



# GENEVA COLLEGE

VICE PRESIDENT OF  
ENROLLMENT & MARKETING

**GENEVA COLLEGE**

PRO CHRISTO ET PATRIA

FOUNDED 1848



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 (CCCCU) and the International Alliance for Christian Education (IACE).



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 1,300 students enrolled made up of over 1,114 traditional undergraduate, 87 non-traditional undergraduate and 148 graduate students. Geneva's student body includes students representing 40 states and 6 nations.

Geneva is recognized as a College of Distinction, affirming the school's dedication to high-quality academics founded on the inerrant truth of God's word.

## ACADEMICS

Geneva offers over 145 majors and programs in its traditional undergraduate program, as well as online and on-campus graduate programs 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, Organizational Leadership and General Studies.

Of Geneva's 71 full-time faculty members, 73% have earned doctorates. Average class size is 15 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 in Beaver County 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.

## CORE VALUES

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With Christ as King and under scripture, we:

- Serve with grace
- Pursue Godly wisdom
- Foster academic strength
- Engage culture faithfully
- Inspire vibrant hospitality
- Honor one another

## PRESIDENT

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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

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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 19 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

The Vice President of Enrollment & Marketing reports directly to the President and provides leadership to the college's recruitment, enrollment, marketing and public relations functions. Recruitment includes traditional undergraduate, graduate and online programs. As a member of the President's Cabinet, the Vice President provides counsel to the President and collaborates 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 service in higher education or commensurate professional experience. The successful candidate must have a record of achieving enrollment goals in private higher education institutions. Christian higher education is strongly preferred. In addition to these basic qualifications, the next Vice President will be:

- **A person of authentic Christian character and conversant 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,
- Works with a level of cultural intelligence well suited to Geneva's openness to students of any race



and faith, to build a student body that reflects the membership of every nation and tribe and people and language in the Kingdom of Christ,

- 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**

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- Select, train, supervise, and evaluate the work of enrollment and marketing staff.
- Oversee the enrollment functions of the college resourcefully within the staffing and budget constraints of a small, private Christian institution.
- Conduct a strategic enrollment plan including a comprehensive marketing strategy that advances the vision and strategic plan of the College to secure a vital student body well-suited to the College mission.
- Establish annual enrollment and marketing goals and strategies, effectively integrating those with the larger institutional goals.
- Collaborate with Athletics (NCAA Division III) and Financial Aid in establishing recruitment goals to generate healthy net revenues and manage institutional discount.
- Facilitate and support the President's role in enrollment and marketing efforts.
- Develop and maintain systems and that provide timely management tools and performance reports to support enrollment and marketing operations (Geneva has recently implemented SLATE).
- Lead staff support for the Board of Trustees Enrollment, Student Development, and Athletics Committee including active role in board meetings.
- Incorporate active faculty, staff and student involvement in Enrollment & Marketing activity corresponding to their respective roles in the campus community.
- Participate in campus life 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.

## **STANDARDS OF CONDUCT**

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Employees of Geneva College will affirm upon hire, and annually thereafter, their promise to abide by the College's Standards of Conduct Policy. All employees must conduct their personal affairs so there can be no opportunity for unfavorable reflections upon the Christian beliefs and mission of the College, either expressed or implied. It is expected that employees will conduct themselves in a manner consistent with biblical standards, values, and character. These standards of personal conduct do not apply to family members and/or friends of the employee.

## **APPLICATION**

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Review of application materials will begin on May 17, 2021. 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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