

# Company recruiting Wienermobile drivers



Oscar Mayer is accepting applications for its next class of Hotdoggers as the company prepares to celebrate the Wienermobile's 90th anniversary. HOUSTON HARWOOD/EVANSVILLE COURIER & PRESS FILE

## Hotdoggers double as brand ambassadors

Amaris Encinas  
USA TODAY

Applications to drive Oscar Mayer's vehicle are now open. Recent college grads are invited to apply through Jan. 31 to be part of the American meat and cold cut producer's next class of Hotdoggers, a "one-year, full-time adventure," Oscar Mayer said in a Dec. 8 press release. Established in 1988, the Hotdogger

Program was created to mentor young talent and prepare future leaders who "embody innovation, creativity and community spirit," the brand said. "The relished position offers fans the opportunity to become official spokespeople of the brand while living out its mission of sparking smiles across the country," Oscar Mayer added. Each person is expected to drive and maintain the "27-foot-long hot dog on wheels" over the course of a yearlong cross-country road trip. Hotdoggers double as brand ambassadors, attending hundreds of events annually and developing custom content – all while vis-

iting "upwards of 30 states." According to a job posting from the Kraft Heinz Company, Hotdoggers earn a base salary of \$35,600, with a weekly allowance of \$150 for meals and personal travel. Additional resources include a full health benefits package, 18 days of paid time off and 100% of hotel expenses covered. Only 12 superfans will be selected to join Oscar Mayer's 39th class of Hotdoggers and usher in the Wienermobile's 90th anniversary. Interested parties can apply for the position on the Kraft Heinz Career Page and follow the journey on social media, mainly Instagram and TikTok.

## Sullivan

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receive Title IV funds "and credits will continue to transfer in accordance with other universities' regulations." Standard 13.1 states that "the institution has sound financial resources and a demonstrated, stable financial base to support the mission of the institution and the scope of its programs and services." Standard 13.3 states that "the institution manages its financial resources and operates in a fiscally responsible manner."

The school had been working toward reaffirmation this year, which included a planned visit by the reaffirmation committee in March. The private school's last reaffirmation was in 2015. In the spring, Sullivan University System chancellor painted a rosy picture of the school's circumstances. In a March 6 email, Glenn Sullivan emailed staff about the visit, thanking everyone for the successful visit.

"Now, on to the important stuff," Sullivan said in the email. "We have great news to share regarding our SACSCOC visit and a very positive exit report. After a thorough on-site review, the team is recommending that the SACSCOC follow up on only two areas where some questions remain. This means we successfully addressed almost all the standards that the off-site committee had initially identified as concerns."

The email goes on to state that Sullivan was compliant in all aspects of standards focused on education.

"The two areas that remaining questions were not a surprise, as they were already flagged by the off-site team," Sullivan continued. An off-site review was conducted in 2024, per a timeline on the SACSCOC's website.

The areas of concern were governance and finances.

"However, the site team commended us on the turnaround in our finances over the last few years..." Sullivan's email said.

The school had to deliver a written report back to the accrediting body in August.

"Please rest assured that there is nothing alarming in these results — these findings align with what the Executive Committee anticipated based on other college reviews this past year," Sullivan said.

Representatives of Sullivan were present at the annual meeting in Nashville. A photo posted to the SACSCOC's Instagram on Dec. 8 shows David Tudor shaking hands with a man at the conference. Tudor's LinkedIn lists him as the vice president of Sullivan's Lexington campus.

The school announced in an email to staff on Nov. 17 that it hired a new chief financial officer of the Sullivan University System. Chris Lowry, a former senior financial analyst at Jack Henry & Associates, began Dec. 1, according to an email obtained by The Courier Journal and sent by Glenn Sullivan.

Lowry replaced Bethany Dupree, who was one of several employees in executive positions to leave the university this fall. Dupree was named CFO of



From the sale of its dorm to its president stepping down, Sullivan University has seen a lot of changes this year. SCOTT UTTERBACK/COURIER JOURNAL

Sullivan in August 2023. Her job was posted on the university's website on August 5. She is now the chief financial officer at Spalding.

### The SACSCOC accreditation and reaffirmation process

Every 10 years, a SACSCOC accredited school is up for reaffirmation of their accreditation based on 14 "Principles of Accreditation," which each have several sub requirements.

But a school can't go a decade without checking in with the accrediting body, which is why there are other reports, including an interim report midway through the cycle.

More than a year before reaffirmation, a school must submit a preliminary report, amassing thousands of pages, that the accrediting body reviews. This report can take several months to compile.

An offsite committee reviews that report to highlight principles met or not met, and sends it back to the school. The school then has the opportunity to respond. If principles have not been met, the off-site committee reviews the response, either confirming a principle is met or not.

About nine months before reaffirmation, a SACSCOC team comes to visit the school for a few days. Their visit can focus on the items not met. They issue a report outlining whether or not a school is compliant. Then the school has a few months to respond to the report.

That report is taken to the SACS Board of Trustees and then their decisions are announced at the annual meeting. This year the three-day event at Music City Center in Nashville — during which Sullivan was not recognized — marked the end of this process.

### A look at Sullivan's financial responsibility through Ed Department data

Since its last reaffirmation in 2015, the school lost its founder Alva Ray Sullivan, downsized its offerings and its staff —including the resignation of Swenson in August — all while publicly

maintaining its financial stability.

Based on the Higher Education Act, for-profit and non-profit institutions must annually submit audited financial statements to the U.S. Department of Education to "demonstrate they are maintaining the standards of financial responsibility necessary to participate in the Title IV programs."

The composite scores, which is comprised of three ratios — a primary reserve ratio, an equity ratio and a net income ratio — reflect an institution's overall relative financial health, according to the ED's Federal Student Aid, which provides financial aid for colleges nationwide.

That score is based on a scale of negative 1.0 to positive 3.0. A score of 1.5 or greater is considered financially responsible. A score of less than 1.5 but greater (or equal to 1.0) requires additional oversight. A score less than 1.0 is a school considered not financially responsible.

Based on the Department of Education's Composite Score Data, Sullivan's score in the fiscal year ending in June 2016 was a 2.2.

From fiscal years 2017 through 2021, the score dropped to 1.8. Throughout that time, the SACSCOC requested several monitoring reports from the institution. Monitoring reports are requested by the Board of Trustees when SACS has "continued concerns of compliance" of an institution with one of the principles.

In June 2019, the SACSCOC Board of Trustees requested an additional monitoring report from eight institutions, including Sullivan University, with a deadline of April 1, 2020 for review at the board's June 2020 meeting.

Based on a timeline of the institution's reporting on the SACSCOC's website, in 2021, Sullivan filed a fifth-year interim report, as well as a follow-up report. It then delivered monitoring reports in 2022 and 2023. Copies of those reports do not appear to be publicly available on Sullivan University or SACSCOC's sites.

Jay D. Marr was the president of Sullivan University from Dec. 2012 until Sept. 2022, according to his LinkedIn.

He oversaw the merger of Sullivan University, the Sullivan College of Technology and Design (SCTD) and Spencerian College in 2018. He later served as chair of the SACSCOC's Audit and Finance Committee, according to a 2021 annual report from the accrediting body.

It was again recommended in 2021 that the institution submit a 12-month monitoring report, which is also reflected in the timeline on the accreditation body's website in 2022. That report is also not publicly available on either entities' site.

By 2022, Marr's final year as its president, Sullivan's score was 1.7, the fourth worst in the state, above only Georgetown College (1.4), ATA College (.2) and Kentucky Horseshoeing School (-1.0).

In September 2022, Sullivan University announced its new president, Tim Swenson. The same day, Marr was named vice-chancellor of the institution.

Prior to his appointment as president, Swenson served as the school's associate provost and executive dean of the College of Business and Technology.

Swenson graduated from Bellarmine with a Master's of business administration in 1988. He then earned a doctorate of business administration in accounting from Argosy University, a now-defunct Seattle-based school, in 2012.

By June 2023, the last data made publicly available by ED, Sullivan University's composite score is not listed.

Swenson was placed on administrative leave less than two weeks after granting The Courier Journal an extensive interview to discuss the university eliminating positions, downsizing its campuses and selling its only residence hall.

Two days after being placed on leave, Swenson announced his resignation, which he confirmed to The Courier Journal on August 6. It was around the time when the written report to the SACSCOC was due.

Marr is now the vice president of SACSCOC, the accrediting body.

Sullivan ran a series of billboards this spring around Louisville and along Interstate 65, marketing the institution as the "School of Doing."

The nods to the school's nursing and culinary programs were on display, in part, for SAC's reaffirmation visit.

The private school earned its accreditation in 1979 when it was founded by Alva Ray Sullivan, who died in February 2022.

It was then called the Sullivan Junior College of Business. It was renamed Sullivan College in 1991 and changed to its current name in 2001.

The school is approved to offer associate, bachelor, master's and doctoral degrees.

The school will submit a financial report to SACSCOC within 12 months to be reviewed at next December's Board of Directors meeting.

"The University continues to have several initiatives underway to improve the University's financial benchmarks," Bailey said in an email, "and is making progress toward those goals."

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## PSA

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remarks that have helped spark early discussions about potential parental-responsibility laws.

In November, The Courier Journal examined the issue and found that while fewer children have been shot this year, more appear to be gaining access to firearms. Police have arrested more children on gun-related charges in 2024 than in recent years.

The origins of the "Do you know

where your children are?" message trace back to the late 1960s, a period marked by social upheaval, racial unrest and demands for civil rights.

The slogan is widely credited to WNEW-TV in New York City — now WNYW — which introduced it as a nightly reminder before its 10 p.m. newscast in 1967.

Mel Epstein, a promotions director at WNEW, has claimed credit for coining the line. In later interviews, he recalled that his boss asked for something "warm and fuzzy" to help lower the temperature in a city experiencing significant tension. "It really came off the top

of my head," Epstein said. "I just said, 'How about: It's 10 o'clock. Do you know where your kids are?'" He said, "Make it children. And run with it."

The message debuted during what became known as the Long, Hot Summer of 1967, when dozens of American cities saw intense protests and uprisings fueled by long-standing grievances over police brutality, systemic racism and poverty.

Louisville, too, experienced demonstrations that spring, as hundreds marched to demand an end to discriminatory housing practices such as redlining, steering and restrictive covenants.

From New York, the PSA spread quickly to other major markets. By the 1970s and 1980s, it had become a staple of late-night broadcast programming across the country and fodder for parodies.

In Season 8, Episode 5 of The Simpsons, Homer Simpson shouts at the TV when prompted: "I told you last night, no!"

"Where is Bart anyway? His dinner is getting all cold and eaten," Homer said, as he took a bite of Bart's food.

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