



VCU

Dean, School of Business Position Description



Greenwood/Asher
& ASSOCIATES, LLC

The Position

Virginia Commonwealth University (VCU) invites nominations, expressions of intent and applications for a leader to serve as dean of the School of Business. A close-knit community within a leading urban, public university, the School of Business enrolls nearly 4,000 students in a wide range of bachelor's, master's, certificate and doctoral programs. Since 1937, the school has developed strong connections within the Richmond business community and beyond, with students actively engaged in internships, corporate and research projects and learning from executives. VCU has earned both business and accounting accreditations by AACSB International, placing it in the top five percent of business schools worldwide. AACSB-accredited schools have the highest-quality faculty, deliver relevant and challenging curricula, and provide educational and career opportunities that are not found at other business schools. The School of Business, its programs and faculty have received national recognition from top publications such as *U.S. News & World Report*, *The Princeton Review*, *Bloomberg Businessweek*, *CEO Magazine* and *Advertising Age*. Its possibilities are extraordinary.

The dean will provide vision and leadership for academic activities, scholarship, alumni relations, centers and institutes, community engagement and fund development for the school. The dean will enhance the direction of the school by implementing the vision, defining standards of excellence and identifying directions for new growth. They will advance research, education and engagement in the business arena – in Richmond, throughout the Commonwealth, nationally and internationally. As a matter of high priority, the dean will secure financial support from a wide range of sources. Promoting excellence and diversity, the dean will be responsible for student and faculty recruitment, development and retention. They will manage the school's resources, academic programs, faculty, staff, students, facilities and budget.

Reporting to the provost and senior vice president for academic affairs, the new dean will have responsibility for providing leadership in academic, research, community outreach and fund-development activities to sustain and enhance the outstanding reputation of



the school. The dean will take the lead in shaping the future of the school, advancing the vision that defines its standard of excellence, the directions of its growth and the new and multidisciplinary connections that are possible across the university and abroad. The dean will nourish and build external partnerships, including engaging the expertise of the faculty to fulfill the school's vision to embed a unique, creative culture within its faculty, students and alumni by nurturing curiosity, celebrating diversity, sharing ideas openly, learning from each other, practicing teamwork, engaging with the vibrant campus community and city and being willing to step out of comfort zones to take risks on new ventures. Along with the faculty, the dean will be responsible for the recruitment and retention of faculty members, assuring excellence in teaching, research and service. The school envisions the opportunity to shape new programmatic directions, extend those currently in place and build upon existing strengths in the university and the school. The dean also will extend partnerships with the public sector, expanding connections in support of the development of the school. The dean will be part of the senior leadership of the university, working with other senior officers and deans to realize the university's promising and challenging future.

The dean will be responsible for all matters relating to the management of the resources of the school, including its academic programs, centers/institutes, its faculty, staff and students, its facilities and its budget. The dean will actively support the university's advancement initiatives and will lead that effort within the school and among its constituents. They will assure continued focus on students, both undergraduate and graduate, providing the services and support necessary to ensure their success. Finally, the dean will recognize, reward, facilitate and advance high-level research activities.

Specific Responsibilities

- Serve as the chief academic and administrative officer of the School of Business at VCU, reporting directly to the provost and senior vice president for academic affairs
- Supervise all full-time instructional faculty, faculty in affiliated centers and staff members within the school
- Create a climate that promotes diversity, equity and inclusion and meets the goals and vision of the school's diversity plan
- Support student success at both the undergraduate and graduate levels, focusing on student quality and diversity; provide services to ensure their success and support innovative teaching that prepares students for success
- Provide leadership in the advancement of a strategic vision for the unit and take responsibility for effectively articulating a shared vision to both internal and external constituents
- Oversee curricular planning and development, budget management, external resource development, including extramural research funding and development, and alumni relations
- Recognize, reward, facilitate and advance the scholarship and research endeavors of the School of Business
- Establish new and expand existing corporate partnerships
- Establish and create relationships with diversity focused business organizations in the local and state business community.
- Develop long-term planning for faculty and staff recruitment, professional development and evaluation
- Represent the School of Business on the Council of Deans and to all external constituents and partners of the school
- Participate as an active voting member of the VCU School of Business Foundation Board of Trustees

Qualifications, Knowledge, Skills and Abilities

The successful candidate has a record of distinguished academic leadership, research and teaching and/or strong leadership experience in corporate and industry. Applicants should have experience in business and management in an academic and/or professional environment including planning, budgeting, team building, problem solving and project management.

Candidates should have a proven record of professional accomplishments and effective leadership, and have demonstrated the ability to foster a climate where learning and discovery flourish. The dean will have the ability to balance strong academic and intellectual leadership with effective external relationship-building and resource development, and will be a leader able to articulate the narrative of the school's diverse accomplishments and aspirations with a sense of common purpose and pride.

This is an exceptional opportunity for an individual with the drive, skill and experience to bring creative leadership to a distinguished organization and to play a critical role in shaping its future. In addition to academic and/or industry experience, preferred qualifications include a

record of distinguished public service; substantial administrative experience; demonstrated leadership and results in fostering equity, diversity and inclusion within organizations and communities; proven success in external fund development; a strong commitment to shared governance; and credentials that merit appointment at the rank of full professor in the school.

In addition, the dean will have the following preferred qualifications:

- An earned post-graduate degree in a discipline represented or related to the school
- A demonstrated commitment to developing and promoting quality research and scholarship
- A strong record and commitment to continuous improvement of student learning and faculty teaching
- A strong commitment to fostering community/university collaboration and partnerships
- A demonstrated commitment to faculty and programmatic development
- Demonstrated leadership in infrastructure development and organizational maintenance
- Proven strong communication, management and organizational skills
- The ability to articulate the school's vision, goals, accomplishments and needs to constituents
- An entrepreneurial, innovative and global orientation
- Proven abilities and experience in fundraising
- A record of exemplary personal and professional integrity
- A demonstrated commitment to cross-disciplinary programs



Creativity at Work: About the School of Business

Since its founding in 1937, the VCU School of Business has built strong ties with the business community in Richmond, the central Virginia region and beyond. The mission of the School of Business is to be a dynamic hub of business education and research, fueled by creativity and a commitment to preparing students to lead in a complex world. The school drives the future of business through the four EPIC pillars of its strategic plan: experiential learning, problem-solving curricula, impactful research and creative culture. The School of Business aims to embed a unique, creative culture within its faculty, students and alumni by nurturing curiosity, celebrating diversity, sharing ideas openly, learning from each other, practicing teamwork, engaging with the vibrant campus community and city, engaging in state and regional business community groups and being willing to step out of comfort zones to take risks on new ventures.

The School of Business has achieved significant recognition. In addition to international accreditation, the master's programs regularly receive national recognition. The online MBA program was ranked 32nd by *Fortune Magazine* after only three years. The evening MBA program currently attained a new rank of 52nd by *U.S. News & World Report*. Also, the Center for Sport Leadership program has been ranked 12th worldwide and ninth in North America in the 2020 Sport Business Postgraduate Course Rankings.



Although outside of the scope of AACSB accreditation, the VCU Brandcenter and VCU Center for Sport Leadership programs are affiliated academic units of the School of Business conferring master's degrees in separate locations around campus. Additionally, daVinci Center is shared among the Schools of Arts and Business, the Colleges of Engineering and Humanities and Sciences and VCU Health (supported by the School of Business administratively) and offers three undergraduate certificates and a Master's Degree of Product Innovation.

The School of Business enrolls approximately 4,000 students in a wide range of bachelor's, master's, certificate and doctoral programs across seven departments. New curriculum offerings represent creative reactions to a post-COVID learning tolerance for online-learning and a desire to capture a declining transfer population. [Learn more about the academic programs.](#)

One-third of incoming VCU freshmen are first-generation students. A close relationship with Strategic Enrollment Management (SEM) has helped identify at-risk students through early alerts, and a recent move to consolidate Undergraduate Recruiting, Student Advising, Career Services and Student Engagement within the school is poised to better support and retain all business students. The average unmet financial need of a business student has increased 25% over the past five years, from \$8,808 in 2015-16 to \$11,203 in 2019-20. Completion awards, initiated by the School of Business Foundation, to help students graduate and active calling by student advisors have helped undergraduate enrollment remain relatively stable during COVID. Outcome data are becoming increasingly available through university-wide collaborative surveys to map longitudinal trends in internship and job placement.

In addition to research projects conducted by faculty and undergraduates that are interdisciplinary, the largest endowed programmatic gift in School of Business' history was a \$5 million gift to create the Virginia Credit Union Financial Success Center at VCU and the VACU endowed chair/director for financial wellness. The program, which collaborates with SEM and Financial Aid, provides financial literacy courses university-wide to students, faculty, staff and alumni.

Strategic Plan

In 2015-2016, the VCU School of Business launched a bold strategic plan, EPIC, to build on its strengths and to ensure that as the business landscape grows increasingly complex, graduates are prepared to apply innovative thinking and a creative approach to their careers. [Read more.](#)

Accreditation

VCU has earned both business and accounting accreditations by AACSB International, placing it in the top 5 percent of business schools worldwide. VCU was the first business school in the nation to be accredited by the Computing Commission of ABET, the recognized accreditor of college and university programs in applied and natural science, computing, engineering and engineering technology.

School of Business Foundation

Founded in 2005, the Virginia Commonwealth University School of Business Foundation was created to manage private assets and provide meaningful leadership from the corporate community to advance the VCU School of Business. The foundation provides resources to educate students, achieve teaching excellence and promote scholarly research. It owns Snead Hall, which is leased to Virginia Commonwealth University to be used for School of Business classes and activities.

Centers, Institutes and Labs

- Brandcenter
- Capital Markets Center
- Center for International Business Advancement
- Center for Sport Leadership
- Customer Experience Lab
- da Vinci Center*
- Experimental Laboratory for Economics and Business Research
- Information Systems Research Institute
- Kornblau Institute
- Risk and Insurance Studies Center
- RVA Views
- VCU Center for Economic Education
- Virginia Council on Economic Education

* collaboration of Schools of Arts and Business, the Colleges of Engineering and Humanities and Sciences and VCU Health

Facilities



Snead Hall, home of the VCU School of Business, opened in January 2008. Adjacent to the School of Engineering, the 145,000-square-foot facility is open year-round. Snead Hall is in use days, evenings, weekdays, and weekends for classes, study groups, interviews, student organization meetings and competitions for full and part-time students. The School regularly hosts Foundation meetings, advisory boards, conferences, regional employers,

donors and alumni participating in the classroom, networking events and/or corporate education programs. The building is named in honor of 1976 graduates Thomas G. Snead Jr. and Vickie M. Snead and features such amenities as:

- Capital Markets Center
- Business Career Services center
- Central atrium with a student commons and café
- Auditorium, collaborative learning spaces, tiered case study classrooms and team-building breakout rooms
- Center for Corporate Education
- Faculty and staff offices

About Virginia Commonwealth University

Located in the heart of Richmond, the capital of Virginia since 1779, Virginia Commonwealth University serves an integral role in the economic health of the city and the state, educating the current and future workforce, reaching out to the community, advancing research and enhancing patient care.

VCU was founded in 1838 as the medical department of Hampden-Sydney College, becoming the Medical College of Virginia in 1854. In 1968, the General Assembly merged MCV with the Richmond Professional Institute, founded in 1917, to create Virginia Commonwealth University.

Today, VCU offers comprehensive undergraduate, master's, doctoral and professional programs and encompasses one of the largest academic health centers in the nation. With \$335 million in externally funded research awards for the 2020 fiscal year, VCU is one of only 71 institutions in the country with an academic medical center to be designated by the Carnegie Foundation as "Community Engaged" with "Highest Research Activity." Its centers and institutes of excellence support the university's research mission and involve faculty from multiple disciplines in the arts, public policy, biotechnology and health care discoveries.

VCU enrolls more than 29,000 students in more than 200 degree and certificate programs in the arts, sciences and humanities. Twenty-two of the programs are unique in Virginia, many of them crossing the disciplines of VCU's 11 schools and five colleges. VCU has a full-time instructional faculty of more than 2,500 who are nationally and internationally recognized for excellence in the arts, business, education, engineering, the humanities, the life sciences, social work and all the health care professions. With more than 23,000 employees, VCU and VCU Health also have a significant impact on Central Virginia's economy.

Through the guidance of its strategic plan, Quest 2025, VCU is working to meet the demands of diverse populations through impactful research and creativity, rigorous study, and extensive community engagement and is taking its place among the nation's premier urban, public research universities.



VCU and the VCU Health System have been honored with prestigious national and international recognition for top-quality graduate, professional and medical-care programs, reflecting a commitment to be among America's top research universities, supporting students, faculty and the VCU community.

Strategic Plan – Quest 2025: Together We Transform

Quest 2025: Together We Transform serves as the successor to the 2012-2018 strategic plan, Quest for Distinction. Above all, the 2025 strategic plan strives to be:

- A plan for the VCU community, by the VCU community
- Flexible, strategic and realistic, encompassing the values the university has been sharing for years
- A way for units to define distinction for themselves — to identify, and make the most of, what makes them stand out from the crowd

VCU will pursue four overarching, integrated themes in support of its mission and vision and in its continued drive for distinction and impact:

- Transform the lives of VCU's distinctive and diverse students
- Achieve pre-eminence as a 21st century public, urban research university
- Commit to inclusive excellence
- Create collective community change

[Read more about the Quest 2025 plan updates.](#)

2021-2022 Budget

In FY2022, Virginia Commonwealth University plans for a year with significantly less uncertainty than FY2021. For budget planning purposes, operations are assumed to return largely to pre-pandemic status. However, the university will continue to monitor health conditions closely and plans for the upcoming year will continue to evolve as guidance is provided by state and federal governments and

input is received from the VCU community. Expected stable enrollment, investments in strategic needs, welcomed resources provided by the State of Virginia and federal funding related to the pandemic has allowed for a balanced budget without implementing university wide budget reductions.



The VCU budget plan for FY2022 demonstrates the university's commitment to advancing the university strategic plan, Quest 2025: Together We Transform. Among the most significant actions is the Board of Visitors' decision to freeze standard undergraduate tuition rates for the third consecutive year. This critical student access initiative will be expanded in FY2022 to include standard tuition rates for graduate and first professional degree programs. In addition, the FY2022 budget includes actions to

advance the university strategic plan in promoting diversity and inclusion, expanding research and supporting faculty and staff. These budgetary actions to advance the VCU strategic plan include:

- **Faculty, staff and adjunct support:** Providing competitive salaries for VCU's faculty, staff and adjuncts is an integral part of ensuring VCU's status as a nationally prominent university. In FY2022, the Virginia General Assembly mandated a five percent increase for all state employees. VCU is supportive of this increase and the FY2022 budget includes \$13M to support the VCU share of this increase, along with funding to support standard faculty promotions and adjunct pay increases.
- **Research and research support:** The FY2022 budget includes \$398M for sponsored research, the highest level ever budgeted at VCU. The budget also includes a reset of the university \$45M overhead funding model (FACR) to support research and allocates additional funds to support the Strategic Research Priorities Plan as well as directing funds back to units to seed additional funding growth.
- **Diversity driving excellence:** As part of the strategic plan goal to build and sustain the infrastructure to enhance diversity, inclusion and equity at all levels of the university, the FY2022 plan includes critical funding to expand the VCU initiative iCubed, increasing diverse faculty hires supporting collaborative, interdisciplinary teaching and research clusters.

The FY2022 budget also underscores the very positive partnership between VCU and the State of Virginia. In FY2022, total new state funding of approximately \$32.7M has been appropriated. This includes \$14.3M of new operating support, \$10.6M for the state share of the mandated salary increase and \$4.6M for new state-funded financial aid. Massey Cancer Center also received \$5M in new funding to support research and cancer treatment. In total, this represents a 13.4% growth in state operational funding. The state also supported two important capital initiatives including the purchase of property to allow the move of the athletic facilities off campus thereby allowing the development of needed on-campus academic facilities and funding to plan for the development of the Arts and Innovation building. Both projects are high priorities in the university Master Plan.

In addition to state funding, VCU received \$56M in Higher Education Emergency Relief Funding III to be used in the spring of 2021 through this next fiscal year. As per the legislative requirement, half of this funding, \$28M, will be used as direct student support while the other \$28M will be directed to offset university's revenue shortfalls and other COVID needs.



[See the full budget as approved by the BOV.](#)

University Mission

Virginia Commonwealth University and its academic health sciences center serve as one national urban public research institution dedicated to the success and well-being of our students, patients, faculty, staff and community through:

- Real-world learning that furthers civic engagement, inquiry, discovery and innovation
- Research that expands the boundaries of new knowledge and creative expression and promotes translational applications to improve the quality of human life
- Interdisciplinary collaborations and community partnerships that advance innovation, enhance cultural and economic vitality, and solve society's most complex challenges
- Health sciences that preserve and restore health for all people, seek the cause and cure of diseases through groundbreaking research and educate those who serve humanity
- Deeply engrained core values of diversity, inclusion and equity that provide a safe, trusting and supportive environment to explore, create, learn and serve

University Vision

As a pre-eminent national public, urban university and academic health center, VCU will be distinguished by its commitments to inclusion, access and excellence; innovative and transformative learning; impactful research; exceptional patient care; and beneficial community impact.

Accreditation

VCU is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award baccalaureate, master's, doctoral and first-professional degrees. [Read more.](#)

About Richmond, Virginia

The metropolitan area offers minimal traffic congestion with less than a 25-minute commute on average. Richmond is centrally located with the Atlantic beaches, Blue Ridge mountain ski slopes and hiking, and Washington, D.C., all within a two-hour drive. The city of Richmond combines big-city amenities with southern charm and ease. The city is home to the Virginia Museum of Fine Arts, easy parking, restaurants that win raves from national media and some of the best street art in the entire country. [Learn more about Richmond.](#)



Nomination and Application Process

Salary

The salary is competitive and commensurate with qualifications and experience.

How to Apply

Greenwood/Asher & Associates, Inc. is assisting Virginia Commonwealth University in this search. Applications and nominations are now being accepted. Screening of complete applications will begin immediately and continue until the completion of the search process. Application materials should be submitted to the VCU eJobs portal located at the link below:

VCU eJobs portal: <https://www.vcujobs.com/postings/108265>

Additionally, confidential inquiries, nominations and application materials should be directed to Greenwood/Asher. Submission of application materials (cover letter, CV, and list of five references) as PDF attachments is strongly encouraged. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

Inquiries, nominations and application materials should be directed to:

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For more information on Virginia Commonwealth University, please visit vcu.edu.
To learn more about the VCU School of Business, please visit business.vcu.edu

Virginia Commonwealth University is an equal opportunity/affirmative action university providing access to education and employment without regard to race, color, religion, national or ethnic origin, age, sex (including pregnancy), political affiliation, veteran status, genetic information, sexual orientation, gender identity, gender expression or disability. Women, minorities, veterans and persons with disabilities are encouraged to apply.