



EASTERN KENTUCKY UNIVERSITY



INVITES APPLICATIONS AND NOMINATIONS FOR THE

**DEAN** *of the* **COLLEGE** *of* **BUSINESS**



# ACADEMIC LEADERSHIP POSITION

DEAN *of the* COLLEGE *of* BUSINESS *at* EASTERN KENTUCKY UNIVERSITY

## THE OPPORTUNITY

Eastern Kentucky University's College of Business seeks an energetic and entrepreneurial leader who can articulate a vision for the College and provide motivation and inspirational leadership to its faculty, staff, students, and external partners. The new Dean will embody the College's guiding values of integrity, respect, diversity, accountability, inclusiveness, and excellence.

EKU's College of Business provides education in several business fields, preparing students for business leadership roles in Kentucky and the global economy. The college is one of less than five percent of the world's universities to attain accreditation from AACSB, the Association to Advance Collegiate Schools of Business. The College of Business houses degree programs in accounting, business, finance, management, and marketing; minors in business, banking and financial services, entrepreneurship, international business, and personal finance; and certificates in accounting, corporate communication, financial literacy, global supply chain management, marketing research and analytics, and sales.

Working with the College's faculty, staff, and students as well as a broad range of external constituents, the Dean will lead the College in its plans to enhance enrollment growth and diversification, develop new resources and partnerships, and expand experiential learning opportunities for students.

The ideal candidate is an innovative, visionary, and creative leader who will work collaboratively to achieve the strategic goals of the College and the University.

The Dean oversees an academic leadership team that includes an Associate Dean, a Chair of Faculty, and seven Program Coordinators. The Dean will join a team of engaged teacher scholars with many notable accomplishments as well as a community of successful and committed alumni and partners.

The successful candidate should have considerable experience in faculty management and support, academic strategic planning, curriculum design, student success and retention, and institutional engagement, and must be highly committed to the pursuit of excellence in teaching, research, and service.

The next Dean will foster a collaborative environment and lead across programs to promote excellence in teaching, learning, and scholarship. The Dean reports to the Provost and is also expected to work in partnership with the larger Eastern Kentucky University community.

The Dean will allocate resources to effectively achieve the institution's vision and goals, and in doing so, will also be expected to develop new and alternate sources of revenue.

The Dean will be a persuasive and articulate spokesperson in communicating the goals and mission of the College, positioning it across the state and region as well as nationally and internationally. In particular, the candidate should have the following credentials:

- A Ph.D. or other terminal degree in a discipline represented in the College of Business and a distinguished record of teaching, scholarship, and leadership that supports eligibility for appointment as a tenured faculty member at the rank of Professor; OR an advanced degree and a distinguished record of accomplishment and leadership in business or industry in an area specifically related to the disciplines represented in the College of Business, and an understanding of public higher education sufficient to assume the leadership, academic, financial, and administrative responsibilities of the Dean position.
- Evidence of successful senior leadership experience in higher education or business/industry with responsibilities that have included budget development and oversight, strategic planning, human resources management and review; and promotion and tenure; and
- Outstanding communication and interpersonal skills.



## PRESIDENT DAVID T. MCFADDIN

Dr. McFaddin was appointed 14th president of Eastern Kentucky University on August 20, 2020. A Kentucky native, first-generation college graduate and EKU alumnus, Dr. McFaddin understands the importance of the student experience at Eastern. As president, he is confident in his ability to continue and expand efforts in helping others achieve their dreams. "The well-being and success of our students is the common bond that connects every area of campus," Dr. McFaddin said. "It is a gratifying result but getting there requires dedication and persistence by every member of the team."





## DR. SARA ZEIGLER PROVOST

Dr. Zeigler was named incoming provost on December 10, 2020. She earned her Ph.D., and M.A. in Political Science at UCLA and has been a leader in women's studies and legal reform in the United States. She was the founding Dean of the College of Letters, Arts, and Social Sciences in 2016, supervising 215 faculty members. As provost, she will build on Eastern's world-class faculty with a strong vision for the future development of programs, curriculum, and expansion of offerings at ECU.



# CHALLENGES & OPPORTUNITIES

FOR THE NEXT DEAN *of the* COLLEGE *of* BUSINESS

The Dean will join a collaborative and collegial leadership team in realizing a vision that is consistent with the mission and goals of the University, while demonstrating the willingness to explore innovative ways of achieving targeted objectives. Key priorities for the new Dean include:

### ***Strengthen Enrollment and Student Success***

A successful enrollment strategy will include initiatives addressing recruitment and retention as well as the identification of areas of growth that align with the institution's mission to deliver strong outcomes for its students. Eastern Kentucky University serves an increasingly wide range of students, including a significant number of first-generation students.

The Dean will be responsible for ensuring the highest levels of quality in the College's academic programs, while also identifying strategies to improve student success, including identifying new experiential learning opportunities, both domestic and international, that will help promote career readiness in students.

The Dean will be expected to work with all stakeholders to understand the evolving needs of business and community leaders to ensure that the College's offerings align with employers' expectations and adequately prepare students for success in their careers. These efforts will include examining existing programs and repositioning them where necessary as well as identifying new areas for program development.

### ***Provide Vision***

The Dean will create a shared vision that will inspire all of the College's stakeholders by drawing on the College's many strengths and traditions while promoting new, exciting opportunities for future success. To make this vision a reality, the Dean must understand current trends in business education and what will make the College's academic program offerings distinct and innovative. It will be important for the Dean to identify and act on opportunities

for growth of academic programs at the undergraduate, MBA, Associates, and certificate levels and in executive education.

The Dean will play a key role in determining the ideal administrative structure of the College of Business to best support all of its key initiatives.

### ***Advance the Profile of the College***

The College seeks a Dean who will embrace the distinctiveness of the College and work collaboratively with the University's enrollment management and marketing teams to build the College's reputation, enhance brand awareness, and achieve enrollment success in an increasingly competitive environment. The Dean must possess the ability to articulate the College's value proposition to students and parents, to convey the College's distinctive advantages to employers and other partners, to support faculty in their roles as thought leaders, and to promote the success of its alumni. Research is an area for continued growth in the College of Business.

### ***Embody Collaborative Leadership***

The campus is collegial and collaborative, and the faculty and staff take a genuine interest in advancing the success of their students. Faculty members are noteworthy for their availability and approachability. To that end, the College values and supports a balance among teaching, research, and service. The new Dean should embrace an inclusive approach to managing the academic enterprise and foster a culture of integrity and transparency in all areas of the College's operation.

The Dean will model open communication throughout the



decision-making process and enthusiastically embrace the practice of shared governance. Building productive, collaborative, and constructive relationships with other campus colleagues will also be key in an effort to instill the trust and teamwork that lead to positive results across the College and University.

The next Dean will be an accomplished and thoughtful leader with exceptional interpersonal skills who is an effective advocate for both the College and the University, ensuring that the College remains competitive and is responding to the needs of a rapidly changing academic and business landscape.

*Promote Academic Excellence*

As the College embarks on its self-study for AACSB International reaccreditation, the Dean will work with the College’s faculty and staff to enhance initiatives and processes that support reaccreditation efforts. In responding to change, the next Dean will also ensure that mechanisms and resources are in place to support future reaccreditation efforts.

The Dean will work with the faculty to recruit, retain, and develop colleagues for the future. The College benefits significantly

from a group of dedicated faculty members, many of whom have served the College for a number of years.

*Expand Resources*

The Dean will be expected to seek new revenue sources that align with the mission and vision of the College and University. In addition to effectively managing existing resources to meet the College’s goals, the Dean will be expected to grow resources through a variety of initiatives beyond expansion of academic offerings, to include fundraising with alumni, friends, foundations, and corporations and the development of strategic partnerships. The Dean must be an energetic and successful fundraiser who makes resource development one of their top priorities.

Building external partnerships will be a key component for success and includes expanding strong ties with local and regional businesses to provide opportunities for faculty and students as well as supporting economic development in the region and beyond. The College benefits from engaged advisory councils, and these groups of external stakeholders provide critical marketplace feedback to the Dean and the College.

KEY QUALIFICATIONS AND ATTRIBUTES

The ideal candidate for the next Dean of the College of Business will possess:

- a record of academic leadership in program development and review as well as in developing and sustaining high quality, student-centered coursework and curricula at both the undergraduate and graduate levels;
- extensive experience with accreditation and program review, in particular the AACSB International accreditation process. This knowledge will be key as the college undertakes its next self-study and prepares for it upcoming AACSB reaccreditation visit;
- demonstrated success is supporting and advancing an environment of diversity, equity, and inclusion
- the ability to engage in decision-making that is open and transparent in a system of strong shared governance;
- experience overseeing effective student recruitment, enrollment, and retention initiatives with emphasis on achieving successful outcomes for students, including a record of actively engaging with students and an understanding of the needs of first-generation students;
- success in recruiting, retaining, and developing a talented and diverse community of faculty, staff, and students, including the ability to mentor and support faculty, students, and staff from underrepresented groups;
- a commitment to advancing faculty in both their teaching and scholarship along with an understanding of the infrastructure needed to support faculty development;
- the ability to balance advocacy for the College and its programs with the needs of the wider University community, along with the insight and understanding to advocate, lead, and serve across constituents;
- fluency in the application of technology and data solutions for the classroom as well as significant understanding of the implications for business and higher education more broadly;
- financial savvy and experience in the development, management, and enhancement of budgets and other fiscal resources;
- a record of entrepreneurial, creative, and strategic thinking in developing programs, teams, and structures that foster innovation and collaboration across constituents; and
- enthusiasm and energy for externally focused activities including fundraising and engagement with alumni and members of the business community as well as a record of accomplishment in effectively cultivating, soliciting, and stewarding donors and other external partners.



POINTS OF PRIDE

- Ranked among the Best Regional Universities in the South for 11 consecutive years — *U.S. News & World Report*
- The only university in Kentucky awarded Military Friendly® Top Ten distinction — *Military Friendly*®
- Named a “Best Bang for the Buck” college, a listing of schools “that help non-wealthy students attain marketable degrees at affordable prices” — *Washington Monthly*
- Named to “America’s Top Colleges” for 12 consecutive years — *Forbes*
- Consistently placed in the top 10 percent of “Best for Vets” public universities and number one in Kentucky — *Military Times*





## STUDENT TESTIMONIALS

EKU helped me reach my goals through the people I've met on campus. Because of some amazing professors and friends, I've opened myself up to a world of opportunities.

Rachel Grant

PUBLIC RELATIONS MAJOR  
SOCIOLOGY MINOR

This was more than a university to me; this was my home. The things ECU has given me goes beyond education; but a chance to feel like I belong, to grow, to love, and to achieve.

Faith Coffman

COMMUNICATIONS  
STUDIES MAJOR

I had the opportunity to share with people from different background, age and culture.

Every day was a fantastic experience in class!

Sadie Mathew

SPANISH STUDIES MAJOR



# EKU: KENTUCKY'S UNIVERSITY

Founded in 1874, Eastern Kentucky University offers general and liberal arts programs and pre-professional and professional training in education and various other fields at both the undergraduate and graduate levels. Approximately 14,500 students are enrolled in more than 100 academic programs across ECU's six colleges: Business; Education; Health Sciences; Justice, Safety, and Military Science; Letters, Arts and Social Sciences; and Science, Technology, Engineering, and Math.

In addition to the main campus in Richmond, ECU has four regional campuses that increase the opportunity for students to obtain selected degrees while remaining in the area to better serve the needs of their families and their communities. Programs are offered in Lancaster in the Central Region, Manchester and Hazard in the East Region, and Corbin in the South Region.

The university has a highly qualified faculty committed to excellence in teaching, scholarship, and service. These scholars have chosen to pursue their careers at ECU because they love to teach and engage students in the learning process. There are approximately 1,050 faculty members, with 591 full-time faculty members, and 463 part-time faculty members.

ECU is committed to graduating students with the skills to think critically and creatively and communicate effectively. The university's Quality Enhancement Plan (QEP), Read with Purpose, seeks to develop critical readers who are guided by purposeful inquiry; as such, it reinforces the university's current emphasis on promoting metacognitive strategies to foster deep learning.

On ECU's 2019-20 Graduating Senior Survey (GSS), a majority of graduating seniors rated the quality of instruction in their majors as excellent. Eastern Kentucky University's applied programs strike an effective balance between theory and practice in their discipline; and students can select from more than 100 programs, each with an applied component.

More than 70 percent of students attend full-time. Within the student body, more than 59 percent of the students are women

and nearly 14 percent are minorities. More than 61 percent of all undergraduate degree recipients are low-income, first-generation or both. Nearly 89 percent of undergraduate students are Kentucky residents, and after graduation, 75 percent of ECU degree holders are employed in Kentucky – the highest percentage of all public four-year institutions in the state.

Eastern Kentucky University's four-year graduation rate continues to climb, with a 15 percent increase over the past seven years. The first-time freshman retention rate is at an all-time high for ECU at 79.5 percent.

ECU Online degree programs continue to grow steadily with nearly 3,600 students enrolled as of Fall 2020, and an increasing number of online degree options. In 2020, ECU Online won four Blackboard Catalyst Awards, and U.S. News & World Report once again ranked ECU's online degree programs among the best in the nation.

In 2019-20, the university awarded 3,820 degrees and certificates, including 882 master's and doctoral/specialist degrees.

ECU's nationally recognized honors program offers students the opportunity to present research at the annual meeting of the National Collegiate Honors Council (NCHC), where more than 1,000 ECU Honors students have presented since 1990.

Students at ECU benefit from numerous organizations, services, activities, recreational opportunities and sports. Beginning July 1, 2021, all 16 of ECU's Colonel athletic teams will join the ASUN Conference, being eligible for conference awards, postseason play and NCAA Tournament automatic bids. Men's teams include baseball; basketball; cross country; football; golf; track and field, indoor; and track and field, outdoor. Women's teams are basketball; beach volleyball; cross country; golf; soccer; softball; track and field, indoor; track and field, outdoor; and volleyball.

*For more information, visit [www.eku.edu](http://www.eku.edu).*





# APPLICATION & NOMINATION PROCESS

Dr. Melissa Trotta and Ms. Kimberly Templeton, representing AGB Search, will be assisting the Search Committee. Potential candidates are invited to initiate a conversation about this opportunity through a preliminary email contact with either Dr. Trotta or Ms. Templeton prior to submitting materials. To receive full consideration, nominations and application materials should be submitted not later than the target date of **May 14, 2021**.

Application materials must include: 1) a letter of interest, which responds directly to the position qualifications and Strategic Priorities listed as listed in the Leadership Profile, 2) curriculum vitae, and 3) the names, addresses, telephone numbers, and email addresses of five references (indicate your professional relationship with each). Please include your personal email and cell phone number. All candidate names will remain confidential, except for those individuals invited to campus interviews. Application and nomination materials should be submitted electronically to **EKUCOBDean@agbsearch.com**

Further information about the Eastern Kentucky University College of Business may be found at **business.eku.edu**.

*Contact information for AGB Search representatives assisting Eastern Kentucky University:*

**Melissa K. Trotta, Ed.D.**

Associate Managing Principal, AGB Search  
melissa.trotta@agbsearch.com

**Kimberly Templeton, J.D.**

Principal, AGB Search  
kimberly.templeton@agbsearch.com

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## MEMBERS OF THE EASTERN KENTUCKY UNIVERSITY DEAN, COLLEGE OF BUSINESS SEARCH COMMITTEE

Ryan Baggett, Professor of Homeland Security and Interim Dean, Graduate School • *Search Committee Co-Chair*

Beth Polin, Associate Professor of Management • *Search Committee Co-Chair*

Elizabeth Ballou, Executive Director of Enrollment Management

Matt Evans, President and CEO, Bankers Service Corporation and Chair • *College of Business Advisory Board*

Lisa Gardner, Professor and Director, Risk Management and Insurance

Anna Haas, Graduate Student • *Master of Business Administration program*

Trish Isaacs, Professor of Accounting, MBA Director, and Associate Dean

Kim Kincer, Director • *PGA Golf Management*

Dannie Moore, University Vice President for Strategic Initiatives and Chief Diversity, Equity and Inclusion Officer

Marcel Robles, Professor of Corporate Communication and Technology and Assistant Dean and Chair of Faculty

Sharron Townsend, Senior Director of Development

Julie Spease, Manager • *College of Business Advising*

Ben Woodruff, Assistant Professor of Finance

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Advancing Higher Education Leadership

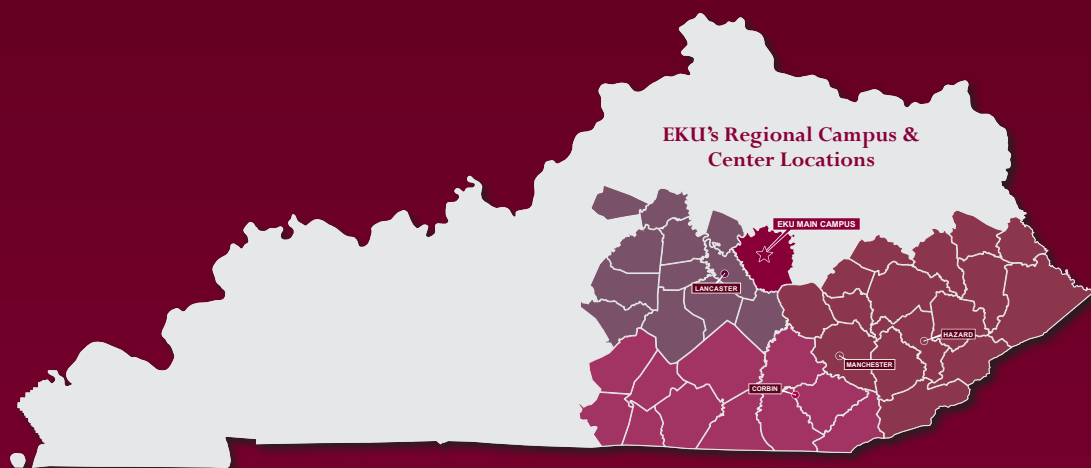


## APPLICATION PUNCHLIST

- Letter of Interest
- Curriculum Vitae
- Five references
- Email and cell phone
- **Due by May 14, 2021**
- Send to:  
EKUCOBDean@agbsearch.com
- See full instructions, opposite







## EASTERN KENTUCKY UNIVERSITY: 'KENTUCKY'S UNIVERSITY'

Eastern Kentucky University is located in Richmond, Kentucky, an expanding community of approximately 36,000 residents. In and around Richmond are many areas of historic and scenic interest. The city offers arts and entertainment, recreation, shopping, and fine and casual dining. Richmond has well-established neighborhoods and affordable housing. The area offers both public and private elementary, middle, and high schools.

Centrally located, Richmond is served by a network of major highways making the area easily accessible from all parts of Kentucky and surrounding states. Interstate Highways 1-75 (north-south) and I-64 (east-west) make the metropolitan areas

of Cincinnati, 112 miles to the north, and Louisville, 110 miles to the west, within convenient distance by automobile.

Lexington, Kentucky, known as the "Horse Capital of the World," is less than a 30-minute drive from campus, offering an easy commute for those who wish to live in a larger city or who want to take advantage of additional entertainment and cultural opportunities. With a population of more than 300,000, Lexington hosts numerous cultural events, fairs, sporting events, and horse racing and equestrian events. The city is home to Fortune 500 companies, the University of Kentucky, Keeneland horse racetrack, and a variety of restaurants, bars and coffee shops, among other attractions.



**EASTERN KENTUCKY UNIVERSITY**

Eastern Kentucky University is an Equal Opportunity/Affirmative Action employer and educational institution and does not discriminate on the basis of age (40 and over), race, color, religion, sex, sexual orientation, gender identity, gender expression, pregnancy, ethnicity, disability, national origin, veteran status, or genetic information in the admission to, or participation in, any educational program or activity (e.g., athletics, academics and housing) which it conducts, or in any employment policy or practice. Any complaint arising by reason of alleged discrimination should be directed to the Office of Equity and Inclusion, Eastern Kentucky University, Jones Building 416, Richmond, Kentucky 40475, (859) 622-8020, or the U.S. Department of Education, Office for Civil Rights, 400 Maryland Avenue, SW, Washington, D.C. 20202, 1 (800) 421-3481 (V), 1 (800) 877-8339 (TTY).



EKU has taken considerable precautions to keep students, faculty, and staff healthy and safe during the coronavirus pandemic. All photos were either taken pre-pandemic or in an environment designed to ensure the safety of all participants.