



GENEVA COLLEGE

VICE PRESIDENT OF ENROLLMENT & MARKETING



Geneva College is a comprehensive Christian college of the arts, sciences and professional studies. Founded in the tradition of the Reformed Christian faith, Geneva continues to draw on the rich resources of the Reformed tradition to shape its educational approach. Geneva prepares students to serve Christ in all areas of society: work, family and the church. Geneva is a founding member of the Council for Christian Colleges & Universities (CCCU).



Since opening its doors in 1848, the college's dedication to educating students—traditional, adult learners and graduate—without regard to gender, race or creed has earned Geneva a well-deserved reputation for accessibility.

Today, there are about 1,500 students enrolled made up of over 1,200 traditional undergraduate, 134 non-traditional undergraduate and 167 graduate students. Geneva's student body includes students representing 32 states and 11 nations.

U.S. News & World Report recognizes Geneva College as a Top 3 Best Value School out of all North Region universities for 2019. Geneva has been included on the Top 10 Best Value list six years in a row. Also, Geneva's ABET-accredited engineering program consistently places among U.S. News & World Report's Best Undergraduate Engineering Programs in the nation.

Geneva College is named on Kiplinger's prestigious national list of Top 100 Private Universities of Value for providing a quality education at an affordable price. Christian Universities Online ranks Geneva in the 50 Best Christian Colleges and Universities because of our excellence in personal attention to students, selectivity, readily available financial aid and overall student satisfaction. Geneva is also ranked ninth in the Christian Universities Online list of most beautiful Christian colleges in the world. Named a national College of Distinction, Geneva is recognized for providing outstanding preparation that is highly valued by graduate schools and employers

## ACADEMICS

Geneva offers over 80 majors and programs in its traditional undergraduate program, as well as master's degrees in Business Administration (MBA), Cybersecurity, Counseling, Higher Education and Leadership Studies. In addition, Geneva offers fully online Adult Degree Programs in Aging Services, Child & Family Services, Human Resources, Management, Criminal Justice, Public Relations, Organizational Leadership and General Studies.

Of Geneva's 80 full-time faculty members, 80% have earned doctorates. Average class size is 18 students and the student-to-faculty ratio is 12:1.



## LOCATION

Geneva's beautiful 55-acre campus is approximately 35 miles northwest of Pittsburgh in Beaver Falls, Pennsylvania. The college is located four miles south of the Pennsylvania Turnpike (I-76), Exit 13, and approximately 20 miles west of I-79. The campus is 25 miles from Pittsburgh International Airport.

## MOTTO

**PRO CHRISTO ET PATRIA** (For Christ and Country)

Geneva's primary and highest commitment is to serve and glorify Christ by graduating able men and women who will be light and salt wherever they go and in whatever they do. The motto indicates that Christ comes before country. Before the American Civil War, Geneva was active in the Underground Railroad out of loyalty to Christ and the freedom He brings. Pro Christo...expresses the longing of all believers for the day when the kingdoms of this world will bow to Jesus the King. This motto is another way of saying what Jesus taught His followers to pray: "Your Kingdom come, your will be done, in earth as it is in heaven."

Geneva's commitment to country, ...et Patria follows the biblical mandate to pray and work for the prosperity of our cities and communities and to respect government authority. Faculty and staff work to equip students for service to God and neighbor and to cultivate student engagement in civic life. The college curriculum features a strong coherent liberal arts core that includes courses in Bible, humanities and political science.

## HERITAGE

Geneva College was founded and is governed by the Reformed Presbyterian Church of North America (RPCNA). Geneva's commitment to the universal reign of the Lord Jesus Christ acknowledges God's relationship to every aspect of His creation. Thus, a Geneva education emphasizes the connection between the Christian faith and every academic, athletic and student activity.



*Geneva College is a **Christ-centered** academic community that provides a **comprehensive education** to equip students for **faithful and fruitful** service to **God and neighbor.***





## DOCTRINAL STATEMENT

Geneva College, together with the entire Christian Church, professes the Apostles Creed: "I believe in God, the Father Almighty, the Maker of heaven and earth, and in Jesus Christ, His only Son, our Lord: Who was conceived by the Holy Ghost, born of the virgin Mary, suffered under Pontius Pilate, was crucified, dead, and buried; He descended into hell. The third day He arose again from the dead; He ascended into heaven, and sitteth on the right hand of God the Father Almighty; from thence he shall come to judge the quick and the dead. I believe in the Holy Ghost; the holy catholic church; the communion of saints; the forgiveness of sins; the resurrection of the body; and the life everlasting. Amen."

Following the creedal commitment of the Reformed Presbyterian Church of North America to the Westminster Confession of Faith, Geneva believes: the Bible to be the inerrant authoritative Word of God; there is one God

eternally existent in three persons, Father, Son and Holy Spirit; the deity of Jesus Christ and His vicarious and atoning death on the cross; that since humankind is sinful and lost, the regeneration of the Holy Spirit is absolutely necessary for salvation; the resurrection of both the saved and the lost, the lost unto damnation and the saved unto the resurrection of life; that Jesus Christ is King of all the realms of life and society now and He shall return personally to consummate His kingdom.

## FOUNDATIONAL CONCEPTS OF CHRISTIAN EDUCATION

In agreement with the central teachings of the first six Ecumenical Councils, the great solas of the Protestant Reformation, the Three Forms of Unity of the German and Dutch Reformed Churches, and the Westminster Standards from the British Isles, Geneva College conducts Christian higher education according to the following concepts (excerpted from "Foundational Concepts of Christian Education" [geneva.edu/about-geneva/foundational\\_concepts](http://geneva.edu/about-geneva/foundational_concepts)):

- **Preface:** Starting with the belief that God is the source of all truth, education becomes the exciting adventure of seeking to appropriate knowledge in all its various facets under the guidance of the Holy Spirit...Education that is Christian takes for its perspective the biblical view of God, mankind, and the universe in their mutual relations.
- **The Theological Basis for Christian Education:**
  - The Christian View of God. God is one being, existing in three persons: The Father, the Son, and the Holy Spirit. He is a personal being, possessing in Himself all that personality means yet without limitation. He is the self-existent Creator, Preserver, and Controller of the universe in its totality.
  - The Christian View of Mankind. Men and women are unique among all living creatures, being distinguished from the animals by being created in the image of God as rational, moral, and spiritual beings. The purpose of human life is to glorify and to enjoy God, and



only when life is so viewed can the highest happiness, welfare, and honor be experienced. We are created as immortal beings. Earthly life is therefore preparatory to the life after death and should not be regarded as an end in itself, though as God's creation the present earthly life has value of its own... By our relationship to Adam, as representative of the human race, we are fallen creatures.

The Christian View of the Universe. The universe, as the creation of God, serves to reveal God; and its revelation is true, valid, and useful in itself.

- **The Purpose of Christian Education:**

In as much as we were created to glorify God, Christian education seeks to develop the students' abilities to know God and to relate themselves and the created universe to God through the study of His Word and Works. Christian education emphasizes the Person and Work of the Lord Jesus Christ in order that students may be yielded to Him as their Savior from sin, and that they may see in Christ the ultimate purpose and meaning of the whole universe.

## **PRESIDENT**

Dr. Calvin L. Troup currently serves as Geneva's 20th president since the institution was founded in 1848. Dr. Troup comes to Geneva from Duquesne University's Department of Communication and Rhetorical Studies where he directed the university's nationally-ranked Rhetoric Ph.D. Program. Before serving at Duquesne for 20 years, he also taught at Penn State in University Park, PA and Indiana University in Bloomington, IN. He graduated from Geneva College with a bachelor's degree (1983) and later earned a master's degree (1991) and a Ph.D. (1994) from the Pennsylvania State University. He has been published extensively, particularly on the topics of rhetoric, religion and communication. Dr. Troup also served on the Board of Trustees and Board of Corporators for Geneva College for many years.



## **ATHLETICS**

Geneva's Golden Tornadoes have a rich historic past. Sports teams began competing in the late 1800s. Geneva participates in Division III of the NCAA and competes in the Presidents' Athletic Conference. With 18 varsity sports, Geneva is a great place for sports excitement—whether you're a player or a spectator.

Golden Tornado student-athletes excel both in the classroom and on the playing fields. Each year, Geneva boasts numerous Academic All-Americans, as well as All-Conference performers in both men's and women's athletics. Coaches focus on the development of the entire student: athletically, academically, socially and spiritually.



## POSITION DESCRIPTION

Geneva is developing its commitment to a continuance of student engagement, from first inquiry through graduation and placement. The Vice President of Enrollment and Marketing also convenes the Enrollment and Student Development team, including institution leaders in Enrollment, Marketing, Student Development and Athletics.

The Vice President of Enrollment & Marketing reports directly to the President and provides leadership to the college's student development, recruitment, enrollment, marketing and public relations functions. As a member of the President's Cabinet, the Vice President will provide counsel to the President and collaborate with other executive officers to develop and implement strategies along with the student life cycle which support and enhance the vision and mission of Geneva College.

## QUALIFICATIONS & ATTRIBUTES

The Vice President of Enrollment & Marketing will be a knowledgeable professional with a *minimum of a master's degree pertinent to the role* and at least five years of commensurate higher education experience. This experience must include a record of achieving enrollment goals in private, Christian higher education institutions. In addition to these basic qualifications, the next Vice President will be:

- **A person of authentic Christian character and well-versed in the college's Reformed confession and heritage, evidenced in**
  - A deep commitment to Jesus Christ and His word, resulting in a mature Christian walk,
  - Prayerful dependence on God's provision and the guidance of the Holy Spirit,
  - An understanding and application of biblical principles for the stewardship of time, talent and treasure, with
  - Faithful service and follow-through on commitments.
- **A gifted leader who**
  - Earns respect and establishes rapport with colleagues, prospective students and their families and external constituents,
  - Encourages their teams and team members to adopt best practices, maintain high standards and reach ambitious goals,



- Inspires their teams and team members to accomplish their work with excellence, integrity and a sense of mission,
- Presents the mission of Geneva College winsomely and articulates the value of a liberal arts education within the college's Reformed confession and heritage,
- Thinks strategically and creatively, and
- Makes and communicates difficult decisions firmly, yet graciously in a God-honoring way.

- **A competent team member who**
  - Portrays an internal energy and work ethic,





- Possesses excellent writing skills and strong verbal communication skills in large and small group settings, including the ability to persuade and to listen patiently in personal conversations,
- Brings the financial skills to develop and manage budgets on sound principles,
- Understands academic funding models as well as the critical issues in higher education, Christianity and culture.

## SPECIFIC RESPONSIBILITIES

- Select, train, supervise and evaluate the work of staff involved in enrollment and marketing.
- Develop annual strategies and goals for enrollment that maximize the effectiveness of the staff and secure a vital student body well-suited to the College mission.
- Oversee the enrollment functions of the college resourcefully within the staffing and budget constraints of a small, private Christian institution.
- Establish short and long term enrollment and marketing goals and strategies, effectively integrating those with the larger institutional goals.
- Establish short and long term marketing goals and strategies with emphasis on enrollment functions of the college.
- Facilitate and support the President's active involvement and integration in enrollment and marketing efforts.
- Develop and maintain systems that measure the performance of enrollment and marketing at the College and provide reports on a timely basis.
- Serve as lead staff member supporting the Board of Trustees Enrollment Committee and report to the Board of Trustees as appropriate.
- Encourage faculty, staff and students to participate in the work of Enrollment & Marketing among faculty, staff and students on campus.
- Engage in the life of the campus community and represent the college at a wide range of activities, including attending campus events on evenings and weekends.
- Build alumni involvement in enrollment and marketing activities, events and programs.
- Exercise control and fiscal responsibility for the division's budget.



## APPLICATION

Review of application materials will begin on November 5, 2018. An application includes a letter of interest, resume and statement of faith. Inquiries, nominations and applications for the position should be directed to the President's Office. Send application materials to Andrea Kamicker, Executive Assistant to the President, via mail to the address below or to [amkamick@geneva.edu](mailto:amkamick@geneva.edu). Applications will be accepted until the position is filled.



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