



CREDO

Credo's National Engagement Association Engagement

500

college and university clients since 1995

100+

campuses engaged per year

3

areas of focus: strategy, student success,
space & place

45+

consultants, project managers, and
passionate higher education experts on the
Credo team

100+

sitting vice presidents, deans and directors
from campuses around the country in our
affiliate network

275+

partner institution projects each year

Leadership Development Programs

Credo has partnered with higher education associations for more than a decade to deliver impactful leadership development programs for middle-talent campus leaders, cabinet-level leaders, and aspiring presidents. Building on our proprietary Thriving Institutions research, incorporating a rich leadership style assessment, and resulting in a leadership roadmap, these programs layer engagement with the national landscape of higher education with individual leadership capacities and pathways.

Current & Recent Clients:

- Appalachian College Association (ACA):
Rural Higher Education Leadership Institute, Annual since 2024
- Association of Independent Colleges & Universities of Massachusetts & Rhode Island (AICU MASS / AICU RI): *Aspiring Leaders Program*, Annual since 2023
- Association of Presbyterian Colleges & Universities (APCU):
Leadership Development Institute, Annual since 2022
- Constructive Dialogue Institute (CDI):
Leadership Institute, Annual since 2024
- Independent Colleges of Indiana (ICI):
ICI Leadership Academy, Annual since 2019
- Georgia Independent Colleges Association (GICA):
Higher Education Leadership Development (HELD) Program, Annual since 2016
- Kansas Independent Colleges Association (KICA):
Aspiring Campus Leadership Academy, Biannual since 2016



- Tennessee Independent Colleges and Universities Association (TICUA):
Advancing Leaders Summit, Annual since 2015
Executive Leadership Institute Opening Session, Annual since 2015
- Wisconsin Association of Independent Colleges & Universities (WAICU):
Executive Leadership Institute, Annual since 2022

Strategic Planning & Board Development Clients

Through years of work with higher education associations, Credo is well-equipped to engage at a variety of levels with associations to support the development of actionable strategic plans, consider the vision and value proposition for an organization, and develop the Board toward a strategic future.

- Ohio Foundation of Independent Colleges (OFIC)
- Council of Colleges of Acupuncture and Herbal Medicine (CCAHM)
- Independent Colleges and Universities of Texas (ICUT)
- South Atlantic Conference (SAC)
- North American Association of Methodist Schools, Colleges, and Universities (NAAMSCU)
- Consortium on High Achievement and Success (CHAS)
- National Endowment for Financial Education (NEFE)

Moving the Needle Student Success Cohort Partners

A Moving the Needle (MTN) cohort is a partnership that engages entire campus communities in concert across a group of institutions with a common connection such as vision, mission, or association. Learning from each other, cohort participants develop and implement inclusive campus-wide student success solutions that drive proven increases in retention, graduation, and in turn, improve institutional net revenue. Credo's unique MTN revenue-share model is the only risk/reward student success partnership in the country. This 5-year student success and retention partnership has resulted in FTFT retention increases on 100% of MTN partner campuses and improved 4-year graduation rates by an average of 5% points.

- Association of Catholic Colleges and Universities (ACCU)
- Association of Presbyterian Colleges & Universities (APCU)
- Appalachian College Association (ACA)



Speaking Engagements & Meeting Facilitations

Credo is regularly invited to speak to and facilitate conversations among groups of higher education leaders at annual meetings and conferences. Topics include institutional strategy, student success, and higher education leadership. Below is a brief selection of recent speaking engagements.

- American Association of Colleges and Universities (AAC&U):
Presidential Leadership in Crisis: Sustaining Self & Profession
- Association of Independent Colleges and Universities of Massachusetts (AICU MASS):
Leading with Longevity in Higher Education
- Association of Independent Kentucky Colleges and Universities (AIKCU):
Post-Pandemic Leadership Development: Building Adaptive Readiness for Mid-Level Campus Talent
- Consortium of Hospital-Affiliated Colleges and Universities (CHACU):
Student Success in a Post-Pandemic Future
- Council of Independent Colleges Chief Academic Officers Institute (CIC CAO):
Developing Middle Talent: Connecting Key Leaders to Institutional Strategy & Vision
- Tennessee College Public Relations Association (TCPRA):
Change & Leadership in Higher Education

National Affiliations

In addition to rich partnerships at the state, regional, and denominational level, Credo is a proud sponsor and partner to multiple national higher education associations, including:

- American Association of Colleges and Universities (AAC&U)
- American Council on Education (ACE)
- Council of Independent Colleges (CIC)
- National Association of Independent Colleges and Universities (NAICU)
- Council of Independent Colleges State Councils Network
- NAICU State Executives Network (NAICUSE)

Transfer Success Cohort Clients

Transfer success cohort partnerships engages colleges and universities in a facilitated student experience self-study to determine an institution's ability to serve transfer students well. Customized emerging roadmaps and networked learning across institutional cohorts will guide implementation on each campus of improvements designed to increase the persistence and thriving of transfer students on four-year campuses.

- Oregon Association of Independent Colleges & Universities (OAICU)



Leadership Institutes for Women & Gender-Diverse Leaders

Since 2015, Credo has convened women and gender-diverse higher education leaders for panel discussions, attendee-presented sessions, time with industry experts, and space for leader-to-leader conversation and reflection. These institutes focus on building a community of leaders and equipping all participants to lead more courageously, vulnerably, and effectively as we all work to serve students and fulfill higher education's promise of individual transformation.

2023 marked the launch of a partnership between AAC&U and Credo to expand the reach of the institutes. Both Credo and AAC&U share a passion for building and supporting an increasingly diverse leadership pipeline across higher education, and together are excited to broaden this meaningful network of leaders.

Annual Institute Themes:

- 2024: Leading with Hope
- 2023: Leading with Longevity: Sustaining Self & Profession
- 2022: Leading Through Transformation
- 2021: The Road Ahead for Leaders: Calling, Thriving, & Legacy
- 2020: Stewarding the Office of the President: Presence, Communication, and Personal Intersection
- 2019: Business & Finance from the Presidential Chair
- 2018: Institutional Sustainability and Presidential Resilience
- 2017: Navigating the Ask: Your Role in Advancement
- 2016: Managing Your Board
- 2015: Women in Leadership - Examining Research and Practice



Credo Press

Leading with Longevity: A Thriving Framework for College & University Presidents

(In Progress, 2024 anticipated)

You don't have to look very hard to find stories of failed college and university presidencies. Books, articles, and local media outlets provide meticulous postmortems of brief leadership tenures; presidencies often fraught with conflict, misalignment, shared governance issues, and moral failings. There are many presidents, though, who beat the odds of the national presidential tenure average, leading campuses successfully for years through challenge and success alike. This book seeks to examine the personal and professional conditions in which a leader can stay and flourish, resulting in a positive impact on institutional health and student outcomes. Authors Joanne Soliday, Dr. Tiffany Franks, and Emma Jones ask: How do presidents thrive in their roles over time, and how can those considering a presidency build a path to leadership longevity with intention?

Pivot: A Vision for the New University

(2019, Credo Press)

The news sure looks bad: rapidly shifting student demographics, the ever-increasing speed of technological innovation, and extreme legislative and public pressure are squeezing colleges and universities into a lose-lose race toward irrelevancy. Detailed in countless articles and books, the challenges faced by institutions of higher learning in the U.S. are varied and weighty. But higher education is far from doomed. Pivoting universities radically refocus structure and pedagogy on students and their learning; reimagine the foundational institutional structures of leadership, tenure, and the higher education business model; and produce national examples for access and inclusion. Authors Joanne Soliday and Dr. Mark Lombardi explicate a picture of possibility for the future of independent colleges and universities, one rooted in the essential value of a liberal arts education that brings students to their highest potential.



Surviving to Thriving: A Planning Framework for Private College and Universities

(2013, Credo Press)

Through the tumult of socio-economic, political, and ideological shifts exerting pressure on higher education in the United States, leaders need effective, practical tools to guide their institutions toward relevance and sustainability. Surviving to Thriving has served as that guide for independent college and university presidents, cabinets, and boards of trustees around the country since its release in 2014. With an updated introduction, this second edition offers a framework to inform institutional planning and thinking with students always at the center. Authors Joanne Soliday and Rick Mann consider and apply the nine elements of Credo's Thriving Framework® through which institutional health can be examined and improved.

