

NUNM Appoints Beth Woodward as Vice President of Enrollment Management

PORTLAND, Oregon (May 7, 2018) — National University of Natural Medicine (NUNM) announced today that Beth Woodward, MBA, has been named vice president of Enrollment Management. Woodward is a university administrator with more than 30 years of progressively increased responsibility in the areas of student admissions and enrollment. She previously served as vice president for Enrollment and Student Services at Marylhurst University.



She will provide leadership for the offices of Admissions, Financial Aid, Marketing, as well as website content and development. Woodward will also lead NUNM's articulation program to promote graduate and undergraduate transfer policies through partnerships with other universities and colleges.

She brings significant experience to the position, having led teams from the offices of Admissions, Marketing, Student Services, Financial Aid and the Registrar as she built recruitment and enrollment plans for Marylhurst, Linfield College, Pacific University and Whitworth College.

"NUNM is building toward the future," said NUNM Provost and Vice President of Academic Affairs Glenn C. Smith, EdD. "In the last several years, we've expanded and diversified our degree programs to create offerings that students want and need for today's job market." This includes new undergrad programs as well as graduate and doctoral programs that support NUNM's core naturopathic

and classical Chinese medicine programs, said Smith. "Beth will help us take NUNM to its next phase of growth."

Woodward's depth of experience with the recruitment and enrollment process will help advance NUNM's goals at a time when many colleges and universities across the country are struggling to meet admissions targets due to a number of factors, including an improved economy that offers more job possibilities. Despite the challenges facing other schools, however, NUNM continues to hold steady following a period of sustained growth.

Smith notes that Woodward is joining NUNM at a time when interest in natural medicine and natural approaches to health and well-being continue to build across the country. Growing, too, are opportunities in the natural medicine and health sciences fields. The American Hospital Association reports, for example, that more than a third of the nation's hospitals now offer integrative medicine in response to patient demand.

Woodward received her Master of Business Administration at Marylhurst and also has a Bachelor of Science in Health from Oregon State University. Prior to Marylhurst, she was director of Enrollment Services at Linfield College in Portland; director of Undergraduate Admissions at Pacific University in Forest Grove; and associate director of Admissions at Whitworth College in Spokane. In addition, Woodward has served as a regional accreditation peer evaluator for the Northwest Commission on Colleges and Universities.

"Beth brings a deep understanding of the student academic experience and has what it takes to attract and retain outstanding students in a very competitive recruitment environment. She has the breadth of experience we need to successfully lead our Enrollment Management team in achieving that goal. We're excited to have her aboard," Smith added.

ABOUT NUNM

Founded in 1956, NUNM is the oldest accredited naturopathic medical school in North America and the leader in natural medicine education and research. In addition to undergraduate degrees in health sciences, NUNM offers a number of doctoral and master's degree programs in naturopathic and classical Chinese medicine, nutrition, research, mental health, global health and Ayurveda. NUNM Institutes provide community education seminars, workshops and conferences; and NUNM Health Centers, the SIBO Center for Digestive Health, and NUNM's affiliated Portland metro community clinics provide healthcare services to thousands of patients each year. Visit nunm.edu for more information.

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