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Office of University
Communications

February 24, 2017

Alumna Kristen Setzer to Lead Admissions, Financial Aid, and Retention Efforts at GWU

BOILING SPRINGS, N.C. — Officials at Gardner-Webb have announced the selection of a new member of senior staff to lead the University's traditional undergraduate admissions operations.

photo of Kristen Setzer

On Feb. 23, President Dr. Frank Bonner revealed that Kristen J. Setzer will serve the University as the new Vice President of Enrollment Management and will direct the offices of Undergraduate Admissions, Financial Aid, and Retention. Most recently, Setzer served as vice president for Higher Education Consulting at Clark Communications in Asheville, N.C.

"I am excited about Kristen's new leadership role and believe she will bring expertise, enthusiasm and strategic focus to GWU's admissions efforts," Bonner stated. "Kristen's new position will engage her extensive skills and management experience in higher education with an emphasis on student recruitment, leadership training and strategic planning. We are delighted to welcome her back to Gardner-Webb."

In her new role as Vice President for Enrollment Management, Setzer will be responsible for developing and executing recruitment, marketing, and management strategies for admissions, financial aid, and retention. An alumna of Gardner-Webb, Setzer previously served the University as Associate Vice President for Undergraduate Admissions from 2010-2013, Assistant Vice President for Graduate Admissions from 2008-2010, and Director of Admissions from 2000-2007.

"I strongly believe in Gardner-Webb's commitment to deliver a Christ-centered, student-focused education and experience," Setzer shared. "I am extremely honored to be selected for this role and feel confident that my experiences will help move admission, financial aid, and retention goals and strategies forward while establishing collaborative partnerships and strengthening relationships with the overall community."

Setzer holds a Bachelor of Science in Business Administration from Gardner-Webb (1996) and a Master of Business Administration from Gardner-Webb (1999). After several administrative positions at GWU, Setzer began work for Clark Communications in 2013,

through which she developed recruitment strategies with dozens of colleges and universities and helped institutions extract maximum value from their enrollment resources.

Setzer and her husband, Tony (GWU Head Men's Soccer Coach) live in Shelby and have four daughters; Madison, 13, and 9-year-old triplets Sydney, Morgan, and Cadence. She will begin her new role at Gardner-Webb on Feb. 27.

Located in the North Carolina foothills, Gardner-Webb University is a private, Christian, liberal arts university that prepares students to become critical thinkers, effective leaders and compassionate servants in the global community. Emphasizing a strong student-centered experience and rigorous academics, Gardner-Webb ignites learning and service opportunities for undergraduate and graduate students. Ignite your future at Gardner-Webb.edu.