

PETER GITAU, PHD

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SELECTED KEY COMPETENCIES, ACHIEVEMENTS AND EXPERIENCES

- 20 years of progressively senior, executive-level management experience at small, medium sized, and large educational institutions/organizations
 - Vice President for Student Affairs at Dixie State University
 - Vice President for Student Affairs at Northern Kentucky University
 - Associate Vice Chancellor and Dean of Students at SIU Carbondale
 - Dean of Student Life at the University of Dubuque
 - Executive Assistant to the President for Diversity at Manchester University
 - President/Executive Director of two non-profit, charitable organizations.
 - Principal of Veritas Christian School

- Direct and specific “hands on” leadership and experience in enrollment management, student success, leading change, managing budgets, directing diversity and inclusion, and strategic planning.
 - Launched the first Strategic Enrollment Management plan at Dixie State University resulting in a 35% enrollment growth over 3 years.
 - Provided collaborative leadership and strategic direction to enrollment and student success efforts at SIU Carbondale and Northern Kentucky University
 - Led the development of a comprehensive retention plan complete with dashboards, early alert, redesign of the First-Year experience, reduction of academic failure in gateway courses, launching of a structured enrollment program for students with high risk indicators, a comprehensive student success center and faculty engagement in retention programs.
 - Launched an innovative, campus wide student care/early alert program at SIU Carbondale, NKU and DSU
 - Jumpstarted and continues to direct a targeted international student recruitment and retention program at Dixie State University raising international student enrollment by 40% in 3 years.
 - Launched and implemented comprehensive diversity/inclusive excellence management plans at Manchester University, University of

- Dubuque, SIU Carbondale, Northern Kentucky University and Dixie State University.
 - Provided leadership in developing student conduct, Title IX, campus wide threat assessment and violence prevention and safety programs at all institutions served
- Significant and growing experience with fundraising and capital projects development and management.
 - As Principal at Veritas Christian School, worked with the board to cultivate a consistent donor base with local congregations, alumni and friends of the school
 - Worked with President at Manchester University to attract a multi million dollar grant from the Lily Foundation to support retention and global engagement
 - Engaged alumni at SIU Carbondale to attract a \$ 1 million gift to support students from low social economic backgrounds
 - Collaborated in raising \$100,000 annual fund at SIU Carbondale for needy female students
 - Launched the first fundraising initiative within Student Affairs at Northern Kentucky University
 - Raised over \$1 million as head of two non- profit organizations to support educational development work in Africa.
 - Laying the groundwork for a division of Student Affairs fundraising initiative at Dixie State University.
- Board Member for Naspas James E Scott Academy.
- Disciplined, mission driven, "out of the box" thinking and decision -making.
- Clear, conceptual thinker with excellent oral and written communication skills.
- Proven success in developing, articulating and implementing an international agenda at multiple institutions including international articulation agreements, recruitment of international students and international service learning programs.
- Over 15 years higher education teaching experience in a variety of disciplines.
- Experience in faculty professional development touching on pedagogical and curricular integration and innovation.
- Founder and President of the African International Foundation for Educational Excellence (AIFEE), a 501(c)3 charity organization devoted to advancing comprehensive educational reform and development in sub-Saharan Africa.
- Demonstrated ability to work with boards of governors / trustees at all levels.
- Active research agenda, conference participation and presentations on international education and diversity.
- Founder, board member, and Executive Director of Teach My Kenyan Children (TMKC), an international Christian educational initiative with programs in Kenya, East Africa, 2001 – 2013

EDUCATION

Doctor of Philosophy (PhD), the University of Kansas, Lawrence, KS, 2001
Higher Education Policy and Administration, Minor in Public Administration,

Master of Science (MS), Eastern Illinois University, Charleston, IL, 1995
Educational Administration

Bachelor of Arts (BA), Kenyatta University, Nairobi, Kenya, 1989
Secondary Education

PROFESSIONAL EXPERIENCE

DIXIE STATE UNIVERSITY, ST GEORGE UT, 2016-CURRENT

A comprehensive, public university in Southern Utah with an enrollment of about 11,000 students. Of these, about 9,000 are traditional students while the rest are in concurrent or industry certification programs. DSU has obtained a designation as the fastest growing public university in the state of Utah.

Vice President, Student Affairs

- Serves as Chief Student Affairs Officer reporting to the President
- Member of President's Executive Team, Operations Team and University Council
- Oversees a large comprehensive Division with 300 employees and a \$27 million budget.
- Direct supervision over all enrollment management, student success, student life and inclusiveness program.
- University wide leader over "The Student Success Goal" of the University Strategic Plan
- Oversees the departments of: Admissions; Financial aid and Scholarships; Health and Wellness; Registrar, Career Services, Campus Recreation; Dean of Students/Conduct; Disability Programs and Services; International Student Services; Multicultural Programs; Raging Red; Orientation and Family Programs; Student Success Center; Student Leadership Programs; Structured Enrollment Program; Testing Center; SSS/Trio Programs; Veterans Services, and Women's Resource Center.

Selected Accomplishments

- Revamped the organizational structure of the Division, reorganizing it into 4 distinctive units: Enrollment Management; Student Success and Co-Curricular Assessment; Campus Life, and Student Inclusiveness
- Launched and continues to oversee the first Strategic Enrollment Management plan at DSU with a focus on recruitment, retention and academic programming resulting in a 12% enrollment growth last year and a 35% growth in the last 3 years

- Led in the adoption and full utilization of Slate, a CRM that manages all pre and post application campaigns including targeted messaging, pre-registration surveys and post campaign analytics.
- Overseeing a dynamic and complex Enrollment Management team that includes an Assistant Vice President for Enrollment Management (a direct report) with supervisory responsibilities over the Director of Admissions -Recruitment and Admissions combined, Registrar, Executive Director of Financial Aid and Scholarships, Director of New Student and Family programs and International Student Services. The combined department has about 75 full and part-time employees.
- Reorganized the departments of New Student Recruitment and Admissions Processing and streamlined them into one synergized operation.
- Contracted with Royal and Company to drive "out of state" recruitment
- Contracted and continues to work with Rovit to launch a virtual tour feature and Ruffalo Noel Levitz to provide short term enrollment consultancy on financial aid leveraging.
- Enhanced the academic quality of the incoming class resulting in improved student retention of the cohort.
- Overseeing the Enrollment Management budget of about \$15 million through the Assistant Vice President for Enrollment Management, a direct report
- Directing the bi monthly enrollment summit comprised of various leaders across the University
- Reporting on enrollment trends, projections and statistics before the Cabinet, University Council and the Board of Trustees.
- Working with University Advancement to solicit and strengthen funds for need based and merit based scholarships
- Leading a partnership across campus to ensure efficient registration of new and continuing students, address account receivable holds and remove barriers to registration
- Partnering with Academic Affairs to offer on demand enrollment services to online and non- traditional students.
- Developed international student recruitment strategies in sub-Saharan Africa, China, Hong Kong, Vietnam, Costa Rica and Peru, among others resulting in a 40% enrollment growth in the last three years.
- Led the exploration, signing and implementation of multiple articulation agreements between DSU and several community colleges to yield transfer students

- Launched and completed a Student Affairs Strategic Plan fully aligned with the institutional plan
- Reviewed Divisional operations and made rapid personnel and operational realignments in a budget neutral manner.
- Jointly overseeing the construction of a \$55 million Human Performance Center which is 50% Campus Recreational space
- Launched and staffed a comprehensive, cross divisional student success and retention initiative resulting in a 4% retention growth in 3 years
- Designed, hired and jointly supervise (with the President) the first comprehensive Chief Diversity Officer position at DSU.
- Reorganized and cleaned up budgets to support Divisional operations
- Launched a Divisional Professional Development Initiative to support staff bonding, growth and development
- Developed student care and emergency/crisis response protocols
- Conceptualized and launched a freshman extended orientation program ensuring every freshman student has a peer mentor
- Developed a cross divisional new student onboarding program to maximize on yield and retention
- Developed and overseeing the implementation of a Structured Enrollment program for students with multiple academic deficiencies
- Streamlined and realigned the recruiting and admission offices
- Developed and launched an aggressive but strategic recruitment and retention plan for new and continuing multicultural students
- Launched and implemented MOUs between DSU and multiple international partners
- Launched an innovative housing partnership between DSU and local property owners to maximize and streamline housing opportunities for DSU students
- Implemented within the first year a Veterans Resource Center and a fully staffed Health and Counseling Center
- Launched, in collaboration with Academic Affairs the first comprehensive Student Leadership Development Program at Dixie State University.

Committees at DSU

- President's Executive Leadership Team
- President's Operations Team
- Chair of University Retention Committee
- Member of Statewide General Education Taskforce, Liaison to Chief Student Affairs Officer team
- University Council
- University naming committee
- Appellate Chair of the Policy Exemptions Committee
- University Space Committee

- Leader of the bi monthly Enrollment Summit

NORTHERN KENTUCKY UNIVERSITY, Highland Heights, KY, **2013 – 2015**

Large, comprehensive University in tri state area of IN, KY, and OH with total enrollment of 16K students.

Vice President, Student Affairs

- Served as Chief Student Affairs Officer reporting to President and Member of President's Executive Council and Operations Team.
- Oversaw comprehensive Division with 105 employees and combined budget of \$14M.
- Reorganized and stabilized division, aligning it with institutional mission.
- Oversaw capital projects including renovations of recreational center (\$45M), residence hall (\$12M), and dining commons (\$2.5M), increasing space available for student programming dramatically and improving student satisfaction.
- Coordinated a comprehensive student success initiative that increased first to second year retention by 3%.
- Revamped student engagement and strengthened the alignment between co-curricular programs and the formal curriculum.
- Doubled support services to African American, Hispanic and LGBTQ student groups and dramatically improved their persistence.
- Developed and coordinated signing of 1st-ever Memorandum of Understanding between NKU and a leading university in sub-Saharan Africa, opening up more opportunities for student / staff / faculty exchange.
- Provided direct supervision of comprehensive portfolio, including: Assistant Vice President for Student Engagement and Dean of Students; Assistant Vice President for Student Success and Assessment; Assistant Vice President for Student Support and Business Operations; Senior Associate Dean for the Center for Student Inclusiveness; Office of the Dean of Students; University Housing; Health, Counseling and Student Wellness; Testing Services; Disability Programs and Services; Student Leadership Development Programs; Fraternity and Sorority Life; New Student Orientation and Parent Programs; Career Services; Student Achievement Programs and Services; Student Union and Engagement; University Connect and Persist: Upward Bound; Latino Programs and Services; African American Programs and Services; LGBTQ Programs and Services; Educational Talent Search; Upward Bound; Campus Recreation; Early Childhood Center and the Center for the Prevention of Violence Against Women.
- Developed Center for Student Inclusiveness.

Selected Accomplishments

- Provided critical advice on the design and appointment of the first ever Special adviser to the President for Diversity

- Provided leadership in the design and strengthening of global engagement through strategic partnerships, faculty enrichment and student support
- Designed and implemented the first ever center for Student Inclusiveness at NKU
- Reorganized a limping Division within 6 months and restored harmony and confidence
- Started the first Student Affairs fundraising initiative at NKU
- Launched a student success initiative that increased freshman retention by over 3% in two years

Committees at NKU

- Executive and Operating teams.
- University strategic planning committee.
- NCAA accreditation committee.
- University Naming Committee.
- University Athletics Council.
- Senior administrator search and screening committees.

SOUTHERN ILLINOIS UNIVERSITY, Carbondale, IL, 2008 – 2013

Nationally ranked large, Research University located in Southern IL with enrollment of 20K students.

Associate Vice Chancellor and Dean of Students

- Served as Chief Student Affairs Officer reporting to Chancellor and Provost, and (previously) Senior Student Affairs Officer reporting to Vice Chancellor for Student Affairs.
- Supervised teams of 35 and 53 employees and budgets of \$2.5M and \$3.5M, respectively.
- Direct supervisor to: Associate Dean of Students; Student Rights and Responsibilities Office; Disability Support Services; Student Legal Assistance; Center for Service Learning and Volunteerism; Saluki Cares; Veterans Student Services; Non Traditional Student Services; Black Resource Center; Hispanic Resource Center; GLBT Resource Center; Office of Student Involvement and Leadership Development; Fraternity and Sorority Life; and Center for Inclusive Excellence.
- Direct supervisory responsibilities over Career Services; Counseling Services; Judicial Affairs; Child Development Center; Disability Student Services; Student Development; Multicultural Programs; Greek Affairs; Leadership Development; Service Learning; Student Legal Assistance; Veteran Student Services Student Affairs Assessment; Supplemental Instruction; Undergraduate Student Government; the Graduate Student Council; and all Registered Student Organizations (RSOs).

- Non-direct supervisory relationship with departments of University Housing, Student Health Center, Recreation Center, Student Center and International Programs.
- Taught in College of Liberal Arts, African Studies department, Department of Educational Administration and Higher Education, and annual service-learning program to Kenya encompassing multiple academic departments.
- Worked as continent coordinator for recruitment of international students from Africa.
- Developed and managed Saluki Cares initiative, early referral / intervention program, promoting student success.
- Created more cohesive approach to diversity and inclusion and better coordination for service learning by conceiving University Center for Inclusive Excellence and Center for Service Learning and Volunteerism.
- Improved retention for black male students by developing Black Male Initiative, a comprehensive student-success program for young African American undergraduate students.
- Co- engineered the first University College at SIU, targeting academically underprepared or undecided students.
- Coordinated and helped develop “train-the-trainer” program on and decentralized approach to threat assessment with Illinois Emergency Management Agency, resulting in more advocates and responders in case of a campus emergency.
- Founded and led annual Service Learning program to Kenya for over 150 students (teams averaging 15 – 20), providing students with international travel experience and growth in cultural competency.
- Faculty member in the College of Liberal Arts and Sciences

Selected Accomplishments

- Designed and implemented the first ever university-wide, proactive student care program
- Designed and dramatically enhanced the university’s threat assessment and violence program
- Oversaw the development and implementation of an impressive minority student retention program
- Created and oversaw the first comprehensive multicultural center (Center for Inclusive Excellence) at SIU
- Designed and implemented the first Center for Service Learning and Volunteerism
- Built the most competitive study abroad program to Kenya with an annual enrollment of about 20 students.
- Created a comprehensive university chaplaincy for students’ spiritual support

Committees at SIU

- Member of 1st-Year Experience program steering committee on freshman student retention.
- Chancellor's representative to University's Affirmative Action committee.
- Chair of university-wide Campus Violence Prevention committee and Student Affairs Professional Development committee.
- Member of Chancellor's Executive Council, Deans Council, University College Committee, University Strategic Planning Committee and Co-Chair of Teaching and Student Success Strategic Planning sub-committee.
- Chair of search / screening committees.

UNIVERSITY OF DUBUQUE, Dubuque, IA, **2006 – 2008**

Medium sized, Private Liberal Arts University affiliated with Presbyterian Church, US.

Dean, Student Life

- Served as Chief Student Affairs Officer reporting to President
- Professor of Cross-Cultural Studies and World View classes.
- Supervised team of 25 employees and budget of \$1M.
- Supervised departments of Residential Life, Campus Ministry, Career and Life Services, Student Activities and Leadership Development, Multicultural Programs, International Programs, Service Learning, Undergraduate Resource Center and office staff.
- Created UD Cares, a comprehensive early alert and intervention program for students
- Rebuilt and revitalized international engagement and served as a Designated School Official (DSO) for international students' admissions and immigration compliance.
- Advised student government association and Greek council. Oversaw student judicial process and appeals officer.
- Co-Founded and chaired Iowa's Impacting Diversity through Educational Alliances (IDEA), a statewide, higher education industry diversity consortium, generating closer dialogue between key community players and improving climate for all.
- Enacted campus wide and community diversity programming and training program enabling university community to engage in difficult dialogue and allowing better proactive addressing of community issues.

Committees at UD

- Member of President's cabinet.
- Chair of University of Dubuque Diversity Taskforce.
- Member of Academic Council, Academic Standing and Admissions, Alcohol Taskforce, Assessment Taskforce, and International studies.
- Member and secretary to Student Affairs Board of Trustees subcommittee.

- Member of and representative to Dubuque Chamber of Commerce and Greater Dubuque Development Corporation's strategic planning committee on workforce development.

MANCHESTER UNIVERSITY, North Manchester, IN, **2001 – 2006**

Small, private, liberal / professional university located near Fort Wayne, IN.

Executive Assistant, to President for Diversity and Director of Multicultural Affairs

- Served as Chief Diversity Officer (CDO) and advisor to President with dual reports to President and Vice President for Student Affairs.
- Supervised staff of 5 and budget of \$500K.
- Advised cabinet and university management on diversity issues and policies.
- Served as Supervisor to Manchester University Intercultural Center.
- Served as Chief International student's immigration advisor
- Coordinated institution's retention program for international and minority students.
- Taught as assistant professor with Department of Education.
- Coordinated Diversity Strategic plan and positioned the university to address issues of diversity and inclusion more comprehensively
- Collaborated with Provost on faculty professional development initiatives focusing on culturally-responsive teaching, meeting key accreditation requirement.
- Created much needed gathering space for all minority and international students by leading renovations, relocation, and rebranding of the 1st University Intercultural Center.
- Initiated annual service-learning program to Kenya encompassing multiple academic departments, providing another opportunity for students to engage in international travel.

Committees Manchester University

- Chair of university-wide Human Diversity Committee.
- Member of Retention taskforce, Early Alert System committee, and Counseling staff.
- Member of university strategic planning committee.
- Member of Management Advisory Council.

VERITAS CHRISTIAN SCHOOL, Lawrence, KS, **1998-2001**

Private, parochial K – 12 school pursuing Classical Christian curriculum.

Principal / Administrator

- Served as the CEO of the school reporting to the Board
- Supervised all teaching and non teaching staff
- Oversaw all instructional and co-curricular programs
- Recruited and managed parent and community volunteers
- Developed and facilitated school community partnerships
- Raised school enrollment by 150% in 3 years while increasing school diversity and student success
- Collaborated with the Board on fund raising and all related development activities

ADDITIONAL RELEVANT EXPERIENCE

THE AFRICAN INTERNATIONAL FOUNDATION FOR EDUCATIONAL EXCELLENCE (AIFEE), Carbondale, IL, 2012 -Present

International charitable organization committed to provide educational development in Africa through need-based interventions, community development, service learning and outreach, research and assessment, education and training, and strategic consultancy.

Founder and President

- Coordinated registration process with relevant government agencies, organizational strategic planning process, and all fundraising, marketing, and development activities. Lead all project management efforts.
- Boosted student persistence in target schools by over 30%
- Enabled community to begin embracing literacy culture by raising over \$500K to construct and / or renovate 6 community learning centers and multiple classrooms.
- Supported 50 needy students secondary school attendance by conducting and coordinating fund-raising activities generating over \$300K.
- Host and convener of annual Achieving Educational Excellence conferences in collaboration with Kenyan government since 2012, employing ongoing strategy to change student-success dialogue and engage more students in learning process.

DIVERSITY & LEADERSHIP INTERNATIONAL , 2015-Current

An organizational development consultancy dedicated to assisting organizations maximize on their human resource potential.

Organizational Development Specialist

Provides strategic consultancies to Higher Education institutions and other companies on: Diversity Training & Assessment; Student and Employee Retention, Morale & Motivation; Change Management & Strategic Planning; Globalization & International Program Planning and Capacity Building & Assessment.

Current and active engagements

- Continuing to nurture an international agreement between Northern Kentucky University and Mt Kenya University in Kenya facilitated while at NKU.
- Facilitating an international agreement between Clarke University in Dubuque, Iowa and Mt Kenya University in Kenya
- Orchestrating an international agreement between AMG Engineering and the government of Kenya
- Facilitating capital, investment and academic engagement between 21st Century Developers and Mt Kenya University, Kenya Chambers of Commerce and various other entities.
- Engagement with APNET-African Professionals Network on Strategic Planning and capacity building

TEACH MY KENYAN CHILDREN, Lawrence, KS, 2001 – 2012

An international Christian non- profit foundation working to improve educational standards in rural villages in Kenya.

Co-Founder & Executive Director

Provided educational relief and interventions in rural Africa. Led multiple strategic planning processes and developed strong fundraising initiative.

UNIVERSITY OF KANSAS, Lawrence, KS

Largest and oldest public research university in state of KS.

Instructor, Foreign Languages and Coordinator, Peer Mentoring

EASTERN ILLINOIS UNIVERSITY, Charleston, IL

Regional medium sized comprehensive university in state of IL.

Graduate Assistant

LORETO GIRLS SECONDARY SCHOOL, Kenya, East Africa

Public boarding school for girls located on outskirts of Nairobi, Kenya.

High School Teacher, Administrator

PRESBYTERIAN CHURCH OF EAST AFRICA, Kenya

2nd-largest denomination in East Africa with congregations in every part of region.

Youth Director

Revival Interdenominational Ministries, Kenya, East Africa

An interdenominational evangelistic group with outreach and teaching ministries in various parts of Kenya.

Founder

PAPER PRESENTATIONS AND PUBLICATIONS

- Gitau, M. W. & **Gitau, P.** (2017). Ecological examination of how school-community relations influence low-performers in Kenyan rural schools. Paper presented at Council for Social Work Education (CSWE) Annual Program Meeting (APM), Sheraton Dallas Hotel, Dallas, Texas, October, 19-22, 2017.
- Gitau, M.W. & **Gitau, P.** (2017). Beyond free primary education in Kenya: focus on access and quality. Paper presented at the 7th Annual AISA International Interdisciplinary Conference in collaboration with Multimedia University of Kenya, June 27-30 2017, Nairobi, Kenya.
- Gatua, M.W., Lu, Y., & **Gitau, P.** (2016). Assessment of school needs for low-achieving students: Primary school teachers and administrators' perspectives towards students' learning in public schools in Kenya. *Journal of Global Research in Education and Social Sciences*, 7(1), 18-28.
- Gatua, M. W., Lu, Y., & **Gitau, P.** (2015, Sept.). Assessment of primary school teachers' experiences towards students' learning in public schools in Kenya. Paper presented at the *Kenyan Scholars and Studies Association 2015 Annual Conference*, University of North Alabama, Florence.
- Gitau, P. (2011). Assessing Organizational Multicultural Competence. NASPA International Conference in Philadelphia in March 2011.
- Gitau, P. (2007). Driving the internationalization of local communities through campus based initiatives. NASPA Region VI Conference in Indianapolis in October, 2007.
- Gitau, P. (2002). The white factor in determining African and African American relationships in predominantly white institutions." 7th-annual People of Color in Predominantly White Institutions Conference in Lincoln, NE in November, 2002.
- Gitau, P. (2003). Unlocking the relationship key to the retention of students of color. Recruitment and Retention of Students of Color Symposium in Kansas City in April, 2003.
- Gitau, P. (2002). Building bridges between Africans and African Americans in Higher Education. National HBCU Faculty Development Network Symposium in Nashville, TN in October, 2002.
- Gitau, P. (2003). Combating hate in predominantly white institutions through strategic rapid response strategies. 8th-annual People of Color in Predominantly White Institutions Conference in Lincoln, NE in November, 2003.

- Gitau, P. (2002). Exploring the relationship between Africans and African American undergraduates on a Mid-Western University." Doctoral dissertation, August 2000.

PROFESSIONAL AFFILIATIONS

- Association of International Educators (NAFSA)
- National Association of Student Personnel Administrators (NASPA)
- Association for the Study of Higher Education (ASHE)
- American College Personnel Association (ACPA)