

TELLING OUR STORY. LIVING THE PROMISE.





IT'S OUR STORY

In April 2011, Shenandoah University launched a new brand platform and graphic identity to consistently and clearly communicate its values and promote its growing reputation. These ideals find expression in the renowned faculty who teach our students; in the small, highly interactive classes where learning takes place; in the opportunities students have to gain experiences and apply what they learn in and out of the classroom; and in the innovative global programs that expand our understanding and broaden our perspectives.

Shenandoah's brand—in essence its story—is multi-faceted and it's personal. It's reflected in the experiences of students living downtown in Solenberger Hall or athletes volunteering to pick up trash in Jim Barnett Park. It resonates in the efforts of musicians, actors and dancers practicing hour upon hour to achieve their personal best; of alumni working to achieve their professional goals; and of faculty members whose scholarship inspires others to reach further and dig deeper. Together, we make up the Shenandoah story. Together, we live the promise.



FROM THE PRESIDENT

Shenandoah's reputation resides in the minds and hearts of each one of us. We live it. We own it. It's ours. Like concentric circles in a pond, we actively participate in delivering "creative energy and intellectual challenge" through our actions and experiences. As we keep the promises we make, whether to prospective students, the local community or each other, we truly live the brand.

Please join me as we use new words, tools and symbols to highlight our distinctive accomplishments, fulfill our promises and inspire future generations of Shenandoah students and alumni.

- President Tracy Fitzsimmons



SHENANDOAH UNIVERSITY 2011

- Launched a new brand platform and a new institutional signature to express its unique mission, vision, values and personality
- Ranked 27th among regional universities in the South in US News & World Report's list of Best Colleges for 2012, up from 32nd in this category last year. A steady climb in the rankings brought Shenandoah up from a ranking of 48th just a few short years ago
- Celebrated the opening of Solenberger Hall, a 19th century building newly renovated as apartment-style living spaces for 21-and-older students on the downtown walking mall
- Reintroduced a new tradition—New Student Convocation—and upgraded check-in services for students and their families during Welcome Week
- Won the USA South title for women's cross country, while baseball and softball teams went to the NCAA Regionals; a school-record number of student-athletes earned Academic All-USA South honors
- Recognized as one of just two universities specifically cited for excellent programs in athletic training by Education-Portal.com
- Expanded green spaces, built rain gardens and constructed the first green roof on campus
- Received the largest-ever property gift—The Feltner Building, a historic complex of buildings in downtown Winchester—from the Wilbur M. Feltner Family and the Feltner Community Foundation
- Appointed a new vice president for enrollment management & student success and transformed responsibilities in the Office of Student Life
- Completed a year-long celebration of 50 years in Winchester
- Completed renovations to Funkhouser-Gore residence halls, providing students with better spaces to interact, learn and socialize



LIVING OUR PROMISE

In April, Shenandoah introduced a new logo and word mark (that together make up its brand signature) and 11 signature extensions representing each of the university's academic units. These symbols represent only a portion of a larger brand initiative that uses words and images to describe broadly held and deeply felt core values and competitive advantages expressed by Shenandoah's faculty, staff, students and alumni.

The branding process, led by representatives from Denver-based Educational Marketing Group, took months of research and institutional contemplation to complete. Throughout the 2009-10 academic year, undergraduate and graduate students,

faculty and staff met to define what Shenandoah is—and what it is not. A telephone survey with area residents and focus groups with local high school students also provided valuable insights. As values and ideals began to take shape, a brand platform was framed and a graphic identity created to honor those principles and unique institutional traditions that define the Shenandoah experience. Soon, these words and symbols began to find expression in conversations, at events and in various communications venues on campus and in the larger community. The university also published a graphic standards manual on the university's website.

“Shenandoah's reputation is expressed in the best attributes of the university and its community, helping us to tell our story in conversations and across all media,” said President Fitzsimmons. “They represent our commitment to the ideals and energy that sets Shenandoah apart.”



“Our objective was find and frame a common language—what we call our brand platform—that expresses what we value, how we act as a community, and how we deliver on the promises we make to the people who depend on us.”

- President Tracy Fitzsimmons



REVEALING THE 'STORY' BEHIND THE CREST

The crest within the university signature reflects the stained glass windows of the United Methodist chapel on the original campus in Dayton, Va. The flowing design within the crest depicts the mountains and rivers of the Shenandoah Valley. Two stars represent the Native American meaning of the word Shenandoah—“daughter of the stars”—as well as the two locations the university has occupied during its 136-year history, first in Dayton and now in Winchester. Together these elements honor Shenandoah's distinguished past, celebrate its vibrant present and symbolize its exciting future.



Teaming up to ensure student success are Vice President for Student Affairs Rhonda VanDyke Colby (left) and Vice President for Enrollment Management & Student Success Clarresa Morton.

RESHAPING THE LEADERSHIP TEAM

In January, President Tracy Fitzsimmons created a new leadership position and reshaped the Office of Student Life to provide experiences that help students learn, grow and discover their passions—from acceptance to graduation and beyond.

By February, the new position—vice president for enrollment management & student success—was filled by Dr. Clarresa Morton, Shenandoah’s vice president for student affairs since 2004. Stepping into the position of vice president for student life (previously student affairs) was the Rev. Dr. Rhonda VanDyke Colby, who served as dean of spiritual life and director of the Institute for Church Professions since 2006.

“Our goal was to align the elements that contribute to student success and a fulfilling college experience,” said President Fitzsimmons. “In creating this new position and reorganizing the Office of Student Life, we’re able to focus on tracking and identifying the students who will thrive at Shenandoah, even as we provide experiences and services that lead to student success. Nearly a year into their new leadership roles, Clarresa and Rhonda are well on their way to accomplishing the goals we’ve set for both of these units.”



WELCOMING NEW STUDENTS TO THE 'SHENANDOAH EXPERIENCE'

In August, the offices of Academic Affairs and Student Life introduced new traditions and consolidated student check-in services to streamline Welcome Week activities for new students and their families.

LEAVE THE MOVING TO US

On Tuesday, Aug. 23, dozens of students, athletes, faculty, staff and alumni volunteers met arriving students and their parents at the curbs in front of Funkhouser, Parker and Racey halls. Energetic volunteers efficiently whisked away personal items from packed vehicles and delivered them swiftly

to students' rooms, while parents were greeted and directed where to park their empty vehicles. The intent for all this activity was to give parents more time to spend with their students and to make the transition to college smoother and less stressful for moms and dads.



PROVIDING PERSONALIZED EXPERIENCES

In an effort to demonstrate the friendliness of the Shenandoah campus, all student check-in services were co-located to the Brandt Student Center during Welcome Week.

“We reorganized our administrative processes to accommodate the needs of students and their families,” said Vice President for Student Life Rhonda VanDyke Colby. “It provided a one-stop experience for the check-in process.”

Staff members from the Business Office, the Registrar’s Office, Institutional Computing and other departments set up tables in close proximity, while academic deans and directors were available to answer face-to-face questions. As a result, students could pay their tuition, purchase books, pick up iMLearning equipment and sign up for various activities and clubs all in one convenient location. A full academic and social calendar enabled students to navigate a variety of events, including such new programs as the Shenandoah Spirit Rally, the iTwitFace social media gathering and the Downtown Winchester Plunge for First Year Seminar students and their professors.



‘GATHERING TOGETHER’ FOR CONVOCATION

Shenandoah reinstated Convocation this August as a defining moment for incoming students and their families at the close of Welcome Week. According to Senior Vice President & Vice President for Academic Affairs Bryon Grigsby, Shenandoah celebrated convocation years ago, but later merged it into August Commencement, an event the university discontinued in 2009.

“The idea of convocation is medieval in its origin,” explained Grigsby. “The word convocation means ‘to gather together.’ It serves as an important ritual for our campus community.”

“It was a great way to welcome the Class of 2015 to campus and gave students the opportunity to see themselves as part of a unified class.”

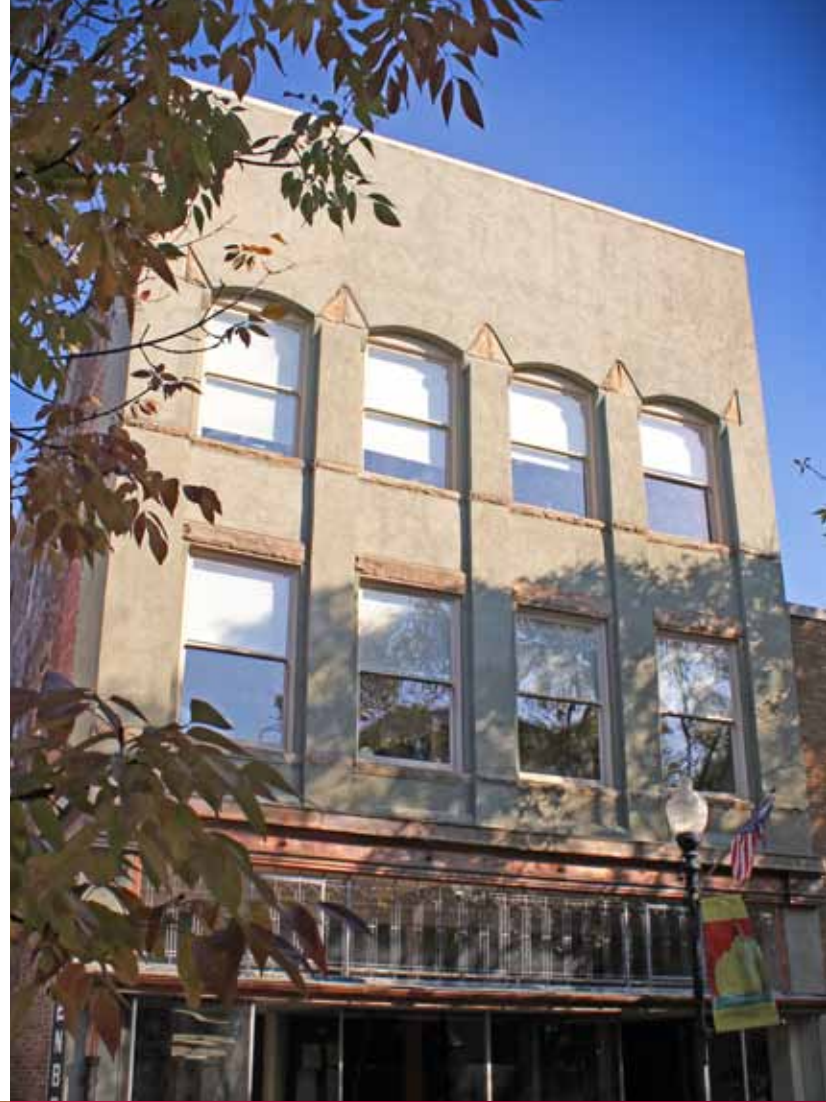
*- Vice President for Academic Affairs
Bryon Grigsby*

MAKING OUR WAY DOWNTOWN

Shenandoah students and staff members are spending more time on the downtown Loudoun Street mall, thanks to the opening of the newly renovated Solenberger Hall at 142 North Loudoun Street and the occupation of the Wilbur M. Feltner Building at 9 Court Square.

On August 15, Shenandoah dedicated its newest residence facility—Solenberger Hall—with a ribbon-cutting ceremony and public tours of the 19th century building. Days later, 27 students moved into the three-story, apartment-style facility. According to Resident Director Brandi Abrams, Shenandoah students are quickly adapting to life on the downtown mall.

“They like the independence of apartment living and the convenience of the shops and restaurants,” said Abrams. “They also enjoy walking to lunch or dinner or going out for coffee in the morning.”



“Now that students are living here, it already seems more vibrant.”

- David Smith, Old Town Development Board



Soon after students moved into Solenberger Hall, 19 of the university's Office of Advancement staff members moved from the Bowman Building on South Cameron Street to the second and third floors of the Feltner Building. A gift from the Feltner Community Foundation, it represents the largest property gift ever presented to the university.

"Our facilities are wonderful, and working on the downtown mall is a delight," said Associate Vice President for Advancement Vicky Medlock. "Since moving here, I'm more compelled to visit the many shops and restaurants on the mall. I'm enjoying this opportunity to meet my downtown neighbors."

Old Town Development Board chairman and owner of Village Square Restaurant David Smith said merchants are excited about the energy and enthusiasm Shenandoah students bring to the downtown Winchester community.

"For several years, the board has tried to connect Shenandoah University to the Old Town mall with the hope of developing a college atmosphere similar to communities like Charlottesville [Va.] or Shepherdstown [W.Va.]," said Smith. "Now that students are living here, it already seems more vibrant."

"Our facilities are wonderful, and working on the downtown mall is a delight,"

- Vicky Medlock, Vice President for Advancement





ATHLETIC HIGHLIGHTS

During the 2010-11 academic year, Shenandoah student-athletes excelled on the field and in the classroom. The women's cross country team won the USA South title, breaking the 13-year hold held by rival Christopher Newport University. The baseball and softball teams both participated in NCAA Regional championships—the baseball team for the third straight year and the softball team for the first time in school history. The baseball team also capped a phenomenal year, holding the No. 1 spot in the nation for five weeks and finishing in the top five overall.

Off the field, baseball player Kevin Brashears was named first team Capital One Academic All-America, while teammate Greg Van Sickler graduated as a three-time All-America and the first player to be named both pitcher and player of the year in the same season. Equally as impressive was the women's cross country team finishing the year with the eighth highest team GPA in the nation. Overall, a school-record 108 student-athletes earned Academic All-USA South honors.

IMPROVING GREEN SPACES ON CAMPUS

Shenandoah completed the final stages of several green space projects on campus, demonstrating its ongoing commitment to environmental stewardship and sustainability. The construction of rain gardens near Smith Library Plaza and the lawn in front of Racey Hall were part of a larger green space initiative to reintroduce green spaces and improve storm water management on campus.

According to Sustainability Coordinator Stacey Keenan, the rain gardens were constructed and completed in October 2009, but the larger green space project located in front of Gregory Hall—which included bridges, curved sidewalks and a bio-retention swale—was completed in April 2010. The Racey Hall lawn was completed as part of the residence hall's renovation in August 2010.

“The green space projects represent more than the removal of asphalt and a return to grassy surfaces,” said Keenan. “Collectively, they help with water management on campus, because they slow down water runoff and the effects of erosion, and they filter pollutants out of storm water before it reaches Abrams Creek.”



In late September, Shenandoah completed the first-ever green roof on campus. A component of the Funkhouser Hall-Gore Hall renovation, the project featured a specialized roof covered with plants that absorb rainwater and pollutants.

“Improving storm water management is an essential function of the system,” said Keenan. “Not only are we helping to make campus a more natural environment, but we’re also protecting the larger watershed, since Abrams Creek eventually flows into Chesapeake Bay and the Atlantic Ocean.”

ACADEMIC PROGRAMS

ADVANCING EXCELLENCE IN UNDERGRADUATE EDUCATION

A focus on the first-year college experience is central to the university's mission. In an effort to improve first-year student experiences and overall graduation rates, the Office of Academic Affairs utilized the Foundations of Excellence® model developed by the John N. Gardener Institute to examine the viability of the university's academic programs and student services for both first-year and transfer students. The process helped the university set priorities for resource allocation and led to a variety of new initiatives, from improvements during Welcome Week to the development of an early warning system now in place throughout campus.

New Academic Initiatives



Public Health Administration

Initially offered as a minor, the Public Health Administration program will become a major during the 2011-12 academic year in the College of Arts & Sciences. It's predicted to become a top occupation for the 21st century.



Performing Arts Medicine

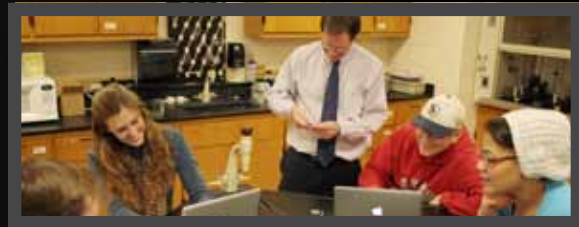
A collaboration between the Division of Athletic Training and Shenandoah Conservatory, the 18-credit Performing Arts Medicine graduate certificate program will educate health-care professionals and performing arts educators on the prevention, assessment and management of injuries and disorders specific to dancers, theatre artists and musicians.

“Shenandoah was the first private institution in Virginia to complete the Foundations of Excellence[®] process and one of only a handful of schools in the nation to include transfer students in the program,” said Senior Vice President & Vice President for Academic Affairs Bryon Grigsby. “Our efforts yielded a new vision for enhanced learning and methods for increasing retention of first-year and transfer students.”



PharmD Expands in Northern Virginia

Students seeking to earn a full-time pharmacy degree from Shenandoah's Bernard J. Dunn School of Pharmacy can now study full-time at either the Winchester campus or The George Washington University's (GW's) Ashburn campus, where Shenandoah and GW share facilities and faculty.



Center for Teaching & Learning

Dr. Anne Marchant became the first director of Shenandoah's Center for Teaching & Learning. She supports best practices and assists faculty members to improve their teaching and learning skills, enhance the delivery of educational services and utilize the latest technology tools.



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LAYING A FOUNDATION FOR FUTURE SUCCESS

Shenandoah's new brand initiative serves not only as a platform to promote the university, but also as an important tool for future decision-making. Our ongoing objective is to steward this unique and vibrant institution, where students gain valuable lessons in and out of the classroom and develop a passion for learning.

As a trustee for 11 years, and in my second year as board chair, I'm excited about helping to create a learning environment where education is a lifelong journey. I've observed this in the classroom and in conversations with students who've shared their excitement about their goals and experiences. They understand the world is connected and education is a way they can benefit themselves and their communities.

We're blessed with a remarkable and talented group of trustees. The board has a long history of giving back to this community. I'm certain it will continue to lay a foundation on which to advance the university, to promote student success and to benefit the surrounding region for years to come.

*- Chairman of the Board of Trustees
James T. Vickers*



Together, we live the promise.



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