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WHITTUM TO HEAD NEW DIVISION OF ENROLLMENT MANAGEMENT AND STUDENT ENGAGEMENT

June 21, 2019

Lindenwood University in St. Charles, Mo., announces the formation of a new division, Enrollment Management and Student Engagement, designed to bring about a new level of student experience from recruitment through graduation. Effective July 1, 2019, the division will be led by Terry Whittum, formerly vice president for enrollment management, as senior vice president for enrollment management and student engagement.

In partnership with key offices across campus, the division will imagine, design, expand, enhance, and implement strategic initiatives to deliver an exceptional student experience. The new division will include Enrollment Management, Student Financial Services, the Business Office, Student Involvement, Housing, Student Academic Support Services, and the Health and Wellness Center. As part of the new alignment, Intramurals and the Evans Commons Recreation Center will move under the umbrella of the renamed Division of Intercollegiate Athletics and Campus Recreation.

“I am excited for this new opportunity,” Whittum said. “In more than 30 years of working in higher education, I have rarely seen a greater commitment to the student experience. This new organization is a direct response to Lindenwood’s strategic plan initiative to ‘Deliver a High-Quality Student Experience.’”

Whittum said the move further demonstrates Lindenwood’s commitment to providing a meaningful experience, not only in the classroom but also across the campus.

“We now have in place all nonacademic student service areas under one division, giving us the capability to provide seamless, integrated, and inclusive high-impact experiences for our students,” Whittum said.

The move is connected to the university’s Q2 initiative, a campus-wide movement aimed at building an institution-wide comprehensive culture of outstanding customer service.

