

Jason K. Reinoehl, Ph.D.

Visionary leader with 12 years of experience in marketing, recruitment, admissions, financial aid, enrollment and student success for the *University of Dayton*; consistently enhancing international reputation and exceeding domestic and international admissions goals and key enrollment metrics, including geo-demographic diversity, the number of applications, acceptance rate, discount rate, net revenues, academic quality, retention and graduation. These efforts combined to significantly increase net revenues to the University, a 6-year increase of greater than \$30 million. Pragmatic, analytical thinker who maximizes talent, resources, technology, partnerships and collaboration to drive innovation and change; motivates teams and individuals to high levels of personal and professional achievement.

Professional Accomplishments

- Provided visionary leadership as interim Vice President and during previous transitions of three Provosts and two Vice Presidents of Enrollment Management and Marketing.
- Instituted marketing and enrollment strategies leading to consistent records of undergraduate headcount enrollment, increasing geo-demographic diversity, academic quality, retention and net revenues.
- Led the development and implementation of the nation's leading four-year net price guarantee model that transformed UD's value proposition and financial model and drove significant improvements in retention and loan borrowing while garnering significant media attention and advancing UD's reputation.
- Strategically improved the university's undergraduate selectivity rate by 20% and raised average first-year SAT by 20 points during this same period.
- Envisioned data-driven market segmentation, search, personalized application generation and yield strategies to increase domestic reach to all 50 states and over 70 countries.
- Used cutting-edge communication technologies, strategic partnerships, market research and targeted market initiatives to drive segmented market expansion leading to 35% increase in domestic applications and 200% increase in international applications over the past 5-years.
- Led the development, branding and promotion of year-round academic programs for the University of Dayton China Institute.
- Led overhaul of financial aid budget process, realized over \$5 million annual savings.
- Drove increased internationalization and net revenues through entrepreneurial summer programming.
- Managed all aspects of the *Leadership in Service* program, creating over 500 new feeder high schools.
- Developed predictive models for search, recruiting, admission, financial aid, retention, and alumni engagement.
- Created all enrollment management presentations to Board of Trustees and university-wide leadership councils.
- Advised Dean of School of Education and Health Sciences to adopt Physician's Assistant program and to rename school.
- Provided consultative analysis for Academic Affairs, Athletics, Student Development, Human Resources, Finance, and University Advancement.
- Successfully led the implementation of Banner Financial Aid system, on time, under budget.
- Served as Conference Chair, led 45 volunteers in the planning of Midwest Association Student Financial Aid Administrators (MASFAA) annual conference, under budget.
- Gained fluency in analytic and visualization technologies: Alteryx Designer, Cognos, Tableau, SQL, Excel, PowerPoint, and Prezi.

Professional Experiences

University of Dayton, Dayton, Ohio

2004-Current

Interim Vice President, Enrollment Management & Marketing, 2015-Current

- Report directly to the Provost with dotted-line reporting to the President
- Responsible for planning, directing and executing strategies to consistently achieve greater levels of success in the offices of University Marketing, Admission and Financial Aid, International and Graduate Admission,

Flyers First and Enrollment Processing, Registrar and Registration, Student Success and Parent Engagement, Enrollment IT and the University of Dayton China Institute.

- Develop and lead a diverse leadership team consisting of the Associate Vice President of University Marketing, the Associate Vice President of Enrollment Management, the Assistant Vice President and Dean of Admission and Financial Aid, the Registrar, the Executive Director of Flyers First, the Director of Student Engagement, the Associate Director of Student Engagement, the Director of Enrollment Strategies, the Director of Enrollment IT and the Executive Director of China Initiatives.

Assistant Vice President, Enrollment Strategies & International Initiatives, 2011–2015

- Reported to the Vice President for Enrollment Management & Marketing.
- Managed an internationally diverse international and graduate admission staff of a Director, two Associate Directors, two Assistant Directors, three Counselors and multiple Regional Enrollment Managers as well as the Director of the Enrollment Management Communication Center.
- Directed all admission policies and financial aid leveraging strategies.
- Oversaw fulfillment of enrollment-related digital and print marketing strategies.
- Served as data architect; led the collection and strategic use of key data for informing enrollment strategies.
- Led external research and marketing vendors to develop best practices.
- Worked with Deans to inform development of academic programs and concentrations.

Director, Enrollment Management Research, 2010–2011

- Oversaw the development of enrollment systems and data structures.
- Served as liaison to consultants for strategic enrollment management services.
- Responded to annual survey requests from external rating and marketing agencies.
- Researched and recommended best practices for predictive modeling.

Associate Director, Systems, 2007–2010

- Reported to Executive Director of Financial Aid; administered nearly \$140 million annually.
- Led Banner implementation and process improvements, system upgrades, and campus-wide integration.
- Responsible for research and implementation of all federal, state, and institutional financial aid regulations.
- Managed A-133 audit process to ensure federal compliance and identify operational inefficiencies.

Associate Director, Student Financial Services, 2005–2007

- Managed all day-to-day aspects of the Financial Aid office to ensure quality student service.
- Collaborated with academic department chairs to proactively handle all Satisfactory Academic Progress issues.
- Served as primary contact for external constituents (consultants, lenders, organizations and secondary schools).
- Updated website and all external publications to reflect re-branding as well as federal and state changes.

Financial Aid Counselor, 2004–2005

- Counseled students and parents about institutional, federal, state, and private aid eligibility.
- Provided financial planning, debt management, and tax advice.
- Presented FA information to diverse populations during community outreach programs.

Zurface, Sanders, & Rasor, CPAs, Inc., Indianapolis, Indiana

2003-2004

Accountant, 2003–2004

- Prepared and reviewed individual, corporate, gift, and trust income tax returns.
- Audited non-profit client financial statements and operations to meet GAAP requirements.
- Completed monthly and year-end financial reporting and compilations for clients from non-profit industries.

Youth Services Bureau of Porter County, Valparaiso, Indiana

2002-2003

Budget Analyst, 2002-2003

- Monitored \$10 million post award budget for sixteen mental health programs.
- Managed all day-to-day accounting activities.
- Redesigned processes, procedures, and vendor relationships to cut costs 18%.

Manchester University, North Manchester, Indiana

1997-2002

Marketing Coordinator, 1997-2002

- Created, managed, and utilized a 7,000-name strategic marketing database.
- Managed recruitment and acceptance processes for 350 study abroad students.

Reinoehl's Berry Farms, Inc., Waterloo, Indiana**1985-2002**

Sales Manager, 1985-2002

- Managed and marketed family-owned, 3,000 lb / day strawberry farm operation.
- Supervised staff of thirty strawberry pickers, sorters, and point of sale employees.
- Performed farm-related tasks in off-season.

Higher Education

Doctor of Philosophy, Educational Leadership

University of Dayton, Dayton, Ohio, 2014Dissertation: *"Association between tuition discounting and institutional goals at the largest Midwestern private colleges and universities"*

Master of Business Administration with Distinction

Valparaiso University, Valparaiso, Indiana, 2003

Bachelor of Science in Accounting and Computer Science

Manchester University, North Manchester, Indiana, 2002**Honors and Leadership Development**

- Enrollment Leader Academy, College Board, 2014-2015
- Development team member, Leadership UD, 2013-2015
- Emerging Leader Program, Center for Leadership and Executive Development, UD, 2011-2012
- Leadership UD associate, 2009-2010
- Venus Leadership Training, 2008-2009
- National Association of Student Financial Aid Administrators (NASFAA), Leadership Conference, 2009
- Outstanding New Professional Award, Midwest Association of Student Administrators (MASFAA), 2008
- MASFAA Treasurer, 2010; Treasurer-Elect, 2009; Chair-Local Arrangements Committee, 2008
- MASFAA Leadership Institute, 2007
- MBA Honors – top GPA, class of 2003
- Member of Beta Gamma Sigma Business Honor Society
- Finished 12 marathons, multiple top-10 finishes

Selected Presentations and Articles

Association of Catholic Colleges and Universities (ACCU)

- 2016, Washington, DC: "Real World Solutions for Presidents, Expanding your Global Footprint"

Inside Higher Education Webinar Series

- 2015, November: "Improve Student Success and Enrollment with Data Blending"

Strategic Enrollment Management Quarterly (co-author)

- 2015, October: "Tuition Discounting and Socioeconomic Diversity at Larger Private Universities"

College Board: Midwest Regional Forum

- 2013, Chicago, IL: "Building a Culture of Engagement Using Predictive Analysis"
- 2010, Chicago, IL: "What are Your Aid Strategies? The Art and Science of Financial Aid Awarding at Midwestern Private Colleges and Universities"

ACT: Enrollment Planners Conference

- 2012, Chicago, IL: "Search Strategies That Get Results"

College Board: NACAC Pre-Conference Session

- 2012, Denver, CO: "Student Search Strategies, Pre-Conference Workshop"

Midwest Association of Student Financial Aid Administrators (MASFAA): Annual Conference

- 2009, Minneapolis, MN: "How to Prepare for a Program Review or Audit"