

Dr. Jennifer E. Orlikoff


September 12, 2021

Dr. Kenneth Boham
Dr. Donald Reichard
Executive Leadership Associates

Re: Wayne Community College Presidential Search

Dear Dr. Boham, Dr. Reichard, and Members of the Search Committee;

It was with great enthusiasm that I learned of the search for the next President of Wayne Community College. In reviewing the position description, I find the expected attributes of the incoming president to be well aligned with my experience, skills, and leadership style. I believe my strong academic, administrative, and business background makes me uniquely well-qualified for this leadership opportunity to further the mission of WCC and to build on the momentum of President Walker.

Since 2016, I have served as campus president of Potomac State College, an institution of higher education that primarily offers associate degrees. Located in West Virginia's eastern panhandle, Potomac State College is part of the West Virginia University system. Prior to my presidency, I served the Morgantown campus with its 30,000 students as the Director of the WVU Center for Women's and Gender Studies and as an Academic Leadership Fellow in the Provost's Office. I also served WVU as the elected chair of the Faculty Senate, as chair of the Senate Curriculum Committee, a member of the Graduate Council, as the undergraduate coordinator for World Languages, Literatures and Linguistics, and French language coordinator. I believe that this diverse combination of administrative and faculty roles has provided me with a unique understanding of both management and leadership, unified by a practical mission and aspirational vision.

Being visible on campus has been critical to promoting a united, positive, and welcoming campus community for faculty, staff, and students. And, in support of fostering strong community and regional relationships, I meet on a regular basis with community leaders, legislators, and regional leaders, including the presidents of institutions of higher education in Maryland and the superintendents from school districts in nearby counties.

In addition to my faculty and administrative positions in higher education, I have had eleven years of experience in business, working within an international emergency medical travel assistance services company. During my tenure there, I held several leadership positions, including Vice President of Account Services, Vice President of International Services, and ultimately, Chief Communications Officer. That business experience played an essential role in shaping my leadership philosophy and approach. I view academic units and institutions as enterprises that require strategic planning, marketing, public relations, development, assessment, and openness for seizing new opportunities in an ever-changing environment. It is a perspective, I believe, that will assist WCC's pursuit of new and innovative opportunities for growth within the current environment of shifting enrollment and curricular trends in higher education. Understanding the needs of the students will guide decisions related to programming and delivery modes, as will addressing regional workforce development needs to solidify the relationship between WCC and the regional businesses and employers. Also, understanding the jobs of the future to

help prepare students to become adept learners in order to maintain versatility throughout their careers is a crucial undertaking for the institution.

Since my arrival on the Potomac State campus, I have spearheaded the development of several key programs designed to expand student opportunities, meet regional workforce needs, and promote social and economic transformation—the hallmark of public higher education. These programs include a variety of Associate degree programs related to health care, agriculture, criminal justice, in addition to a completer general studies online program. Through a recently created partnership with the West Virginia Trades Associations, we have also developed an Associate of Applied Science in Technical Studies that will be fully integrated into apprenticeship programs across the state.


Widely recognized for my talent in supportive relationship-building, I seek to connect with all stakeholders—faculty, staff, students, parents, community members, superintendents of school districts, legislators and board members. Fully appreciating the importance of town-gown relationships, I am an active member of the campus and community. With my background in women’s and gender studies, I am deeply committed to diversity, equity, inclusion, and multiculturalism—not only for students, but also for faculty and staff—in ways that fully support WCC’s goals. Diversity is at the core of a strong institution, and it is critical that the focus remain on organizational structures as well as practices to ensure access, equality, and inclusivity. Promoting access to all students from diverse backgrounds is integral to the ultimate purpose of higher education, namely, transforming lives and WCC is particularly well positioned to reach a wide range of students with a variety of educational goals.

I am drawn to the position as President of Wayne Community College for many reasons. I seek to actively promote access, program excellence, student success, and institutional quality. As a strong proponent of community colleges, I recognize how critical they are to the higher education landscape and the ultimate goal of credentialing more adults to advance their careers. They are unparalleled in their service to a wide range of students, the scope of programs they offer, and the variety of educational experiences, degrees, and certifications they provide. I would welcome the opportunity to be the champion of the College, its students, and the communities that depend on its transformational mission.

Having close family living near Goldsboro, it would give me great pleasure to be fully committed to Wayne Community College and the Coastal Plains. What I would bring to this position is integrity, strength of leadership, creative problem solving, a positive outlook, and an entrepreneurial spirit. Based on the leadership profile for the next President of WCC, I believe I have the qualifications, background, and experience necessary to successfully lead this institution to its next level.

In addition to this letter, I have included my current administrative curriculum vitae and a list of references. Please do not hesitate to contact me if you have any questions or would like additional information. Thank you for your consideration of my application. I welcome the opportunity to discuss the details of this position and my unique qualifications further.

Sincerely,



Jennifer E. Orlikoff, Ph.D.
Campus President
Potomac State College
West Virginia University

