Advancing Enrollment Excellence
University of Dayton
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Jason Reinoehl, who has led the development of some of the University of Dayton's most innovative efforts to attract and retain students, has been named vice president for enrollment management and marketing after a national search.
Reinoehl, who has served as interim vice president since last May, has played a key role in developing strategies, including the innovative net-price guarantee, that have led to record-breaking first-year classes and significant increases in retention and international enrollment. His appointment is effective July 1.

"Jason brings a terrific blend of skills to our enrollment management and marketing efforts," said President-designate Eric F. Spina. "He has a world-class understanding of higher education trends along with a commitment to ensuring those efforts reflect and advance our Catholic, Marianist mission and values."

In announcing the appointment, Provost Paul Benson said Reinoehl has a deep understanding of data modeling and analysis, including the use of those tools to shape admission and financial aid strategy.

Reinoehl's work has contributed to the increase in the University's international student recruitment — which now represents more than 10 percent of the student body — and developing the operations of the University of Dayton China Institute.

"Jason combines exceptional analytical abilities with a thoughtful leadership style and strong commitment to collaboration and communication across campus," Benson said. "He has offered information and insight to help our academic units shape programs that engage student interest and build upon our academic strengths."

Reinoehl said he was honored by his selection: "I'm humbled by this opportunity to serve the University during an exciting time in its history and to continue the strong momentum we have created together.

Deb Bickford, associate provost and chair of the search committee, said Reinoehl rose to the top of a talented national pool of candidates by demonstrating strategic forward thinking, bold ideas and vision.

"We saw him as humble and genuinely concerned about the University's future and our value proposition for future generations of students. He understands pricing and educational value and the impact of those on lower-income students. He is working with others on campus to create more pathways for all students," she said.

As vice president for enrollment management and marketing, Reinoehl has broad responsibility for student recruitment, admission, financial aid, enrollment, retention and marketing.

He earned a doctorate in educational leadership from the University of Dayton in 2014, focusing on the association between tuition discounting and institutional goals. He also holds an MBA from Valparaiso University and dual degrees in accounting and computer science from Manchester University, where he also served as marketing coordinator for five years.

Reinoehl began his University of Dayton career as a financial aid counselor 12 years ago, and steadily rose in the organization through progressively more responsible positions.

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