 SCALE]

Technology Assets and Vendor Solutions in Undergraduate Admissions: *as of March 2021*

Technolutions Slate, PeopleSoft 9.2, Hyland OnBase, Full Measure, Ivy.ai, Student Bridge, Othot, EAB Global, Oracle Business Intelligence, Self-Reported Academic Record (SRAR), College Board's Enrollment Planning Service, College Board's Landscape, HelioCampus

Other Stats and Facts

- University Facts and Information <https://www.ohio.edu/ohio-facts>
- Ohio University Fact Book: <https://www.ohio.edu/instres/FactBook.pdf>
- Ohio University Common Data Set 2020: <https://www.ohio.edu/instres/commondataset.pdf>
- Common Data Set, Prior Years: <https://www.ohio.edu/instres/CDS/INDEX.HTML>

Useful **LINKS**

Ohio University
Forever OHIO
Campaign



ohio.edu/forever

Ohio University
Undergraduate Admissions

ohio.edu/admissions

OHIO
UNIVERSITY
ONLINE

ohio.edu/online

Dual Enrollment

ohio.edu/dualenrollment

OHIO
GUARANTEE +

ohio.edu/guarantee

OHIO
Excellence Awards

ohio.edu/excellence

OHIO
Admission Promise
for Fall 2021

ohio.edu/ohio-admission-promise

Ohio University
Test-Optional Admission Pathway

ohio.edu/admissions/apply/test-optional



Assistant Vice President for Enrollment Management and Director of Undergraduate Admissions

Position Summary

Ohio University invites applications and nominations for the position of Assistant Vice President for Enrollment Management and Director of Undergraduate Admissions (hereafter AVPEM).

With its historic main campus in Athens; five regional campuses; three extension campuses in the Columbus, Cleveland, and Dayton areas; and one of the largest enrollments of online students among public universities in Ohio, the University has a collective enrollment of over 30,000 students. The stunning 1,740-acre main campus is located in what has been named one of America's best college towns. The campus seamlessly merges with Uptown Athens, which is rich with local food culture and walking distance from historic neighborhoods. Established by the Northwest Ordinance of 1787 and chartered in 1804, Ohio University is the state's first institution of higher education and one of America's oldest public universities. Today, OHIO is classified as a research university with high research activity by the Carnegie Foundation.

The Enrollment Management Division, newly elevated to report directly to Ohio University President M. Duane Nellis, currently is comprised of more than 100 full-time staff who serve students as a collaborative team through several offices and functions: Undergraduate Admissions, Enrollment Marketing, the Office of Student Financial Aid and Scholarships, the Office of the University Registrar, and the Veterans and Military Student Services Center.

Reporting to the vice president for enrollment management, the AVPEM develops, leads, and implements strategy to recruit, admit, and enroll diverse and qualified undergraduate students at Ohio University. Ohio University seeks a dynamic, experienced, and accomplished professional in admissions and enrollment for this role, a leader with a demonstrated commitment to integrity, diversity and inclusion, innovation, student success, excellent customer service, and teamwork. The AVPEM will be instrumental in catalyzing strategic enrollment management for lifelong learning at OHIO in alignment with the University's Fearlessly First strategic framework. Leading a dedicated team of admission professionals, the AVPEM will design and implement effective, strategic, innovative practices that help achieve the University's enrollment goals.

At OHIO, we believe in the transformational power of learning for all students and are committed to creating a lifelong sense of community and belonging. As part of our continuous, ever-growing commitment to diversity, equity, access, and inclusion, our admission strategy actively seeks to bring students in. The successful candidate will play a critical role in furthering an equity-minded strategy and will be essential to interdisciplinary collaborations throughout our institution and with our partners to ensure that all recruitment, retention, and success efforts promote access, excellence, and inclusion for our diverse student population.

Continued on next page

Key Responsibilities:

As an engaged member of the vice president's leadership team, the AVPEM assists with the creation and ongoing implementation of the University's strategic enrollment management plan, with particular emphasis on data-informed, innovative, equity-focused, impactful strategies for recruitment, admission, and yield. The AVPEM partners and collaborates closely with leadership in the division, in academic colleges, and across the University to integrate marketing, recruitment, admission, transfer credit, scholarship, aid, and other enrollment efforts into a cohesive, competitive, and compelling experience for prospective Ohio University students and their families.

As the leader of the Undergraduate Admissions office, the AVPEM oversees undergraduate domestic and international recruitment for Athens and OHIO Online; diversity and inclusion initiatives; admission policy, operations, and selective review; transfer credit; and strategic partnerships.

Specifically, the position provides leadership and oversight in the following areas:

- Oversees and directs Undergraduate Admissions personnel, operations, and budget of approximately \$5 million, with a continued focus on efficiency, effectiveness, and demonstrable ROI. Manages multiple vendor and systems partner contracts and relationships, ensuring productivity, transparency, and accountability.
- Advises the vice president for enrollment management on budget planning for recruitment, yield, and other division needs. Contributes to the work of various Strategic Enrollment Executive Committee initiatives.
- Continuously collaborates and partners with the senior director for enrollment marketing to design and optimize opportunities for direct marketing and outreach, communication, event marketing, and the ongoing strategic deployment of Technolutions Slate.
- Develops, leads, and guides a diverse team of committed and results-oriented professionals, including an Athens-based recruitment team, regional recruitment staff located in various markets in Ohio and across the U.S., and representatives of OHIO located in countries around the world.
- Engages in, supports, and actively encourages continuous professional development, team building, and a culture of excellent customer service in relation to both internal and external constituents.
- Develops staffing, territory management, application review, and strategic partnership models that deploy human resources most effectively to meet enrollment goals. Designs, develops and oversees the management of systems, structures, and processes that optimize recruitment, admission, and yield, with careful attention to the University's strategic priorities around academic, demographic, and geographic diversity.
- Creates and maintains a culture that turns data into actionable information to inform recruitment and admission strategy. Among staff, partners, and key stakeholders, leverages predictive and prescriptive analytics, data analytics and visualization, and other analytical tools to create awareness, understanding, action, and ongoing evaluation of ROI.
- Maintains knowledge and regularly analyzes state, regional, national, and global trends that inform recruitment and admission strategies.
- In coordination with academic and executive leadership, directs the development and implementation of academic or administrative policies to support admission, transfer credit, and state residency, as well as assists with assessment of and compliance with those policies. Oversees the management of transfer credit and policy in compliance with federal/state laws and accreditation requirements.
- Cultivates and manages productive partnerships throughout the University community, including colleges, schools, and departments. Builds effective university-wide relationships with all levels of academic and administrative personnel to develop productive targeted recruitment, admission, and yield strategies for diverse modes of education. Assists in the development of targeted, program-specific enrollment goals, recruitment strategies, and strategic partnerships to ensure continued enrollment success.
- Represents the University and the Enrollment Management division throughout various internal and external events and organizations. Assists and represents the vice president for enrollment management as needed.

For additional details, or to submit an application, please visit

<https://www.ohiouniversityjobs.com/postings/36503>



About the **ATHENS COMMUNITY**

What strikes most newcomers to Athens is the area’s dedication to cultivating community. Founded in 1797, Athens was an important stop on the Underground Railroad, and the United Mine Workers of America started as a gathering of coal miners in the area. A nationally recognized local food scene, a location near some of the state’s best hiking trails and parks, a place in the Top 100 Art Communities in America, and a long history of campus and city activism related to sustainability and social justice have all helped to establish Athens as one of today’s “50 Best College Towns to Live in Forever.” Annual local events like the Pawpaw Festival and the Nelsonville Music Festival celebrate the area’s natural beauty and reputation for not only being a growing tourist destination, but also a family-friendly and safe place to live.

More information on Athens and its surrounding area can be found at www.athensohio.com

Athens, Ohio

BEYOND THE BRICKS



INTERNATIONAL STREET FAIR • PAW PAW FESTIVAL • HOCKING VALLEY SCENIC RALEWAY • NELSONVILLE FINAL FRIDAYS • ATHENS BREW WEEK • ATHENS FARMERS MARKET • 30 MILE MEAL • WAYNE NATIONAL FOREST • STROUDS RUN STATE PARK



ATHENS AND THE SURROUNDING AREA

- COLUMBUS, OH — 76 MILES**
- CHARLESTON, WV — 90 MILES**
- CINCINNATI, OH — 157 MILES**
- LEXINGTON, KY — 184 MILES**
- PITTSBURGH, PA — 201 MILES**
- CLEVELAND, OH — 217 MILES**
- INDIANAPOLIS, IN — 250 MILES**
- DETROIT, MI — 277 MILES**
- NASHVILLE, TN — 423 MILES**
- CHICAGO, IL — 431 MILES**

City of Athens
www.ci.athens.oh.us

Athens County Visitor Bureau
athensohio.com

Athens City Schools
athenscsd.org

Athens Farmers Market
athensfarmersmarket.org

Hocking Hills
hockinghills.com

Strouds Run State Park
parks.ohiodnr.gov/stroudsrun

Learn **MORE ABOUT...**

Our Robust Benefits Package

Ohio University is proud to offer a robust healthcare plan that includes maternity care, transgender care, counseling and mental healthcare, prescription coverage, vision, dental, and orthodontia care. Our robust benefits package also includes paid holidays, sick time, personal time, a tuition waiver up to 100% for self and dependents, a comprehensive insurance package (including but not limited to prescription, vision, dental, and life insurance), an excellent retirement plan with up to a 14% company contribution, a 12-week parental leave program, adoption reimbursement, flextime and flexplace policies, an employee assistance program, access to professional development programs, and more.

For more information, visit ohio.edu/hr/benefits.

Employee Involvement Opportunities

As part of our constant effort to foster an inclusive, welcoming workplace, OHIO is home to various involvement opportunities for faculty and staff including a number of employee affinity organizations; a wide array of on-campus programming; shared governance opportunities; and a variety of mentoring, professional development, and continuing education opportunities.

For more information, visit ohio.edu/hr/additional-resources/employee-involvement.

On-Campus Employee Resources

We are proud to meet the needs of our diverse workforce, students, and community members with an ever-growing list of resources including lactation spaces, prayer and meditation spaces, and a variety of campus centers and offices including the Office for University Accessibility and several centers housed within the Division of Diversity and Inclusion.

For more information, visit ohio.edu/hr/resources/accessibility-and-accommodations.





**FOREVER
OHIO**