



## Vice President for Marketing and Communications

### Leadership Profile

January 2026



## Executive Summary

[The University of Toledo](#) (UToledo) seeks a bold, strategic, and collaborative leader to serve as its next Vice President for Marketing and Communications (VPMC). This visionary executive will shape and implement comprehensive enterprise-wide marketing and communications strategies that reflect the University's purpose and respect its promise to the region. The University's marketing and communications must amplify its impact and position UToledo as a leader in higher education, research, patient care, health sciences, and athletics, seeking society-wide impact while remaining ever grounded in the fields of northwest Ohio. This search comes at a pivotal moment in the institution's evolution, following the arrival of the University's new president, [Dr. James Holloway](#), who began his tenure in July 2025.

President Holloway is eager to identify a VPMC who will lead a recently more deeply integrated marketing and communications organization composed of a multidisciplinary team of 32 professionals. [University Marketing and Communications](#) (UMC) partners across the academic colleges, athletics, and the healthcare system to develop, launch, and execute synergistic efforts across the enterprise. Marketing and communications [specialists](#) support colleges, university units, and UToledo Health-specific objectives while advancing institutional goals such as elevating reputation, enhancing enrollment, growing patient volumes, supporting philanthropic giving, and advancing the University's academic, research, and community impact. In July 2024, UToledo launched a new institutional brand, [The Power To Do](#), establishing a unified identity across its higher education and healthcare entities and setting the stage for renewed momentum. This brand foundation is critical for the University to renew its presence and visibility across the region and the nation. The University of Toledo is different and is ready to be presented in new ways and stand out in crowded higher education and healthcare markets.

UToledo was founded in 1872 and became a member of the state university system of Ohio in 1967. It merged with the Medical University of Ohio (formerly Medical College of Ohio) in 2006. UToledo is one of 14 state universities in Ohio, offering full and part-time courses as well as day, evening, and online programs at the associate, bachelor, graduate, and doctoral levels. UToledo is a metropolitan, R1 research university and academic health center that is focused on the professional success of students after they graduate. Under the leadership of President Holloway, UToledo has announced a new focus on experience-based professional learning (Advantage Toledo), interdisciplinary research and innovation focused on the opportunities and challenges of the northwest Ohio region (Innovate Toledo), and the health and well-being of our community (Healthy Toledo). We are focused on growing enrollment, increasing research impact, and delivering on our promise to advance our region while serving as a center of learning that is recognized nationally and globally. This R1 research university's main and health sciences campuses are set within a beautiful urban environment, and our arts campus is co-located with the world-famous Toledo Museum of Art. UToledo has eight distinct academic colleges offering more than 200 undergraduate, graduate, professional, and online degree programs. UToledo plays NCAA sports in the FBS division and is recognized as one of the strongest athletic programs in the Mid-America Conference (MAC).

Toledo has a vibrant restaurant scene and arts community, coupled with the country's best metro park system, one of the nation's most respected zoos, and a vibrant live theater scene. Living in Toledo also offers candidates access to several other major metropolitan cities with the ease and conveniences of Midwest living.

With the full partnership and support of the President, Cabinet, and Board of Trustees, the next VPMC will be empowered to think boldly, embrace creative risk, and pursue innovative approaches. The University seeks a marketing and communications leader capable of unifying complex narratives into a clear and compelling institutional identity, delivering strategies with measurable outcomes, and differentiating UToledo in an increasingly competitive higher education and healthcare landscape. The VPMC will work collaboratively with UToledo leadership to embrace a refreshed and bold vision that will capture the attention of its surrounding local and regional marketplace.

The ideal candidate will build on the strengths and talents of the current team, while elevating the University's visibility through advanced capabilities in market positioning, demand generation, analytics, and performance measurement. This role requires a leader who can connect marketing outcomes directly to business results - enrollment growth, clinical volume, philanthropic engagement, reputation enhancement, revenue growth, and long-term institutional sustainability. The VPMC will bring a sophisticated understanding of audience-centric marketing, grounded in rigorous primary and secondary market research, segmentation, and insight development. They will lead the evolution of a growth-oriented marketing strategy that leverages data, research, and modern marketing practices to expand reach and improve conversion.

This is a distinctive opportunity to lead an integrated brand, marketing, communications, and digital organization within an R1 public research university deeply committed to student success, career outcomes, community health, and discovery. An anchor institution in Toledo and northwest Ohio, UToledo is a place-based university with a powerful story to tell, a story rooted in equity, opportunity, and impact. President Holloway seeks a dynamic senior leader with a strong sense of public mission and an ambition to help UToledo reach its next level of success.

For more information about how to nominate a candidate or express personal interest in this opportunity, please see the "Procedure for Candidacy" section at the end of this document.



## Role of the Vice President for Marketing and Communications

Reporting directly to the President, the Vice President for Marketing and Communications (VPMC) serves as the University's chief strategist and steward of its brand, reputation, and public voice. This role provides overarching leadership for integrated marketing across the institution, including enrollment strategy and market positioning initiatives, health care marketing, and athletics marketing, ensuring alignment with the University's mission and other strategic priorities. The VPMC is accountable for establishing a cohesive, differentiated brand presence that advances institutional goals and strengthens visibility and trust among key audiences.

In addition, the VPMC oversees all internal and external communications, including media relations, issues management, and crisis communications. The position leads the University's digital strategy encompassing the full web ecosystem, social media, video, and content operations, as well as creative services, editorial development, and institutional storytelling. The VPMC is also responsible for brand governance, including licensing and trademark management, ensuring consistent, effective, and appropriate use of the University's brand across all platforms and constituencies.

### Key Responsibilities

#### Enterprise Strategy and Leadership

- Develop and execute a comprehensive marketing and communications strategy aligned with institutional priorities.
- Serve as a senior advisor to the President and Cabinet on reputation, public perception, messaging, and strategic communications.
- Work closely with University leadership to set clear, measurable short and long-term roadmaps for creative campaigns, pilots, and storyboards for internal and external audiences.
- Lead the agency RFP and selection process with the vendor-of-choice.
- Success measures: Enrollment impact, university reputation growth, campaigns aligned to clinical volume/revenue goals, established governance for clinical marketing requests, measurable uplift in targeted service-line metrics.
- Lead the evolution of UToledo's brand strategy, identity standards, and governance model.

#### Dynamic Marketing

- Working closely with the Vice President for Strategic Enrollment, deans, and other key leaders, co-create measurable enrollment objectives and align marketing efforts tied to recruitment, yield, and retention goals at the undergraduate and graduate levels. Work closely with UToledo Executive Vice President for Health Affairs and key leaders to ensure that service-line marketing campaigns and clinical enterprise communications are coordinated and define and prioritize clinical revenue goals for targeted marketing campaigns; establish clear, measurable, and realistic plans for execution of those campaigns tied to clinic revenue targets.
- Oversee audience research, market insights, brand health and tracking, and campaign performance measurement; regularly report on findings, trends, and analysis to collaboratively adjust expectations and impact plans.
- Champion a culture of testing, learning, and continuous improvement (marketing analytics, segmentation, conversion funnels, alternative pipelines for students, consumers, and patients, etc.).
- Direct integrated marketing efforts that advance enrollment goals at the undergraduate and graduate level, academic program growth, reputation outcomes, patient volume growth, and other major institutional initiatives.

## Organizational Effectiveness

- Ability to identify the necessary investment in talent, technology, and other resources to achieve the institution's most pressing goals, while being pragmatic and dissenting where appropriate.
- Recruit and retain top talent; lead, mentor, and develop a high-performing team.
- Provide clear objectives and metrics through implementation of goal setting, dashboards, and reporting aligned to institutional priorities (enrollment, advancement, clinical outcomes).
- Manage the division's operating and programmatic resources; align strategic budget allocations in the best interest of the institution's strategic imperatives and the needs of the Office of University Marketing and Communications.
- Manage vendor relationships, agencies, and production partners.
- Build effective intake, prioritization, and project management to balance service to units with enterprise standards, which includes ensuring that workflow and standardization processes are additive and not obstructionist.



## Communications and Reputation

- Oversee internal communications that build alignment, trust, pride, and shared purpose.
- Lead external communications, executive communications, media relations, and issues management.
- Ensure consistent message discipline and high-quality content across platforms.
- Serve as communicator for the President; draft written, oral, and other communications.
- Produce quarterly impact plans reporting on lead-to-conversion metrics, audience impact, ROI, and other KPIs to quantify and qualify success in achieving strategic and operational goals.

## Digital, Web, and Content Operations

- Oversee web strategy, digital content standards, and user experience across the institution's web ecosystem.
- Lead social media and multimedia strategies to grow engagement and strengthen reputation.
- Ensure accessibility, compliance, and governance across digital channels.
- Ensure a competitive, fresh, and dynamic user experience with content that reaches a diverse audience.

## Crisis Communications

- Lead crisis communications planning and response, coordinating closely with public safety, legal, student affairs, HR, clinical leadership, and other constituents.
- Maintain and regularly test crisis playbooks and on-call workflows.

## Opportunities and Expectations for Leadership

The next Vice President for Marketing and Communications (VPMC) will have the opportunity to address the following opportunities and challenges:

### Clarify and Amplify UToledo's Institutional Narrative

The new VPMC will have the opportunity to strengthen and elevate UToledo's institutional narrative by clearly articulating what differentiates the University and why it matters. This role will be responsible for distilling UToledo's academic, clinical, research, and athletic strengths into a cohesive and compelling value proposition - one that consistently conveys impact, purpose, and ambition across all audiences. By shaping a unifying story that resonates with prospective students and families, patients and partners, donors, policymakers, and the broader public, the VPMC will advance UToledo's reputation, align messaging across channels, and reinforce the University's role as an essential driver of opportunity, innovation, and regional and state-wide impact.

### Strengthening Enrollment and Market Position

The new VPMC will play a critical role in strengthening UToledo's enrollment outcomes, including undergraduate, graduate, and online audiences, and competitive position by aligning marketing strategy closely with enrollment goals. Working in close partnership with enrollment leadership, this role will guide the development of data-informed recruiting and conversion-focused marketing strategies, digital campaigns, and integrated content pipelines designed to engage students throughout the decision journey. By leveraging insights, technology, and storytelling to reach and motivate prospective undergraduate and graduate students, the VPMC will help deliver measurable improvements in recruitment, yield, and retention while positioning UToledo as a compelling choice in an increasingly competitive higher education marketplace.

### Driving Growth in Clinical Outcomes

Operating within a highly concentrated and competitive regional healthcare landscape, this executive will work in concert with the UToledo Health Executive Vice President for Health Affairs and clinical enterprise leaders to coordinate service line marketing and communications, define and prioritize clinical revenue goals, and develop clear, data-driven marketing plans with realistic execution pathways. The Toledo market reflects national trends in which many metropolitan areas are dominated by one or two major health systems, creating an environment where differentiation, strategic positioning, and compelling value communication are essential for growth. The ideal leader will excel at building integrated, metrics-based campaigns that advance both enrollment growth and clinical revenue targets, ensuring UToledo Health stands out in a crowded market while meeting the evolving needs of the community.

### Advance an Integrated Enterprise Brand

The new VPMC will be tasked with advancing a cohesive, enterprise-wide brand that reflects UToledo's full scope and distinction while honoring the strengths of its individual colleges and units. This leader will ensure unified, consistent, and differentiated messaging across the University's academic, clinical, and administrative enterprise - creating clarity and alignment without diminishing unit-level identities. By establishing shared brand standards, frameworks, and governance, and by fostering collaboration across constituents, the VPMC will strengthen institutional cohesion, reduce fragmentation, and present UToledo to external audiences as a unified, confident, and purpose-driven institution.

### Modernize the Digital "Front Door"

The new VPMC will lead the modernization of UToledo's digital "front door," ensuring the University's web and content ecosystem delivers a clear, compelling, and user-centered experience. This role will oversee a high-

performing digital strategy that prioritizes accessibility, usability, search engine optimization, AI-enabled search optimization, personalization, and data-driven decision-making. By establishing strong governance and leveraging analytics to continuously improve performance, the VPMC will transform digital channels into strategic assets - enhancing institutional reputation, guiding users seamlessly from discovery to engagement, and supporting enrollment, advancement, and broader institutional growth.

### **Ensure a Proactive University Issues and Crisis Communications Capability**

The new VPMC will be responsible for establishing a proactive, disciplined, and resilient approach to issues management and crisis communications. This leader will develop and institutionalize clear playbooks, rapid-response workflows, and scenario planning processes that enable the University to act with speed, accuracy, and coordination in moments of risk or uncertainty. By ensuring spokesperson readiness, message alignment, and post-incident evaluation through structured hotwash processes, the VPMC will strengthen UToledo's ability to communicate with empathy and clarity - protecting institutional trust, supporting leadership decision-making, and reinforcing confidence among internal and external constituents.

### **Scale Storytelling and Thought Leadership**

The new VPMC will have the opportunity to scale UToledo's storytelling and thought leadership in ways that amplify the University's voice, visibility, and influence. This role will elevate UToledo's research enterprise, faculty expertise, student success outcomes, regional impact, and innovation through signature storytelling platforms, strategic content development, and proactive earned media strategies. By translating complex work into compelling narratives and positioning university leaders and scholars as trusted experts, the VPMC will build awareness among peer institutions, generate excitement among prospective students, deepen engagement across the campus community, and strengthen public understanding and support among community leaders and public officials.

### **Develop an Agile, Service-Oriented Marketing and Communications Organization**

The new VPMC will be expected to build and lead an agile, service-oriented organization that operates as a trusted strategic partner across the University. This role will focus on strengthening team structure, clarifying roles and workflows, and establishing effective prioritization and performance metrics that align resources with institutional priorities. By improving operational efficiency, fostering a culture of collaboration and accountability, and delivering consistent, high-quality customer experience for campus partners, the VPMC will enhance the effectiveness of marketing and communications efforts while safeguarding brand integrity and positioning the organization to adapt to evolving institutional and market needs.

### **Leverage Division I FBS Athletics as a Platform for Institutional Storytelling**

As a Division I FBS institution competing on a national stage, UToledo Athletics offers a powerful, underleveraged opportunity to amplify the University's brand and narrative. The next VPMC will be positioned to use athletics as a high-visibility platform to tell a cohesive, authentic story about UToledo's academic rigor, student experience, research strength, healthcare mission, and regional impact. By integrating athletics into enterprise marketing and communications strategy across media, content, partnerships, and brand moments, this leader will help ensure that national exposure generated through sports meaningfully advances the University's reputation and strategic priorities.

## Professional Qualifications and Qualities

The University of Toledo (UToledo) seeks a driven, innovative, and highly skilled Vice President for Marketing and Communications (VPMC) to serve as a strategic partner committed to the University's success as a nationally recognized public institution providing educational opportunities, driving research, providing high-quality clinical care, presenting exciting athletic competitions, and enriching the community. The VPMC must bring the experience, vision, and leadership presence necessary to shape a centralized division that advances the University's mission, values, and long-term aspirations.

### Required Qualifications

*The following qualifications and attributes will position the leader for success.*

- A bachelor's degree is required; a master's degree in marketing, communications, public relations, higher education, or a related field is preferred.
- Demonstrated success in relevant leadership roles; ideally including a combination of public/private industry, higher education, and/or nonprofit experience.
- Demonstrated experience leading and developing high-performing teams.
- Proven success in designing and implementing integrated marketing and communications strategies aligned with organizational goals.
- Demonstrated ability to communicate effectively with diverse internal and external constituents.
- Exceptional written and oral communication skills.

*In addition, the University seeks a leader with some or all of the following experience and/or competencies:*

### Strategic Vision and Institutional Alignment

- Ability to see the big picture, set long-range direction, and prioritize work that most directly advances university-wide goals.
- Experience unifying and aligning dispersed communications and marketing functions under a cohesive vision.
- Capacity to articulate a clear brand and communications strategy that cabinet leaders and campus partners can champion.
- Willingness to push the University forward with thoughtful ambition and creative vision.

### Modern Marketing and Brand Expertise

- Demonstrated strength in consumer marketing, with a track record of aligning strategy to organizational growth goals such as enrollment, revenue, market share, or audience acquisition.
- Recent experience with contemporary marketing tools, platforms, timelines, and trends.
- Ability to design multi-channel campaigns that enhance reach, awareness, and engagement across digital and traditional platforms.
- Strong understanding of metrics, analytics, and ROI measurements to evaluate impact and guide future strategy.
- Proven leadership of primary and secondary market research, including competitive analysis, audience segmentation, and insight synthesis to inform strategy and investment.
- Experience building or scaling audience-centric marketing models that improve targeting, personalization, and return on investment across multiple channels and markets.
- Experience developing coordinated content strategies across multiple units and channels.

### Operational and Organizational Leadership

- Experience strengthening systems, processes, and project management workflows to support efficient and scalable work.

- Skill in creating structured, intentional collaboration between centralized teams and decentralized campus partners.
- Strategic mindset paired with operational credibility - able to move seamlessly from high-level vision to execution, measurement, and optimization.

### Leadership Style and Team Culture

- A leadership approach grounded in listening, transparency, and shared ownership.
- Ability to support professional growth, mentor emerging leaders, and nurture a culture that values creativity, autonomy, and flexibility.
- Confidence to make necessary changes while welcoming input and building trust.
- A stabilizing presence that helps the team balance immediate needs with long-term strategy.
- A blend of structure and imagination, combining analytical strengths with creativity and curiosity.

### Collaboration, Influence, and Acuity

- Ability to guide, support, and brief the President and other key University leaders, ensuring they are well informed on key issues and that the appropriate chief spokesperson is identified, depending on each unique circumstance.
- Ability to build strong relationships across a decentralized academic environment and lead through influence.
- Ability and political astuteness to navigate the complexity of public higher education and the structure of board governance.
- Experience advising senior leaders on sensitive or high-visibility issues.
- An ability to effectively advocate for the division and elevate awareness of its strategic contributions at the presidential level.
- Ability to represent and advocate for the division at the presidential level and elevate awareness of its strategic contributions.
- Strong public and media relations experience, including advising senior leaders and managing crisis communications.



### Qualities

- **Mission-driven:** committed to student professional success, discovery and knowledge creation, patient care, athletics, and public impact.
- **Strategic and pragmatic** defines (or align with) visionary goals designed to advance the University and deliver marketing and communications products and systems that advance specific tactics to achieve those goals.
- **Collaborative:** builds trust across colleges, administration, athletics, health, and regional partners, and communicates effectively with both proponents and opponents to achieve strategic goals.
- **Data-informed:** uses insights and analytics to guide decisions.
- **Calm in complexity and crisis:** steady, empathetic, and decisive in crisis and high-stakes moments.
- **A builder:** improves processes, develops talent, and raises standards.
- **Sense of humor:** a colleague committed to engaging with and creating a joyful working environment.



## About The University of Toledo

### Overview

The [University of Toledo](#) is a dynamic public research university committed to the cutting-edge education of a diverse and highly motivated student population. Founded in 1872, The University of Toledo became a member of the state university system in 1967 and merged in 2006 with the Medical University of Ohio (formerly Medical College of Ohio). UToledo is one of 14 state universities in Ohio, offering full and part-time courses of study as well as day, evening, and online programs at the associate, bachelor, graduate, and doctoral levels. With approximately 200 undergraduate, graduate, professional, and online degree programs, UToledo is recognized by *U.S. News & World Report* as a nationally ranked public institution.

Set in an urban environment on over 1,000 acres with over 14,000 students, UToledo sets the stage for community members to feel connected and empowered personally, academically, and professionally. The University is accredited by The Higher Learning Commission and has eight academic colleges.

UToledo is known nationally as a leader in solar energy innovation, water quality research, and astrophysics. With a growing [research enterprise](#), UToledo tackles the challenges of today while engaging students as early as their first year to participate in undergraduate research.

Grounded in students' professional success post-graduation, UToledo offers an affordable and transformational education experience and is ranked as a top performer in social mobility for its graduates, as well as one of the highest in the State of Ohio for graduates' income mobility. UToledo offers a [Tuition Guarantee](#) that puts a UToledo degree within reach for more families and serves a student body that is 26% first-generation.

The University includes multiple campuses, more than 100 major buildings, and a combined area of over 1,400 acres. The Main Campus, known for its Gothic architecture, is adjacent to the Old Orchard neighborhood of

Toledo. The 450-acre Health Science Campus includes the University of Toledo Medical Center, which includes a Level 2 trauma center, an orthopedics center, and a cancer center. The Health Science Campus also houses the Lloyd A. Jacobs Interprofessional Immersive Simulation Center, a state-of-the-art learning facility featuring virtual and interactive learning labs. The University's facilities also include the Center for Visual Arts (located at the Toledo Museum of Art) and the Lake Erie Center; a research and education facility located at Maumee Bay.

## Mission

The University of Toledo improves the human condition as a public research university and academic medical center whose mission is to educate students to become future-ready graduates, cultivate leaders, create and advance knowledge, care for patients, and engage our local, national, and global communities.

## Vision

The University of Toledo will impact the present and shape the future through our actions and discoveries. To achieve this vision, we will:

- Prioritize student success, health, and well-being;
- Create a diverse community built on foundations of respect, inclusion, and belonging;
- Embrace a people-first culture where we are known for outstanding student experiences, alumni and donor engagement, patient satisfaction, and as an employer of choice;
- Launch graduates are equipped to think critically, act ethically, collaborate and communicate effectively in diverse environments, and apply their knowledge and skills to analyze and solve real-world problems;
- Build on our distinct strengths and invest in areas that increase the University's impact;
- Foster research, innovation, discovery, and creative work that transform our world;
- Partner with our communities to advance our mutual success and create opportunities for all;
- Inspire a love of life-long learning and commitment to serving others; and
- Develop and strengthen relationships that invest in our mission to improve the human condition.

## Values

The University of Toledo will impact the present and shape the future through our actions and discoveries. To achieve this vision, we will:

- **Academic Excellence** – We embrace the highest standards of achievement, challenging our students, faculty, and staff to reach their greatest potential.
- **People-Centered** – We prioritize our relationships with our students, faculty, staff, patients, alumni, and donors, creating a culture where everyone feels valued, supported, and part of the Rocket family.
- **Inclusion** – We foster belonging, equity, and respect for all as part of our commitment to valuing diversity of people and ideas.
- **Community** – We advance the public good in our regional, state, national, and global communities through service and collaboration.
- **Research and Innovation** – We impact the world around us through innovation in discovery, integration, application, teaching, and creative works.
- **Integrity** – We are trustworthy, acting with honesty, transparency, accountability, and authenticity in all we do.
- **Efficiency and Effectiveness** – We ensure long-term success through fiscal stability, sustainability, alignment, efficiency, and operational excellence.

## UToledo Reimagined: Strategic Plan 2023-2028

### Goal 1: Ensure Student Success from Recruitment Through Graduation

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**Strategies**

- Implement an enrollment management plan that prioritizes student success
- Enhance recruitment, outreach, and communication to prospective students
- Elevate student success through learning support and timely degree completion
- Invigorate campus life and student experience.

**Goal 2: Deliver Relevant and Innovative Academic Programs****Strategies**

- Identify and prioritize relevant and strategic academic programs
- Enhance student learning, access, and opportunities through multiple curricula delivery modalities
- Better utilize academic structure for programmatic and financial efficiencies
- Emphasize healthcare-related academic programs that build on The University of Toledo Medical Center (UTMC) strengths

**Goal 3: Set the Standard for Health Education and Patient Care****Strategies**

- Provide students with nationally recognized academic and research experiences
- Increase healthcare quality, safety, and patient satisfaction
- Integrate the clinical enterprise to drive efficiency and healthcare excellence

**Goal 4: Distinguish UToledo Regionally, Nationally, and Internationally****Strategies**

- Develop and promote community engagement and strategic partnerships
- Invest in and support research and innovation
- Continue upward trajectory in national rankings
- Highlight unique strengths and advantages of a UToledo education
- Continue to elevate UToledo in areas of sustainability

**Goal 5: Foster a People-Centered Culture****Strategies**

- Promote a culture of respect, inclusion, and belonging
- Attract and retain the best and the brightest
- Provide opportunities to connect students, faculty, and staff with our community, alumni, and donors

**Goal 6: Position UToledo for Future Success Through Financial and Operational Effectiveness****Strategies**

- Implement and assess the incentive-based budget model
- Strengthen alumni and donor engagement
- Increase fundraising opportunities and major investments
- Align UToledo's physical footprint with current and future utilization needs
- Invest in strategic capital improvement projects
- Increase sustainable operations

## Academics

The University of Toledo offers over 200 undergraduate and graduate degree programs across the arts, business, education, engineering, law, medicine, natural sciences, nursing, and pharmacy. Of those 200, 31 programs are nationally ranked. The University is renowned for its research in the areas of astronomy and astrophysics; solar energy, water quality, and sustainable technologies; and cell architecture and dynamics. Other academic areas of distinction include human trafficking, disability studies, as well as hypertension and precision medicine.

## Colleges

The University finalized a reorganization in July 2025 and now consists of eight academic colleges: The Judith Herb College of Arts, Social Sciences and Education; The John B. and Lillian E. Neff College of Business and Innovation; Engineering; Health and Human Services; Medicine and Life Sciences; Natural Sciences and Mathematics; and Pharmaceutical Sciences; and the University Libraries, and University College. As part of this reorganization, the Colleges of Arts and Letters and Judith Herb College of Education are currently merging, as are the Colleges of Health and Human Services and Nursing. The Office of the Provost oversees academic service units including the College of Graduate Studies, Jesup Scott Honors College, and University College.

- [Judith Herb College of Arts, Social Sciences, and Education](#)
- [John B. and Lillian E. Neff College of Business and Innovation](#)
- [College of Engineering](#)
- [Graduate Studies](#)
- [College of Health and Human Services](#)
- [Jesup Scott Honors College](#)
- [College of Law](#)
- [College of Medicine and Life Sciences](#)
- [College of Natural Sciences and Mathematics](#)
- [College of Pharmacy and Pharmaceutical Sciences](#)
- [University College](#)

## Athletics

The University of Toledo is a member of NCAA Division I FBS Athletics and participates in the Mid-American Conference. Learn more about UToledo Athletics by clicking on this link: [Rockets Athletics](#).

## Points of Pride

Thanks to the ongoing commitment of exceptional faculty, physicians, researchers, staff, and students, The University of Toledo is proud to continually raise our national status among America's best universities.

The following rankings and recognitions are just a few of the accolades UToledo Colleges and their esteemed programs have earned recently.

- UToledo contributes \$2.8 billion to the region's economy each year. One-third of our graduates stay in the area, fueling the growth of both Toledo and northwest Ohio.
- UToledo is ranked by U.S. News and World Report in the 2022-23 Best Colleges and 2022-23 Best Global Universities lists. UToledo has numerous academic programs — including undergraduate, graduate, online and professional programs — that are nationally ranked by U.S. News & World Report.

- UToledo has identified areas of research excellence in which highly accomplished faculty members are recognized nationally for their contributions to the fields of: Astronomy and Astrophysics; Solar Energy, Water Quality and Sustainable Technologies; and Transplant Sciences.
- The Association of Public and Land-grant Universities (APLU) selected UToledo out of its 250 member universities for its 2022 Public Impact Research Award in recognition of our Water Task Force for the work our researchers do to keep public drinking water safe.
- UToledo has four astronomers leading some of the very first projects on NASA's new James Webb Space Telescope, ranked #6 among all institutions in the world for successful proposals in this first cycle of observing time.
- For the third consecutive season, UToledo has received the Cartwright Award for excellence in academics, athletics, and citizenship. Beyond the University's recent recognition as the top overall school in the Mid-American Conference for the 2023-24, 2022-23, and 2021-22 academic years, UToledo holds the conference record having earned the Cartwright Award a total of four times.
- The state of Ohio recognized UToledo with the Collegiate Purple Star award in its inaugural class for support of military and veteran students and their families. UToledo is also consistently ranked by the Military Times as a Best for Vets school.



## Leadership



### Dr. James Holloway, President

Dr. James Holloway was named the 19<sup>th</sup> president of The University of Toledo on May 22, 2025, by the UToledo Board of Trustees following an extensive national search. He assumed the leadership role on July 15, 2025, and also holds faculty appointments in engineering and physics.

A nuclear engineer, Holloway's career has been a mix of research, teaching, administration, and global work, including in India, Ethiopia, and Ghana. Throughout his career, he has championed inclusive excellence, expanded research capacity, and fostered civic partnerships.

Holloway joins UToledo from the University of New Mexico, where he served as Provost and Executive Vice President for Academic Affairs from July 2019 until June 2025. He is also a professor in the Department of Nuclear Engineering. During his administrative career in New Mexico, Holloway was committed to providing students and faculty with the support needed to further the academic mission and make a positive impact in a diverse and constantly evolving world. During his tenure, new first-year students increased by over 40%, reversing a long decline in enrollment; research expenditures in Academic Affairs units grew by 46%; and philanthropic giving doubled.

Before that, Holloway served two decades at the University of Michigan, where he was the Arthur F. Thurnau Professor and Professor of Nuclear Engineering and Radiological Sciences (now emeritus). He held leadership roles, including Vice Provost for Global Engagement and Interdisciplinary Academic Affairs, Vice Provost for Global and Engaged Education, and Associate Dean for Undergraduate Education in the College of Engineering. His research focus is computational and mathematical modeling with applications in areas such as neutron and photon radiation transport theory, inverse problems, and uncertainty quantification.

Born in Washington, D.C., into an Army family, he has lived in Thailand, Germany, England, and seven different U.S. states. Holloway earned bachelor's and master's degrees in nuclear engineering from the University of Illinois, completed advanced graduate work in mathematics at Cambridge University, and earned a doctorate in engineering physics from the University of Virginia. A native Midwesterner, Holloway and his family, including his wife, Johnna, and son, Patrick, are proud members of Rocket Nation.

## Board of Trustees

The [Board of Trustees](#) is the governing body of The University of Toledo. Board members are appointed by the Governor of Ohio.



## About Toledo

The University of Toledo and the city of Toledo have a lot in common. Grit and determination. An innovative and engaged community. Add a dollop of Midwestern friendliness.

Toledo is located in northwest Ohio near the shores of western Lake Erie. More than 600,000 people live, work, and play in the Toledo metropolitan area. The city has long been known for its auto manufacturing and glass industry. But it has a growing reputation as a great place to start a career and make a home.

Toledo is home to the famous [Mud Hens baseball](#) team, [Jeep Fest](#), and the world-renowned [Toledo Museum of Art](#). Enjoy family-owned restaurants that have been around for decades, and recently-opened farm-to-table restaurants and microbreweries. The headquarters of several Fortune 500 companies are located here. These and other [national companies](#) often partner with UToledo, offering students and faculty opportunities for research collaboration, internships, and employment.

### Revitalized Downtown

Students, faculty, and staff are a short bus ride away from downtown on Toledo's regional transit system.

- Nationally renowned [Toledo Museum of Art](#)
- One of the [best minor league ballparks](#) in the U.S.
- Ranked the #4 minor league sports city in the country by Sports Business Journal
- [Glass City Park, Toledo's newest metropark](#)
- Hopping breweries and restaurants
- Big-name concerts and Broadway shows
- Loft and condo living

### Natural Wonders

Hiking, water sports, hunting, fishing — you can do it all here.

- One of the country's [best zoos](#)
- A 6-mile bike and walking path from Main Campus to Wildwood Metropark and the suburb of Sylvania
- Lake Erie and the Maumee River
- 19 [metroparks](#) with 120+ miles of trails
- Ranked first among U.S. metros for sustainability by Site Selection



## Procedure for Candidacy

All applications, nominations, and inquiries are invited. Applications should include, as separate documents, a CV or resume and a letter of interest addressing the themes in this profile.

WittKieffer is assisting the University of Toledo in this search. For fullest consideration, candidate materials should be received by March 20, 2026.

Application materials should be submitted using WittKieffer's [candidate portal](#).

Nominations and inquiries can be directed to:

Zachary A. Smith, Ph.D., Melissa Fincher, and Jenna Brumleve

[UToledoVPMarCom@wittkieffer.com](mailto:UToledoVPMarCom@wittkieffer.com)

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*The University of Toledo provides reasonable accommodation to individuals with disabilities. If you require accommodation to complete an application or for testing or interviewing, please apply online for an [accommodation request](#).*

# Organizational Chart

Office of University Marketing and Communications

