

From: University Marketing
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Subject: ISU Special Announcement - Vice provost selected to lead enrollment management

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ISU Special Announcement

Tuesday, December 11, 2018

Vice provost selected to lead enrollment management

Indiana State University officials have hired a leader with a record of demonstrated success to be the first vice provost for enrollment management.

Jason Trainer comes to Indiana State with more than a decade of experience leading enrollment management initiatives across four-year research, four-year regional and two-year public institutions. Trainer's approach to enrollment management is collaborative, data-informed and focused on student success.

In his new role within Indiana State's Division of Academic Affairs, Trainer will oversee the development of a comprehensive integrated strategic enrollment plan that enhances the university's reputation and effectively promotes its enrollment and student retention.

"We are excited to have Jason join the Indiana State team," said Mike Licari, provost and vice president for academic affairs at Indiana State. "I look forward to Jason enhancing our unified approach to enrollment management. He is well suited to provide the vision and strategic direction as we further expand our recruitment efforts to audiences beyond high school seniors, and he is committed to the success of the students we invite to our institution."

Trainer will begin his duties at Indiana State on March 1.

"I am excited and humbled to be joining the team at Indiana State University," Trainer said. "I see so much opportunity for collaboration across the institution to improve student outcomes and build stronger pathways to ISU. It is important that the entire institution comes together to create and implement a strategic enrollment plan. I look forward to being a part of the work that leaves our students and institution in a better position for future success."

Trainer is an active researcher with an interest in exploring academic involvement within the enrollment management function. In a recent study, Trainer studied faculty participation at high-performing enrollment management operations in the United States. His findings were recognized in the October issue of SEMQuarterly and the 2018 AACRAO SEM Conference in Washington, D.C. Additionally, the study received a 2018 National Student Clearinghouse Research Center Award for Outstanding SEM Research.

"Having spent time with Jason during the interview process, I am confident he is well suited to move the university to its next stage in strategic enrollment management," said Santhana Naidu, associate vice president for University Marketing and chair of the search committee.

Trainer previously worked as director of admissions at the University of North Dakota; director of enrollment management and institutional research, director of enrollment management and marketing, and director of marketing and communications at Northland Community and Technical College in East Grand Forks, Minn.; College of Business faculty and admissions counselor at Minot State University in Minot, N.D.

Trainer earned a Ph.D. in higher education at the University of North Dakota and a master's degree in management and bachelor's degree in marketing and business management from Minot State.

Trainer and his wife, Elizabeth, have two sons, Tucker, 8, and Jax, 3.

