



# **C R E D O**

**FIRM** OVERVIEW

# WHAT DOES CREDO DO?



Credo is

For more than two decades,

1995–present  
(see p.6)

Credo has partnered with presidents and cabinet members around the country, garnering unprecedented access to and trust with independent higher education leadership.

We provide services to colleges and universities around the country in the following areas:

- Strategic Planning & Implementation
- Enrollment & Financial Aid
- Campus Planning & Architecture
- Retention
- Leadership Development
- Student Success
- Academic Programming

|              |  |
|--------------|--|
| <b>WHAT</b>  | → the trusted partner and catalyst   |
| <b>WHO</b>   | → to leaders of independent colleges and universities  |
| <b>HOW</b>   | → providing customized, comprehensive consulting services  |
| <b>WHERE</b> | → all around the country   |
| <b>WHY</b>   | → to keep students at the center of every decision and action                                    |
| <b>WHEN</b>  | → during an era when the value and sustainability of independent higher education is in question |

# OVERVIEW

Credo is a comprehensive higher education consulting firm that specializes in working with private colleges and universities to move them forward on the continuum from surviving to thriving.

**400+** Independent college and university clients since 1995.

**120+** Campuses engaged per year.

**50+** Services offered across almost all major areas of institutional strategy and operation.

**40+** Consultants, project managers, and passionate higher education experts on the Credo team.

**50+** Sitting vice presidents, deans and directors from campuses around the country in our affiliate network.

**250+** Partner projects per year.

## Benefits to partners:

**Market Focus:** We have a passion for working with independent colleges, universities, and higher education organizations. Our expertise in this sector of the higher education market allows us to understand the unique challenges independent institutions face when attempting to make positive change. With that insight and your input, we chart courses to affect desired experiences.

**Commitment to Action:** Through our extensive expertise across independent higher ed and our belief in keeping students at the center of everything we do, our team is committed to delivering recommendations and solutions that help our partners take action on their campuses.

**Expert Team:** We are a dedicated, collaborative team of professionals that truly support each other in our work, living out Credo's values daily. We have a passion for higher education, and for the success of the institutions we serve.

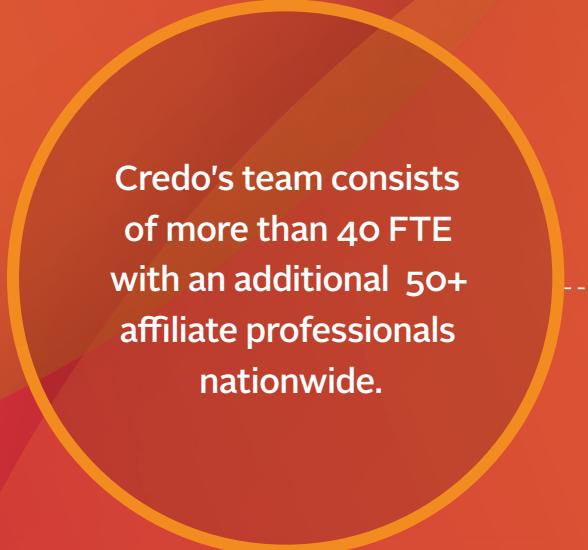
**Comprehensive Approach:** None of our services are delivered in a vacuum. Our work is informed by our holistic approach, using our team of interdisciplinary professionals to research, develop, implement, and help your team go farther faster and more efficiently.

# CLIENTS

We are proud to serve a diverse group of institutions with a range of geographies, populations, sizes, and strengths. Here are just a few of our partners, past and present.



# FIRM ORGANIZATION



Credo's team consists of more than 40 FTE with an additional 50+ affiliate professionals nationwide.

## FOUNDING PARTNERS

**Tom Gavic, President, Founding Partner / Owner**  
**Joanne Cadorette Soliday, Founding Partner / Owner / Author**

## EXECUTIVE LEADERSHIP TEAM

*Credo's Executive Management Team is responsible for the vision, strategic direction, growth, and fiscal oversight of the firm.*

**Tom Gavic, President, Founding Partner / Owner**  
**Joretta Nelson, Ph.D., Senior Vice President / Owner**  
**Tim Fuller, Senior Vice President / Owner**  
**Bill Fahrner, Chief Operating Officer / Owner**  
**Emma L. Jones, Chief Brand Officer / Owner**

## DIVISION LEADERS

*Credo's Division Leaders are responsible for the operations, growth, strategy, delivery, and teams within their respective divisions.*

**Campus Planning & Architecture:** Kevin Rolling; AIA, LEED® AP BD+C, Senior Project Manager / Architect / Owner  
**Strategic Planning:** Jennifer L. deCoste, Ph.D., Vice President  
**Enrollment Solutions:** Amy Tomko, Vice President  
**Student Success:** Michelle Samuels-Jones, Vice President

## TEAM

*Our team members lead and support both our consulting teams for each division as well as internal departments (marketing, business development, research, and operations).*

Alise Napp, Project Manager  
Amy Galbraith, Client Services Coordinator  
Amy Schwalbach, LEED® AP, Campus Planner  
Anna Poteat, Project Manager  
Amy VanDerWerf Carroll, Senior Consultant for Student Success  
Catherine Rumley, Marketing & Events Manager  
Dan Pecor, Project Coordinator  
David J. Burke, Associate Vice President for Enrollment Solutions  
Dean Rodeheaver, Ph.D., Senior Campus Planner  
Dawn Rolling, AIA, NCARB, LEED® AP, Director of Design / Architect  
Dean Rodeheaver, Ph.D., Senior Campus Planner  
Donal Fagan, Senior Project Architect / Project Manager  
Emily Paschal, Project Manager  
Jacek Flejzierowicz, Project Designer / Architect  
Kate Vigneau, Architectural Intern / Space Planner  
Katie Sparrow, Campus Planner  
Kevin Sohl, AIA, NCARB, Project Coordinator / Architect  
Laura Fabry, Office Manager  
Leah VanLandingham, Business Development Consultant & Project Manager  
Lindsay Goemann, Project Manager  
Maggie Conklin, Project Manager  
Mark Reyer, AIA, LEED-AP, NCARB, Project Designer / Architect  
Matt Trainum, Senior Consultant for Strategy  
Mike Brinkley, Accountant  
Nate Lensink, AIA, LEED-AP, PMP, Project Manager  
Pat Mangano, Hospitality Coordinator  
Paul Janssen, AIA, Project Manager / Architect  
Ryan Krier, Visual Communications Specialist  
Sarah Cusick Kalajian, Digital Media Coordinator  
Steve Morley, Director of Campus Planning  
Sue Pick, Associate Vice President for Impact  
Susan Holt, Executive Assistant  
Trudi Cary, Coordinator of Operations / Owner  
Will Lee, Associate Vice President for Enrollment Solutions

# CORE VALUES

## A Servant's Heart

We believe it is our responsibility to provide passionate and caring service to each other and to our clients. Rich and long-term relationships are important to us, and we believe they grow out of this value.

## Courageous Leadership

We believe good leadership is courageous. We will do what is right to empower our clients and each other to thrive. We are committed to confronting issues and people with grace, inclusiveness and an open mind. We will choose to act in the face of fear for a higher purpose.



## Research-Informed & Action-Oriented Solutions

We believe in practical solutions that have the most possibility of being implemented. We are committed to inform the design of practical solutions with current research. We are committed to a learning culture, holding us accountable to discover and share the most appropriate and best practice knowledge with each other and with our clients.

### ARTICULATION

Credo's Core Values were articulated in 2004 to represent the way we work with each other and with our clients.

## Risk-Taking Grounded in Trust

We believe in nurturing the entrepreneurial spirit in each other and in our clients and will support each other as we explore new ideas using a defined and research-based system of evaluation. We will embrace failure as a natural outcome of collaborative risk-taking and will commit to strategically applying our learning to a renewed entrepreneurial initiative.

## An Ethical Accountability to Financial Stewardship

We believe meeting revenue goals provides the freedom necessary to accomplish our mission with enthusiasm and without distraction. We are committed to ethical accountability to each other, and good stewardship of funds invested in us by trusting clients.

# THE THRIVING FRAMEWORK®

## ARTICULATION

Through years of higher education consulting, Credo's team saw patterns emerge in both the struggles and accomplishments of the schools we served. Over time, nine elements emerged as key drivers, and became the Thriving Framework. From Courageous Leadership to Transformative Environments, the Thriving Framework provides a powerful lens through which we view institutional health, allowing us to comprehensively address challenges while lifting up opportunities.

## THE ELEMENTS

The nine elements of the Framework are intentionally mapped to a stylized version of a traditional college building—Old Main, if you will.

**Two elements represent the capstones of a thriving college:** Vision and Institutional Self-Esteem

**Five elements represent the supporting pillars of a thriving college:** Habit of Reflection & Intentionality, Culture of Planning & Innovation, Net Revenue & Strategic Finance, Student Learning & Success, and Transformative Environments.

**Two elements represent the foundation of a thriving college:** Courageous & Collaborative Leadership and Institutional Story.



The Thriving College Framework



We are ready to start a conversation with you about  
how **Credo can empower your campus.**

If you would like to learn more, or are ready get started,  
you can contact Credo in any of the following ways

**WEBSITE** [www.CredoHigherEd.com](http://www.CredoHigherEd.com)

**EMAIL** [info@CredoHigherEd.com](mailto:info@CredoHigherEd.com)

**CALL US** 336.585.1044

## CREDO OVERVIEW



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