SEARCH PROFILE:

EXECUTIVE DIRECTOR OF MARKETING AND COMMUNICATIONS
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Ivy Tech Community College Indianapolis invites nominations and applications for the position of Executive Director of Marketing and Communications.
Ivy Tech Community College is Indiana's largest public postsecondary institution and the nation's largest singly accredited statewide community college system, accredited by the Higher Learning Commission. Ivy Tech has campuses throughout Indiana and also serves thousands of students annually online. It serves as the state’s engine of workforce development, offering associate degree and short-term certificate programs, and trainings that align to the needs of the community. The College also offers courses and associate degree programs that seamlessly transfer to other colleges and universities in Indiana, as well as out of state, for a more affordable route to a bachelor’s degree.

Ivy Tech Community College Indianapolis is the largest of the Ivy Tech campuses, with more than 800 employees serving over 30,000 students per year in Marion, Boone, and Hendricks Counties. Of the 800 employees, 51% are full time, 57% are female, and 30% are diverse. The college enjoys a student faculty ratio of 29 to 1.

The Indianapolis service area has four locations (two full-service campuses and two learning sites with select services and programs), with the main campus in downtown Indianapolis.

**LOCATIONS**

**Automotive Technology Center**
*Home to the Automotive Technology program and also provides limited services*

4751 Century Plaza Road
Indianapolis, IN 46254
IvyTech.edu/IndyAutomotive

**Plainfield**
*Learning site in the MADE@Plainfield Higher Education facility with select programs & services*

1610 Reeves Rd
Plainfield, Indiana 46168
IvyTech.edu/Plainfield

**Downtown Campus**
*Full-service campus offering all student services and a variety of programs*

North Meridian Center (main address)
50 W. Fall Creek Parkway, North Drive
Indianapolis, IN 46208
IvyTech.edu/Indianapolis

**Lawrence Campus**
*Full-service campus offering variety of services & programs (especially Health Sciences & Nursing)*

Fairbanks Building (main address)
9301 E. 59th Street
Indianapolis, IN 46256
IvyTech.edu/Indianapolis

**STUDENT INFORMATION**

<table>
<thead>
<tr>
<th>STUDENTS</th>
<th>34,000</th>
</tr>
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<tbody>
<tr>
<td>GENDER</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>52.6%</td>
</tr>
<tr>
<td>Male</td>
<td>46.5%</td>
</tr>
<tr>
<td>Not reported</td>
<td>0.9%</td>
</tr>
<tr>
<td>AGE</td>
<td></td>
</tr>
<tr>
<td>Less than 20 years old</td>
<td>19.5%</td>
</tr>
<tr>
<td>20 to 24 years old</td>
<td>31.1%</td>
</tr>
<tr>
<td>25 to 39 years old</td>
<td>38.6%</td>
</tr>
<tr>
<td>40 to 54 years old</td>
<td>9.6%</td>
</tr>
<tr>
<td>55 or more years old</td>
<td>1.2%</td>
</tr>
<tr>
<td>COLLEGE EXPERIENCE (REPORTED)</td>
<td></td>
</tr>
<tr>
<td>First Generation</td>
<td>28.6%</td>
</tr>
<tr>
<td>ETHNICITY/RACE</td>
<td></td>
</tr>
<tr>
<td>American Indian or Alaska Native</td>
<td>0.4%</td>
</tr>
<tr>
<td>Asian</td>
<td>3.8%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>25.9%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>5.6%</td>
</tr>
<tr>
<td>Native Hawaiian or other Pacific Islander</td>
<td>0.2%</td>
</tr>
<tr>
<td>White</td>
<td>55.2%</td>
</tr>
<tr>
<td>Two or more races</td>
<td>4.5%</td>
</tr>
<tr>
<td>Unknown</td>
<td>4.4%</td>
</tr>
<tr>
<td>CLASS STATUS</td>
<td></td>
</tr>
<tr>
<td>Full Time</td>
<td>23.4%</td>
</tr>
<tr>
<td>Part Time</td>
<td>76.6%</td>
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POINTS OF PRIDE

Advancement: The Indianapolis service area is moving into year 3 of a 5 year $285M statewide campaign managed by the Ivy Tech Foundation. The Indianapolis service area goal is $37M. To date, the campus has raised nearly $30M towards the goal through major gifts, planned gifts and grants.

Foundation: The Ivy Tech Foundation partners with donors to invest in Ivy Tech Community College students, faculty, and programs to build stronger communities and a better Indiana. In the fiscal year 2019-20, over $19 million was contributed by friends and supporters. Almost $4 million in scholarships was provided to more than 3,700 students. The foundation has total net assets of $108 million and in fiscal year 2019-20, over $20 million was provided to Ivy Tech Community College to transform student lives.

VISION

Ivy Tech Community College students earn 50,000 high-quality certifications, certificates, and degrees per year aligned with the needs of Indiana’s workforce.

MISSION

We are Ivy Tech, Indiana’s Community College. We serve the people of our state through accessible and affordable world-class education and adaptive learning. We empower our students to achieve their career and transfer aspirations. We embrace our vision of economic transformation inspired by the education and earnings attainment of our citizens, the vitality of our workforce, and the prosperity of our unique and diverse communities.
CORE VALUES

STUDENT-CENTERED
We affirm ethical and academic standards that guide personal and intellectual development through principles of honesty, integrity, and fairness.

We foster engaging learning environments that employ leading technology and learning pathways that both challenge and support our students as they explore their potential.

We stand with students facing challenges impacting their college and career aspirations by leveraging the resources and services of our college and our community partners.

OUTCOME-DRIVEN
We commit to the discovery of insight and understanding through research, analysis, and measures as we advance educational attainment and align our contributions to the future needs of employers, educational partners, and communities.

INCLUSIVE
We cultivate intellectual and cultural diversity; promote the free, open, and civil exchange of ideas; and celebrate the uniqueness of students, employees, and communities.

COLLABORATIVE
We seek and support collaborative relationships with community, philanthropic, workforce, and educational partners as we strive to achieve our mission.

TRUSTWORTHY AND TRANSPARENT
We practice honesty, courtesy, and civility, respecting all. We believe in a college community inspired by collegiality, collaboration, and open communication.
STUDENT SUCCESS COMMITMENTS

Student success is a shared responsibility among students, faculty, staff and other college community members. A campus culture of student success is fostered when all actively seek to improve on the following behaviors.

STUDENTS
- **Attend** class, learn the names of your instructors, and work to develop a relationship of trust with them
- **Complete** what you start
- **Attempt** each assignment
- **Develop** well-organized and disciplined study habits
- **Ask** questions and be prepared to use campus support resources, such as tutoring or Disability Support Services, when needed

FACULTY
- **Interact** with student by name by first class/end of first week
- **Monitor** student behavior and progress closely and **intervene** immediately, including providing timely feedback on assignments/exams so students can make changes to their learning practices

STAFF
- **Make** eye contact, smile, and say hello to everyone on campus
- **Celebrate** positive student behavior and **intervene** when vulnerable behavior is noticed
- **Engage** with students, staff, and faculty – establish a personal connection
- **Establish** clear and coherent practices and processes for students – **eliminate** barriers and make others aware when needed
- **Know** your campus resources and **direct** students to them when needed

**Initiate** one-on-one and frequent communications with students early in semester, and maintain communication throughout the semester
- **Conduct** highly structured courses with penalties for missed exams and assignments but be flexible when appropriate
- **Know** your campus resources and **direct** students to them when needed
Chancellor Lorenzo L. Esters, Ed.D., took office on July 1, 2021. Esters is the first African American to be appointed Chancellor for the Indianapolis Campus and the seventh Chancellor in the history of the campus. Immediately prior to coming to Ivy Tech Community College Indianapolis, Esters served as Vice President for Advancement and Member Services at the Association of American Colleges and Universities. He also served as Executive Director for the Skills for a New Economy Initiative with Educational Testing Services. He moved to the Indianapolis area in 2014 to serve as Vice President for Philanthropy with Strada Education Network (formerly USA Funds) from 2014 through 2018 after serving as the inaugural Vice President for Student Success and Enrollment Management at Kentucky State University. He also served as Vice President for Access and Success with the Association of Public and Land-grant Universities in Washington, DC from 2009 through 2012 where he led the Commission on Access, Diversity and Excellence and developed national initiatives focused on student access and success including the Minority Male STEM Initiative and served in various roles with the U.S. Department of Education from 2005 through 2009. He formerly served as a member of the Board of Trustees at Northern Virginia Community College and Martin University.

He is a first-generation college attendee from a working-class family and earned a bachelor’s degree in English from Rust College, a master’s degree in English from Jackson State University and the Ed.D. in Higher Education Administration/Community College Leadership from Morgan State University in Baltimore, MD. Chancellor Esters’ priorities for the campus center around significant growth in enrollment, major improvements in student success and graduation, strengthening of academic programs, building partnerships with the community (i.e., community-based organizations, faith-based organizations, secondary schools, and employers) and the implementation of campus-wide initiatives in diversity, equity and inclusion.

“My vision is that Ivy Tech Indianapolis will be a preferred education and training provider for our community and will become known for innovation in student success and community engagement. We will do this by removing barriers to access and success for our students, by supporting the professional development of faculty and staff, and through innovative partnerships with our community. We will be the campus without walls.”

Dr. Lorenzo L. Esters
Ivy Tech Community College is a statewide public single college system with 19 campuses throughout Indiana. The Ivy Tech Community College systemwide President is Dr. Sue Ellspermann and the Chancellor for the Indianapolis Campus is Dr. Lorenzo Esters. The Statewide System Office establishes statewide policy and curriculum. Campus administration establishes campus practices and procedures.

The Ivy Tech Community College State Board of Trustees comprises 15 members appointed by the governor and has responsibility for the management and policies of the College and its Campuses within the framework of laws enacted by the general assembly. Ivy Tech Community College Indianapolis Campus Board of Trustees currently consists of 11 local leaders and represent all three counties in its service area as well as representing manufacturing, commercial, agricultural, labor, and educational groups. The Campus Board of Trustees serves as an advisory board for the campus, recommending the budget for the campus service area operations and making recommendations to the State Board concerning policies.

Ivy Tech Community College enjoys a collaborative governance process and wide engagement across committees.

The Ivy Tech Community College Indianapolis Chancellor’s cabinet consists of 13 members of the functional areas of the campus and is a decision-making body for campus initiatives, polices, and procedures.

Ivy Tech Community College does not have a tenured faculty process. However, the Indianapolis campus has a vibrant faculty council and staff council that work with the campus leadership to move campus initiatives forward and have a means of communicating campus concerns. Additionally, the student government association is active on campus with regular collaboration with the Chancellor and campus leadership.

Ivy Tech Community College offers more than 70 programs across the state and enjoys articulation agreements with more than 100 schools. Ivy Tech has transfer partnerships with four-year universities/colleges across Indiana, and several out-of-state partnerships as well. Students can complete more than 50 programs at Ivy Tech Indianapolis. A description of available programs can be found at Programs by School - Ivy Tech Community College of Indiana.

Ivy Tech offers hands-on experience with some of the state’s most advanced technologies and training facilities, plus the convenience of more than 1,000 online classes, and the attention that comes with small class sizes under 30.
STUDENT EXPERIENCE

Ivy Tech Indianapolis’ active student life and development helps students get the most out of their college experience, increase career and educational opportunities, make friends, establish valuable networks, learn about strengths, and improve skills as needed. Ivy Tech’s general information for Student Life can be found at IvyTech.edu/StudentLife. Locally, additional Indianapolis information can be found at ivylife.ivytech.edu/organization/indianapolis.

Opportunities available include:

- Student Governance (Student Government Association)
- Student Leadership Development (leadership programs, workshops/conferences)
- Student Programming (social, educational, cultural activities and trips)
- Service Engagement (civic involvement, volunteer opportunities, community service)
- Recreation/Wellness (sports activities, health fairs, wellness workshops)
- Student Organizations (more than 25 local social, recreational, professional, and special interest organizations, as well as honor societies)

THE INDIANAPOLIS COMMUNITY

Greater Indianapolis is a wonderful place to live and work. Applicants are invited to explore these websites with tourist/community information:

https://www.visitindy.com/
http://www.plainfield-in.com/visit.html
https://visitlawrenceindiana.com/
https://boonecvb.com/
https://www.visithendrickscounty.com/
https://www.speedwayindiana.com/visit/

MARKETING AND COMMUNICATIONS OVERVIEW

Ivy Tech Indianapolis’ marketing and communications department is a key component and arm of the Chancellor’s Office. Serving both internal and external customers in support of the college’s strategic goals, the department is integral to college and student success. The department’s priority at this time is enrollment and program-related marketing, which includes aligning marketing efforts across the campus for maximum impact and working with the system office to fully avail the campus of the resources offered there. The Executive Director will quickly build out staffing and take on responsibility for units that oversee special events, social media, public relations, and media relations.
LEADERSHIP AGENDA

The Executive Director of Marketing and Communications (EDMC) provides overall leadership for institutional communications, marketing, and public relations and is responsible for implementing an integrated communications strategy of internal and external communications that support the institution and strengthen the image of the college. The EDMC will concentrate on strategic institutional communications, developing strong relationships with local and regional media, directing community engagement, and supervising the messaging aspects of the college. In addition, the EDMC will play a key role in emergency and crisis communications.

There are three positions that report to the EDMC, including two assistant directors and an administrative support staff member.

The EDMC is a member of the Chancellor’s cabinet, providing leadership that aligns with the College’s core values and implementing strategies to meet the needs of a diverse community, employers, and students. As a member of the cabinet, this leader serves as a strong role model for the campus culture of team collaboration and commitment to delivering high quality services and outcomes to students as well as to employer and community partners of the College. The EDMC also provides advice to the Chancellor on marketing, communications, public relations and related matters.

The Executive Director of Marketing and Communications promotes an inclusive environment that reflects the broad diversity and backgrounds represented by Ivy Tech students and area employers in which every individual feels respected and valued. Additionally, the EDMC promotes a positive image of the college to students and to internal and external stakeholders. The EDMC will also guide the daily activities for the campus in communications, public relations, and marketing, focusing on Ivy Tech-wide messaging and strategies as well as on Indianapolis campus-specific strategies that address the community and students served. This position is creative and manages metrics, highlighting corporate partnerships, student stories, academic programs, and community impact.

The EDMC demonstrates skills and abilities to concurrently manage numerous tasks, some with conflicting priorities, and works within an entrepreneurial framework. It is expected that the EDMC will partner with campus Vice Chancellors for Enrollment Services and Student Success and Academic Affairs, and the Executive Directors in Career Coaching and Employer Connections and Development to roll out communication strategies and initiatives that successfully raise college awareness, increase enrollments, and enhance partnerships with employers and other organizations. The EDMC works with the Ivy Tech Community College system office’s creative services hub for branding and design work, and website and social media support. Duties for this position also include assisting in creating and maintaining strategic alliances and building high quality relationships with other educational institutions, community organizations, governmental agencies, and media and research firms. The EDMC also oversees budget development and planning for campus marketing and communications.
REQUIRED QUALIFICATIONS FOR THIS POSITION

- Master’s degree and a minimum of five years management experience in communications, public relations, and higher education;
- Understanding of and commitment to the mission of community colleges;
- Hands-on experience in communications, marketing and public relations, including five years in a strategic communications leadership role supervising a marketing/public relations team of professionals;
- Experience working with governmental agencies and elected officials to advocate for college needs;
- Demonstrated expertise with emerging marketing communications trends, best practices, and social media;
- Demonstrated experience implementing integrated marketing, branding, public relations, digital/online, design and communications principles and strategies;
- Effective fiscal management, planning and implementation, policy development, project management, and operational experience, as well as experience leading, motivating and developing staff;
- Demonstrated organization and interpersonal skills; attention to detail; superior writing, editing, analysis, and verbal communication skills.

PREFERRED ADDITIONAL QUALIFICATIONS

- Master’s degree in communications, business, or related field;
- Community college experience;
- Digital marketing experience or credential; recent experience with social media;
- Demonstrated experience in developing, implementing and monitoring a campus recruitment and enrollment marketing plan that aligns with the institution-wide marketing plan and expands existing enrollment markets;
- Demonstrated ability to build strong working relationships, within campus departments and with community organizations and businesses, that are mutually beneficial and support student success;
- Demonstrated understanding of diversity, equity and belonging work on a college campus; ability to build relationships in diverse communities across the Indianapolis service area;
- Ability to collaborate across a statewide community college system; familiarity and comfort with use of technology and social media; knowledge and experience working with media and research firms;
- Ability to work with enrollment services and student success leadership and academic department chairs in identifying strategies for recruiting and retaining students;
- Ability to meet key people on campus and learn the area and culture soon after employment; and
- Experience leading organizational evolution in response to changing needs.

CANDIDATE ATTRIBUTES FOR SUCCESS

- The successful candidate has a deep sense of how marketing and communications support the mission of community colleges;
- Is able to build relationships and work effectively across the campus, with the system office, and with external organizations;
- Understands the varied needs of key audiences; understands community relations and the role Ivy Tech Indianapolis plays in the community;
- Identifies and builds upon existing efforts and initiatives while bringing additional experience and expertise; is flexible when moving from strategy to execution/implementation;
- Is capable of successful innovation, ideation, and execution through collaboration; recognizes ways in which programs can work in conjunction with each other to achieve marketing goals;
- Shares in the institutional focus on supporting student success;
- Demonstrates integrity, excellent interpersonal and listening skills, and competence in team building and collaborative work; and
- Can represent the campus well; has a strong vision for strengthening the brand and image of Ivy Tech Indianapolis with employers, funders, and the community.
HOW TO APPLY

Ivy Tech Community College Indianapolis is being assisted by Academic Search. Applications should consist of a substantive cover letter (no more than three pages), a curriculum vitae and a list of five professional references with full contact information. References will not be contacted without the explicit permission of the candidate. Applications, nominations, and expressions of interest can be submitted electronically, and in confidence, to: IvyTechEDMC@academicsearch.org.

The position is open until filled but only applications received by Monday, June 20 at 5:00 p.m. Eastern Time, can be assured full consideration. Confidential discussions about this opportunity may be arranged by contacting senior consultant Shirley Robinson Pippins at Shirley.Pippins@academicsearch.org and consultant Krista Johns at Krista.Johns@academicsearch.org.

Background check: This position is a sensitive position as designated by Ivy Tech Community College. Applicants must disclose within their application materials if they have ever been convicted of a crime that has not been expunged by a court. A conviction will not necessarily disqualify applicants from the position for which they are applying. A conviction will be judged on its own merits with respect to time, circumstances, and seriousness. In addition, a background check must be completed satisfactorily.

EQUAL EMPLOYMENT OPPORTUNITY

Ivy Tech Community College is an accredited, equal opportunity/affirmative action employer. All qualified applicants will receive consideration for employment without regard to race, color, ethnicity, national origin, marital status, religion, sex, gender, sexual orientation, gender identity, disability, age, or veteran status. As required by Title IX of the Education Amendments of 1972, Ivy Tech Community College does not discriminate on the basis of sex, including sexual harassment, in its educational programs and activities, including employment and admissions. Questions specific to Title IX may be referred to the College’s Title IX Coordinator or to the US Department of Education Office of Civil Rights.

SALARY/BENEFITS

The starting salary for this position is commensurate with knowledge, skills, and experience. Ivy Tech Community College offers competitive compensation and an excellent fringe benefits.

EFFECTIVE DATE OF APPOINTMENT

The appointment date for this position is August 1 or as soon thereafter as possible. Please note that the search committee expects to conduct semifinalist interviews on July 8, so that finalist interviews can be completed later in July.
ABOUT ACADEMIC SEARCH

Academic Search is assisting Ivy Tech Community College in this work. For more than four decades, Academic Search has offered executive search services to higher education institutions, associations, and related organizations. Academic Search was founded by higher education leaders on the principle that we provide the most value to partner institutions by combining best practices with our deep knowledge and experience. Our mission today is to enhance institutional capacity by providing outstanding executive recruitment services, executive coaching, and transition support, in partnership with our parent organization, the American Academic Leadership Institute. For more information, visit www.academicsearch.org.