



For Immediate Release

Woodbury University Names Michael Truschke Vice President for Enrollment Management

***Former Dean of Admission & Enrollment Management at Pepperdine's Seaver College
To Implement Comprehensive, Innovative Enrollment Management Strategy***



LOS ANGELES (November 18, 2015) – Setting the stage for a comprehensive enrollment management strategy, [Woodbury University](http://www.woodbury.edu) has named Michael Truschke Vice President for Enrollment Management, the university announced today.

As Dean of Admission and Enrollment Management for Seaver College at Pepperdine University, Truschke oversaw undergraduate marketing, communications, recruitment, admission, retention, and enrollment management. He was also responsible for financial aid and scholarships from institutional, federal, state and private resources, for both new and returning undergraduates. Truschke's role at Seaver College extended to marketing and admission for international students, as well as immigration for all students enrolled at the university.

Woodbury's Vice President for Enrollment Management (VPEM) provides leadership, direction, and implementation of a comprehensive and innovative enrollment management strategy that is consistent with the university's goals, mission, and resources. Reporting to the president of the university, the VPEM serves as a member of the president's cabinet. The VPEM provides executive oversight of all enrollment management activities including undergraduate admissions, graduate admissions, and financial aid at both the Los

Angeles/Burbank and San Diego campuses. Truschke will work collaboratively with Woodbury's Chief Marketing Officer, other vice presidents, deans, and other members of the university's leadership team and staff in advancing the university's academic quality of students.

"Woodbury is fortunate to have someone of Michael's caliber in this vital position," said David Dauwalder, Ph.D., Provost. "His tenure at Pepperdine was exemplary, and we look forward to his contributions as we implement an Enrollment Management program that is second to none."

"I am extremely thankful to the Board of Trustees and Provost Dr. David Dauwalder for the opportunity to join the Woodbury University community as the Vice President for Enrollment Management," Truschke said. "Woodbury has a long tradition of serving the educational needs of southern California. Together with my colleagues, I look forward to building upon Woodbury's strong foundation and help position the university to attract, enroll, and graduate students who will have a significant impact on the professions, organizations, and communities with which they engage."

Prior to serving as dean at Seaver College, Truschke was Associate Dean of Enrollment Management/Director of Admission, Seaver College; Director of Admission, Seaver College; Athletic Academic Advisor, Pepperdine University; and Admission Counselor, Seaver College. He is a member of the National Association for College Admission Counseling (NACAC), the Western Association for College Admission Counseling (WACAC), and the National Association of Student Financial Aid Administrators (NASFAA). Truschke holds a B.A. in organizational communication from Pepperdine and an M.B.A. from Pepperdine's Graziadio School of Business and Management.

About Woodbury University

Founded in 1884, Woodbury University is one of the oldest institutions of higher education in Southern California. With campuses in Burbank/Los Angeles and San Diego, the university offers bachelor's degrees from the School of Architecture, School of Business, School of Media, Culture & Design, and College of Transdisciplinarity, along with a Master of Business Administration, Master of Arts in Media for Social Justice, Master of Architecture (MArch), Master of Interior Architecture (MIA), Master of Science in Architecture (MSArch), and Master of Leadership. The San Diego campus offers Bachelor of Architecture and Master of Architecture, Master of Leadership, Master of Interior Architecture and Master of Landscape Architecture degrees, as well as an MSArch degree with a concentration in Real Estate Development. Woodbury ranks in the top 4 percent nationally in *The Economist's* first-ever survey of American colleges. In 2014, the university ranked 15th among the nation's "25 Colleges That Add the Most Value," according to *Money Magazine*, and is a 2014-2015 College of Distinction. Visit woodbury.edu for more information.

Media Contact:

Ken Greenberg
Edge Communications, Inc.
(323) 469-3397
ken@edgecommunicationsinc.com