



# 2014-2015 President's Report HEIDELBERG UNIVERSITY



Earlier this year, we rolled out an innovative idea: All Heidelberg undergraduates who complete a bachelor's degree in any major within four years and with at least a cumulative 3.0 GPA are eligible to transition into our MBA program. One year later, these students would have a second degree – a 'Berg MBA – tuition free.

Alumnus Aris Kaplanis, '74, who was in ground level discussions that launched the program, backed the idea with a generous gift to name The Kaplanis MBA Program. I am grateful for the collaboration and support that Aris has provided.

For good reason, we also refer to it as *PlusOneAdvantage Free MBA*. The symbolism of *PlusOneAdvantage* is significant.

“Plus” equals advantage, a bonus, something extra. This is our mindset now. It is at the core of our strategy to *transform, improve and grow* Heidelberg. Our collective work is now sharply focused on providing these kinds of unique added-value opportunities to our students. The *PlusOneAdvantage* concept sets us apart while setting our students up for success.

You will read in this publication about additional ways we are enhancing the value of a Heidelberg education. Over the past year, successes such as the Dr. Susan C. Wolf Endowed Faculty Chair for the Dean of Natural Sciences (our third endowed faculty chair in the past three years), the completion and dedication of Hoernemann Stadium & The Fox Den Alumni Center, expanded services to support student success and engagement, and progress in our Academic Comprehensive Campaign for Excellence (ACCE) have fueled our momentum.

We are driven – or more accurately, fiercely committed – to continue moving forward urgently. We want our students to be prepared, to have happy, prosperous and successful lives and careers. Our passion is for student success!

I consider your support of our mission – financial, emotional and physical – a huge *PlusOneAdvantage* for Heidelberg! Thank you very much.



Robert H. Huntington, Ed.D.  
President and Associate Professor of Business

*The President's Report highlights many of the latest endeavors undertaken by Heidelberg faculty, staff, and students during the past year—work that distinguishes the University in education excellence and student success.*



# STRATEGIC ACTION PLAN

While progress during the first six years of our Strategic Action Plan has been transformational, the next several years will be crucial as we continue to improve and grow. This plan is our road map to make Heidelberg University better, bigger, stronger and smarter.

The first phase was focused on multiple and simultaneous major capital projects. The campus looks much different than it did just six years ago. In fact, approximately 25 percent of the overall space is new since the launch of the plan in 2010.

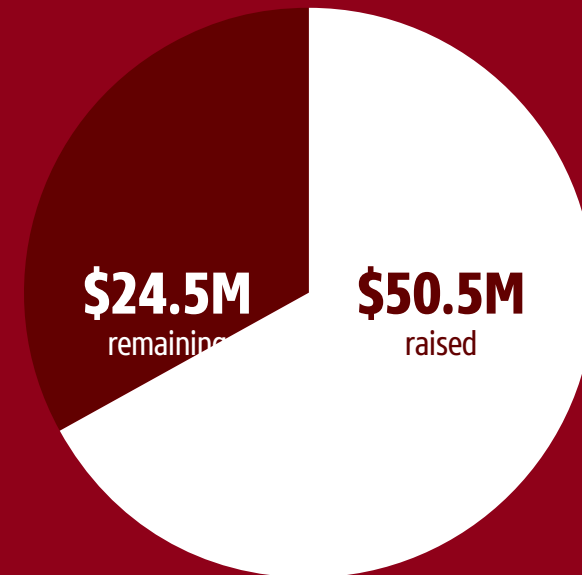
As we continue to establish and implement opportunities that add value to the Heidelberg experience, we look to the Academic Comprehensive Campaign for Excellence (ACCE) – the largest and most important fund-raising initiative in our history. In the past fiscal year, about \$4.5 million in new cash, pledges and estate gifts have been added to ACCE. Our total now stands at \$50.5 million toward a goal of \$75 million.

While ACCE is delivering critical academic resources to transform the Heidelberg student experience, we cannot stop there. We look ahead to the planned restoration and renovation of the historic France Residence Hall, a major renovation to Miller Hall and innovative ideas in residential living and dining options.

## Phase 1: Past Accomplishments

**9** New or renovated student-focused facilities in six years.

### ACCE \$75M goal



At the close of Fiscal Year 2015, about 67 percent of the ACCE goal had been met.

## Phase 2: Ongoing Initiatives



**ACCE**  
ACADEMIC COMPREHENSIVE  
CAMPAIGN FOR EXCELLENCE



ACCE helps to fund international study opportunities.

## Phase 3: Looking ahead

- Continue fund-raising toward ACCE goal
- Implement Residential Living Plan Vision to include restoration and renovation of historic France Hall and Miller Hall renovation
- Evaluate a multi-purpose indoor athletic facility for all-season recreation, sports and training



France Hall

## ACADEMICS

At the beginning of the fall 2014 semester, Heidelberg welcomed six new full-time faculty members in Athletic Training, Management, Counseling, Education, Communication & Media, and Psychology/Criminal Justice.

Adding value to the overarching student experience, alumnus Matt Miller was brought on board to manage the new Longaker Animal Lab, which opened in the fall. History professor Dr. David Hogan and music professor Dr. Doug McConnell completed sabbaticals during the spring semester.

Now under the Academic Affairs umbrella, The Owen Academic & Career Support Center expanded its services in support of student success in Fiscal Year 2015. In its inaugural year, the center assisted 236 students in its Writing Center. Meanwhile, the tutoring program had a positive impact on students' academic growth and development with nearly 600 hours of tutoring in a variety of subjects.

Faculty and students partnered to make the annual Minds@Work Student Research Conference the largest ever. On a glorious May morning, the University held the first outdoor commencement in 60 years in the new Hoernemann Stadium.

In late June, Dr. Beth Schwartz arrived to succeed retiring Dr. Dave Weininger as our VP for Academic Affairs and Provost. Perhaps the biggest headline was the launch of the *PlusOneAdvantage Free MBA* program which allows 'Berg students who meet certain criteria to earn their MBA tuition free. Alumni also are eligible for *PlusOneAdvantage Free MBA* 25 percent scholarship.



*PlusOneAdvantage Free MBA* is yet another way to add value to a Heidelberg degree.

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*"Students come and go but the faculty and staff are constant and really make this university a great place to be."*

**Trisha Eidt**  
Psychology Major, Class of 2016





## BUSINESS AFFAIRS

We may be a tinge biased, but we think we have one of the most beautiful and well-maintained campuses in the state. We hear it every day. This is due in part to the efforts of Rod Morrison, associate vice president of facilities and engineering, and the Krammes Service Center staff, which is responsible for maintaining 125 acres of on-campus property, 499 residence hall rooms, 1,570 classroom seats, 900 parking spaces and nearly 40 buildings, halls and fields.

In addition to managing revenues and expenditures, another significant function of the Office of Administration and Business Affairs is to manage the university's endowment, and therein lies great news from FY15. With the help of Board of Trustees advisors, Heidelberg's endowment has doubled from \$23 million to \$46 million since 2009. This is thanks in large part to generous gifts that have come to Heidelberg through the Academic Comprehensive Campaign for Excellence (ACCE).

Heidelberg's relationship with the town of Tiffin has become a source of pride. In the coming years, the partnership will be strengthened by a number of projects that have been in various stages of planning. These include the government-funded Sarah Street project on the north edge of the campus; a walking/biking trail that will traverse through the town and the campus, winding up at Hedges-Boyer Park; development of the Market Street/Perry Street corridor to connect the campus with downtown Tiffin; and a new Rebecca Street bridge (T-Bridge) over Rock Creek. Stay tuned for progress!

# \$46M

Heidelberg's endowment has doubled in recent years to reach this record.

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*"One of the most impressive parts of Heidelberg is the landscaped beauty of the campus. The beauty changes with the seasons to give all who visit a continual splash of color and vitality."*

**Bob Youngblood, '70**  
Admissions/Alumni Engagement Liaison

## ENROLLMENT

While recruiting new students remains everyone's top priority, the Enrollment Management Division has met challenges by streamlining its processes and developing ways to improve the exchange of information for prospective students and their families. In the past year, the division implemented a CRM, or customer relations system, that is a valuable component in communicating with its pool of prospective students. Within the CRM, the staff integrated an online application for admission which has simplified that process for many.

We are thrilled that our entering first-year class has the highest recorded average high school GPA and ACT cohort scores in our school history. At the same time, no one is satisfied that our total enrollment did not grow in Fall 2015. Student recruitment is extremely challenging in today's higher education market.

Enrollment Management partnered with the Office of Marketing & Communication to develop and implement the BMW (our acronym for Branding, Marketing and Website) Growth Plan. In short, the BMW plan sharpens and narrows our focus to better serve prospective students. We are implementing the BMW Growth Plan now.

# 39%

of first-year students are first-generation students.

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*"I've always heard about the friendliness of the Heidelberg community, and now I get to be part of it and make my own mark on campus."*

**Abby Reed**

Biology & Psychology Double Major,  
Class of 2019





## STUDENT AFFAIRS

Outcomes for students who are highly engaged in co-curricular experiences is a strong indicator that they are invested in their learning. Student Affairs remains committed to helping students unlock a world of opportunities with high-impact programming and support services, creating an environment that fosters personal growth and development, and ultimately, success.

In the past year, Stoner Health & Counseling Center has been revamped to provide additional physical health and mental health coverage, bringing on board a nurse practitioner to oversee the center and hiring two additional licensed counselors. Health and wellness is a big issue, and statistics indicate that the campus is engaged in increasing numbers with fitness programs at Saurwein Health & Wellness Center, intramurals and club sports. Heidelberg athletics experienced tremendous success on the field and in the classroom. The softball team's magical and record-breaking season is one to remember. A great source of Berg Pride, student-athletes continued to make their mark in the classroom as well, including Academic All-American honors for 'Berg baseball player Derek Hug, '16.

Student Affairs also transitioned to a new online tool, BergSync, that provides better data, information and transcript of the various extra-curricular activities that students attend. Students use BergSync to find out about opportunities for involvement on and off campus. Additionally, the division created and implemented a new Title IX Sexual Assault Policy on campus in response to student needs and ahead of a federal deadline.

# 80%

of students are engaged in recreational sports/activities.

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*"Our students really take advantage of opportunities to keep moving. The benefit of maintaining a healthy lifestyle is more important now than ever."*

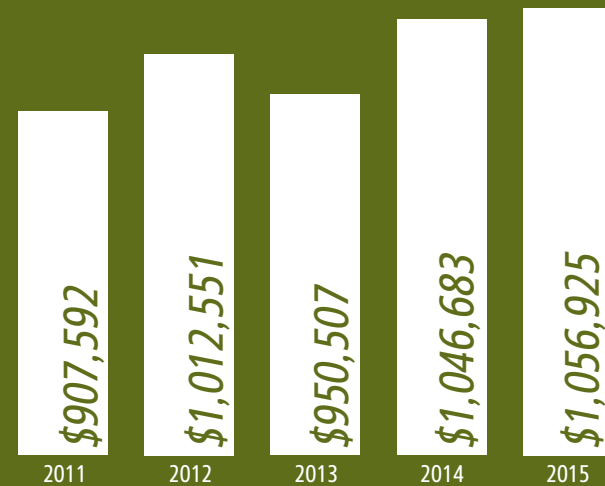
**Kayela Tidrick**, Director of Wellness and Healthy Living

## INSTITUTIONAL ADVANCEMENT

# 3 IN 3

Number of new and fully funded endowed faculty chairs in the past 3 years.

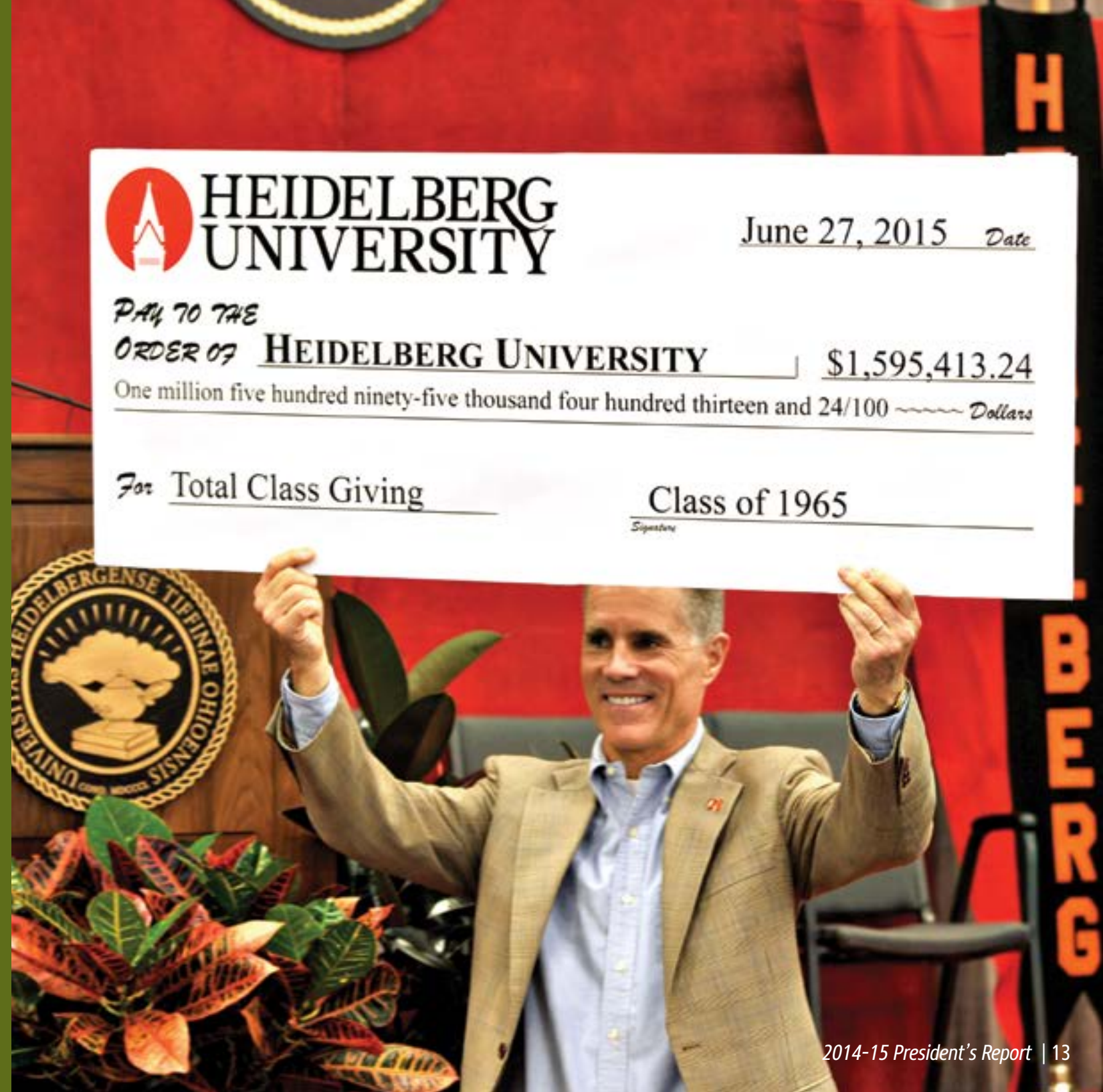
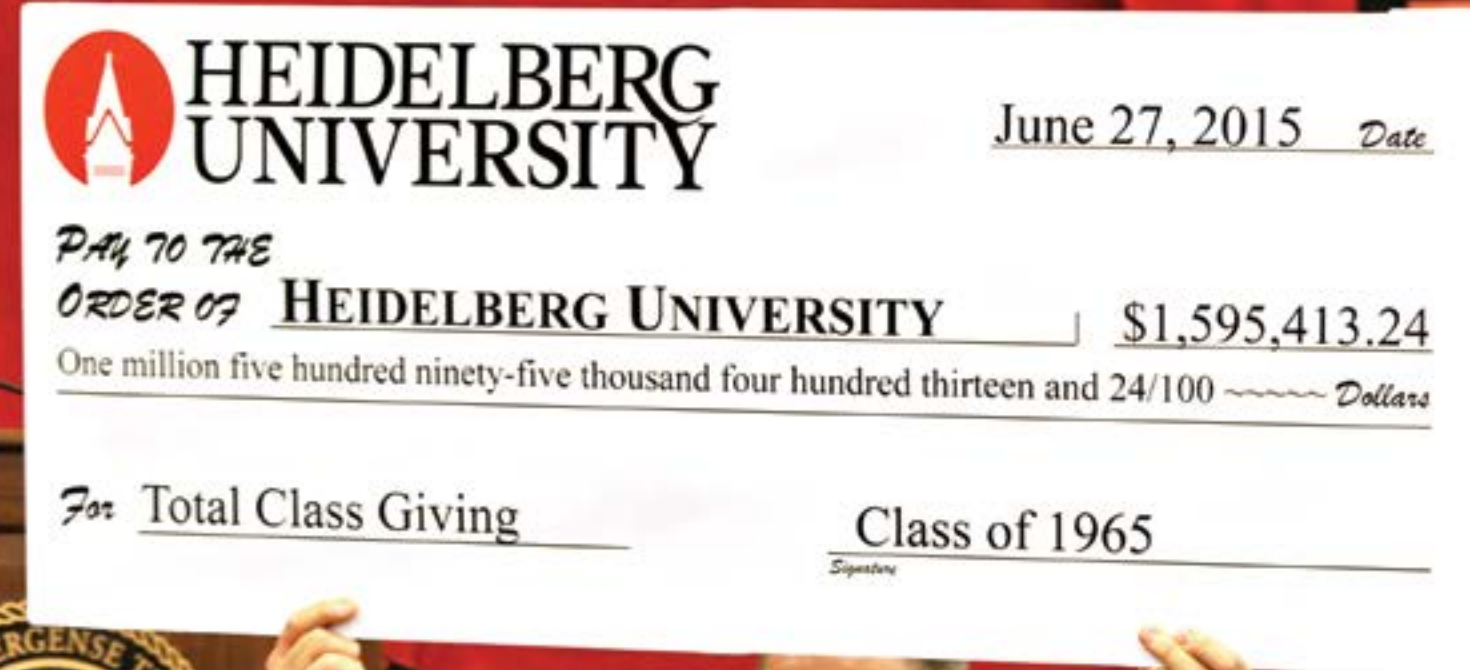
Heidelberg Fund: 5-year growth



For Institutional Advancement & University Relations, it's all about building and nurturing relationships. The past fiscal year marked a number of fund-raising successes, including the completion of the \$5.2 million Hoernemann Stadium & The Fox Den Alumni Center and the completion and dedication of Frann's Field, the new home of the Student Prince softball team.

Institutional Advancement continues to drive the \$75 million Academic Comprehensive Campaign for Excellence (ACCE) as its priority. In the past year, some \$4 million in gifts was added to ACCE, bringing the total to over \$50 million. Major ACCE gifts included the Dr. Susan C. Wolf Endowed Faculty Chair for the Dean of Natural Sciences and naming of The Aris M. Kaplanis MBA Program at Heidelberg University. The Heidelberg Fund again experienced success with a record \$1.057 million in gifts.

Heidelberg continued to reach out to alumni, hosting a natural sciences affinity reunion and the largest Alumni Weekend celebration in years. During Alumni Weekend, the 50th Anniversary Class of 1965 presented a check for nearly \$1.6 million and set a new mark of participation in reunion giving at 54 percent. Generous donors also stepped up in April with more than \$300,000 in 30 days to complete a challenge match toward the \$1.5 million Ferris and Dorothy Ohl Endowment in Music. Alumni turned out in large numbers to help Dr. Ohl celebrate his 100th birthday in September.







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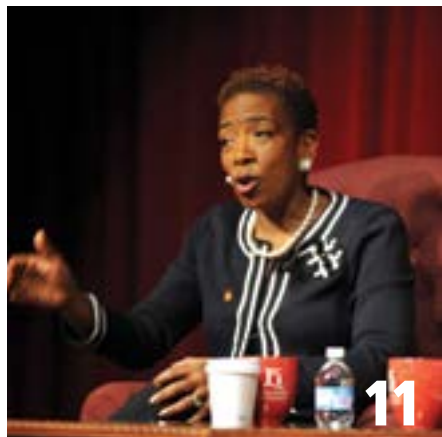
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## YEAR IN REVIEW

The year 2014-15 was one of hellos and goodbyes, inspiring speakers and performances, honors, winners, dedications and service – all adding value to the Heidelberg experience.

Kicking off the school year, new students participated in Welcome Week (1), including BergServe and Opening Convocation, to get them acclimated to new surroundings. Across town, 'Berg President Rob Huntington and Tiffin University President Paul Marion accepted the ALS Ice Bucket Challenge.

September brought a very special celebration – the 100th birthday of former Concert Choir director and music professor Dr. Ferris Ohl (2). Rwandan genocide survivor Claude Gatebuke (3) reminded us that “the power is with the people” to affect change during the annual Lichtman-Behm Genocide Lecture Series.

In October, the campus also welcomed national award-winning sports writer Jackie MacMullan (4) as the guest of The Patricia Adams Lecture Series. Hoernemann Stadium & The Fox Den Alumni Center debuted to hugely positive reviews (5). Alumnus Aris Kaplanis, '74, served as the Executive-in-Residence for the School of Business (6), making news again in June with a major gift to strengthen and grow the newly named Aris M. Kaplanis Master of Business Administration Program.

In November, senior football players celebrated a great run with the most wins ever as a class with a four-year record of 33-8. The Chemistry Club, under the direction of Dr. Nathaniel Beres, earned a top student chapter by the American Chemical Society.

Winter brought a week of events about human trafficking, planned by students Gaby Poliseno, Cole Hetman and Whitney Overlin and professors Kristen Williams, Marc O'Reilly, Julie O'Reilly and Stacey Pistorova. The first-ever School of Business job fair was a win-win for 'Berg students and employers (7).

February's headline was announcement of the third endowed faculty chair in three years – the Dr. Susan C. Wolf Endowed

Faculty Chair for the Dean of Natural Sciences, created and funded by the '71 alumna and trustee and her husband, Stephen Reynolds. Heidelberg celebrated academic inquiry with a growing number of student and faculty presenters at the annual Faculty Research Symposium and the Student Research Conference (8). Dr. Courtney DeMayo (history), Dr. Kristen Williams (education) Dr. Pam Faber (biology) and Dr. David Hogan (history) were honored for their excellence in teaching, research, classroom innovation and dedication to the humanities.

During spring break, students fanned out across the country and the globe for service and learning (9). Also in March, alumnus Mark Beliczky, '77, shared his expertise in the global marketplace as the spring Executive-in-Residence. The biggest news was announcement of the *PlusOneAdvantage* Free MBA offering that gives students the opportunity to complete their MBA degree in 12 months, for free after receiving their bachelor's degree in any major with at least a 3.0 GPA within four years.

Frann's Field took center stage in April as the magical season for the 'Berg softball team continued into the post-season. Also dedicated in April was the Longaker Animal Lab, spearheaded by alumnus Dr. Chris Longaker, '64 (10). Wall Street exec Carla Harris shared her “pearls of wisdom” as the spring Patricia Adams Lecture Series guest (11), and alumni and friends of Dr. Ferris and Dorothy Ohl stepped up with gifts for the Ohl Endowment.

Commencement 2015 (12) was held outdoors for the first time in 60 years. Institutional Advancement took the Academic Comprehensive Campaign for Excellence (ACCE) on the road with the help of faculty, students, trustees and spouses who helped spread the word about Heidelberg's successes and needs.

Heidelberg welcomed 13th President F. Dominic Dottavio back to campus in June for the unveiling of his official presidential portrait. The year closed with an “Under the Big Top” Alumni Weekend celebration (13).



*“Heidelberg University is truly fortunate to have an insightful, loyal and generous Board of Trustees that is laser-focused on moving this institution forward and ensuring student success. As board chair, I thank my fellow trustees for their commitment to Heidelberg and look forward to even greater collaboration ahead.”*

**Sondra Gerhardt Libman, '67**, Heidelberg University Board Chair

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*Lists are current as of June 30, 2015.*

## WE'VE GONE DIGITAL!

This year's President's Report (formerly the annual Recognition of Donors) has a new look and a new format! It's important to us that our readers have a comprehensive overview of the highlights of Fiscal Year 2015 (July 1, 2014-June 30, 2015). We also want to save a few trees! This publication replaces the Recognition of Donors, which now appears online only at [www.heidelberg.edu/report2015](http://www.heidelberg.edu/report2015). For those who request it, we are happy to provide a hard copy of the lists of donors for Fiscal Year 2015. As always, we sincerely appreciate the generosity of all of our donors.

*For questions or additional information, please contact:*

Stacy Wheeler  
Director of Advancement Services  
419.448.2888 or [swheeler@heidelberg.edu](mailto:swheeler@heidelberg.edu)

Sue Berryman  
Coordinator of Alumni Engagement and Donor Relations  
419.448.2396 or [sberryma@heidelberg.edu](mailto:sberryma@heidelberg.edu)