Executive Summary

Longwood University, a recognized leader in business education, seeks a forward-thinking, innovative, and collaborative leader to serve as its next Dean of the College of Business and Economics (CBE). The college requires a decisive, engaged, and empathetic dean who is attentive to the college's legacy and skilled at leveraging a close-knit community to guide the college to the next chapter. The ideal candidate will be a strong administrator and academic leader who draws on real-world industry knowledge, a deep understanding of the challenges and opportunities facing higher education and business schools, and knowledge of the standards of AACSB accreditation.

The dean is responsible for providing overall vision and leadership for faculty, staff, administration, and students. They also ensure the quality of undergraduate and graduate academic programs and that the college maintains AACSB accreditation. Externally, the dean represents the college to alumni, to the regional business community, and other key stakeholders. The dean plays a crucial role in establishing new, and strengthening existing, relationships across all constituencies; the dean serves as the college’s key fundraiser. In all these activities, the dean will be a clear communicator and champion for students and faculty.
Accredited by AACSB in 1998 and reaffirmed most recently in 2023, the CBE offers an undergraduate degree in Business Administration with concentrations in seven disciplines, as well as an undergraduate degree in Economics, a fully online MBA program, and three minors (Business Administration, Economics, and Cyber Security, Forensics, and Policy). The management structure of the CBE includes a dean, an associate dean, and two department chairs. Full-time faculty positions are divided between the Department of Accounting, Economics, Finance, and Information Systems and the Department of Management and Marketing.

MISSION
The mission of the CBE is to cultivate a supportive learning community that inspires people to bring spirit, knowledge, and integrity to their profession and to society. The guiding principles to accomplish this mission are active learning, relevant discovery, transformative experiences, and engaged partnerships. Assessing student outcomes is core to accomplishing the CBE mission. Through their study in the programs of the CBE, students will:

• Gain core business knowledge and in-depth knowledge in their concentration;
• Integrate concepts across disciplines, utilizing effective critical thinking skills and problem solving techniques;
• Communicate effectively orally and in writing, formulating thoughts and ideas and transmitting them to target audiences;
• Exercise sound ethical reasoning, synthesizing and critically analyzing information from multiple perspectives, and making informed, ethical decisions; and

• Analyze and interpret data and make conclusions and/or recommendations for action based on the analysis.

STRATEGIC PLAN
The CBE current strategic plan was adopted in Fall 2022 and aligns the goals of the CBE with the strategic goals of the University. The guiding principles of the college are clearly reflected in the five priorities of the CBE’s Strategic Plan (2022-2025).

1. Innovate for diverse enrollment growth and improved learning to support undergraduate, graduate, and workforce needs in Virginia and beyond: Continuously improve students’ active learning, engage their interests in discovery, and prepare them for post graduate studies and/or careers.

2. Commit to what makes CBE distinctive and promote CBE: Regularly collect students’ feedback, improve strategies and practices for new and transfer students’ enrollments, and enhance internship program that is unique in the CBE.

3. Review and renew assessment of learning: Improve the assessment plans for both undergraduate and graduate programs.

4. Online MBA 2.0: Examine the MBA teaching, class size, structure, and admissions standards to respond to the substantial changes of our MBA program, which improves students’ active learning and transformative experiences.

5. Rebuild community and connection within and outside the CBE: Accomplish the CBE mission through engaged partnerships.

FIVE CENTERS
The primary vehicles for achieving these goals include five centers housed in the CBE:

• The McGaughy Professional Development Center
• The SNVC Institute for Leadership and Innovation
• The Logistics Center
• The Center for Financial Responsibility
• The Center for Cyber Security

HINER HALL
The CBE is located in Hiner Hall, along the central campus Brock Commons thoroughfare and a popular location due to plentiful windows, study spaces, and natural light. Hiner features teaching spaces as well as an auditorium and other gathering places. The building has undergone recent updates, with additional renovations planned for the future as funding becomes available.
About Longwood University

Longwood is part of the proud tradition of higher education in the Commonwealth of Virginia. Founded in 1839, Longwood is the third-oldest public university in Virginia. Longwood currently has approximately 4,300 undergraduate and graduate students and more than 39,000 alumni. It maintains affiliations with the neighboring Robert Russa Moton Museum of civil rights history and the Longwood Center for Visual Arts, a nationally accredited university art museum. A member of the Big South Conference, Longwood competes at the NCAA Division I level.

MISSION

Longwood University is an institution of higher learning dedicated to the development of citizen leaders who are prepared to make positive contributions to the common good of society. Building upon its strong foundation in the liberal arts and sciences, the University provides an environment in which exceptional teaching fosters student learning, scholarship, and achievement. As the only four-year public institution in south central Virginia, Longwood University serves as a catalyst for regional prosperity and advancement.

Longwood’s key principles include:

- Academic enterprise at the heart
- Transforming lives
- Camaraderie
The University’s mission and key principles are guided by the following priorities:

• Intensifying enthusiasm across all enrollment
• Innovation in what we offer
• Reflecting the diversity of America
• Distinction in the Commonwealth and the Nation
• A sense of beauty and place on campus
• College-town vibrancy
• A culture of philanthropy

STRATEGIC PLAN


University Leadership

PRESIDENT W. TAYLOR REVELEY IV

W. Taylor Reveley IV began his term as Longwood University’s 26th president in 2013, with deep ties to the University. Over the past century, members of his family have been leaders on the faculty and Board of Visitors as well as devoted students and alumni. As president, Reveley’s principal areas of focus have included:

• Championing the value of the liberal arts and sciences, including Longwood’s distinctive new core curriculum — Civitae — focused on citizen leadership.
• Fostering the University’s partnership with the Moton Museum, the national historic landmark that neighbors Longwood’s campus and honors Barbara Johns and the student Civil Rights movement in Prince Edward County.
• Maintaining college affordability, through the lowest average annual tuition increases of any Virginia public university.

• Leading innovation in campus planning and architecture focused on new urbanism and building joint momentum with Farmville, the nation’s first two-college town.

• Enhancing the University’s culture of philanthropy, especially regarding scholarship giving and student support. Longwood’s endowment has more than doubled since Reveley’s tenure began, and now exceeds $100 million. Longwood has secured more than $850 million in gifts, grants, and state and federal funding in the past decade.

• Strengthening Longwood’s civic role, as Virginia’s third-oldest public university, and one of the hundred-oldest colleges and universities in America. In 2016 Longwood hosted the U.S. Vice Presidential Debate.

PROVOST LARISSA M. SMITH
Larissa M. Smith is the University’s Provost and Vice President for Academic Affairs. In this role, she is chief academic officer and is responsible for Longwood’s three academic colleges (Business and Economics; Education, Health and Human Services; and the Cook-Cole College of Arts and Sciences), two supporting colleges (the College of Graduate and Professional Studies, and the Cormier Honors College), Greenwood Library, academic programs, and outreach centers.

Dr. Smith has been at Longwood since 2000. As a professor of history, she specializes in 20th century African-American history, history of the U.S. South, and Virginia history. She serves as university liaison to the Moton Museum, Virginia’s only civil rights National Historic Landmark, located in Farmville. She also was the lead historical consultant for the museum’s award-winning exhibit “The Moton School Story: Children of Courage,” which opened in April 2013, and authored the exhibit guide.

Prior to becoming Provost, Dr. Smith served as Associate Provost for Outreach and Initiatives, in which she worked closely with the Longwood Center for the Visual Arts, the Moton Museum, and The Gerald L. Baliles Center for Environmental Education at Hull Springs. From 2014-2016, she served as vice-chair of the Academic Core Curriculum Committee, which led the development of Longwood’s new general education curriculum, called Civitae. She also chaired Longwood’s Faculty Senate from 2010-2013. She holds an undergraduate degree from the University of Virginia and an M.A. and Ph.D from Emory University.
Historic Farmville, Virginia is America’s oldest two-college town.

Farmville, Virginia

**Longwood University is located in Farmville, Virginia, America's oldest two-college town.** Farmville is an hour's drive from Richmond and is energized by coffee shops, restaurants and shopping. Abundant recreational opportunities, including the 32-mile High Bridge Trail, are just steps from campus.

**Farmville holds a deeply consequential place in American history,** witnessing the final days of the Civil War as well as key events during the civil rights movement of the 1950s and 1960s. The **Farmville Freedom Monument**, constructed by Longwood in 2018, honors the full range of that history, from Patrick Henry to Barbara Johns.

The **R.R. Moton Museum**, on the south end of Longwood’s campus, is the site of the 1951 student strike led by the 16-year-old Johns, which helped launch the modern civil rights movement, and eventually became part of the Brown vs. Board of Education lawsuit that struck down school segregation. A National Historic Landmark and Virginia’s only civil rights museum, the Moton Museum works closely with Longwood faculty, staff and students to share the story of Prince Edward County’s civil rights history.

**Explore Life in Farmville, including arts and culture,** recreation, family activities, dining and entertainment, and community activities and festivals of the quintessential college town.
Role of the Dean of the College of Business & Economics

The dean has responsibility to oversee and implement policies and priorities of the college and university. The Dean of the CBE leads the college faculty in the development of policies and priorities governing the academic programs of the college. The Dean is the chief academic and administrative officer of the college, and reports to the Provost and Vice President for Academic Affairs. The dean has jurisdiction and responsibility for the best interests of the college’s programs and faculty and the academic well-being of its students.

EXPECTATIONS AND OPPORTUNITIES FOR LEADERSHIP

PROVIDE VISIONARY LEADERSHIP

• Enhance the profile and visibility of the CBE both on campus and in the community

• Develop and implement a plan to ensure continued improvement and reaffirmation of AACSB status

• Define and promote the CBE’s distinctive brand, identity, and value proposition by articulating a clear strategic vision for the College and ensure its implementation

• Promote a culture of listening to adapt to changing needs of students, faculty, and industry

FOSTER ACADEMIC EXCELLENCE AND STUDENT SUCCESS

• Ensure a distinctive and high-quality education in a competitive landscape

• Supervise program assessments and reviews within the CBE

• Establish a culture of assessment and continuous improvement in the CBE where assessment and market trends inform innovations in curriculum and instruction within the CBE and such endeavors are encouraged and supported

• Reinforce a student-centered vision and strategy that includes measurable outcomes for student success

• Develop a culture of providing support to CBE students to ensure academic and career success

BUILD ORGANIZATIONAL CAPACITY

• Ensure effective management at all levels within the CBE, including recommendation of department chair in consultation with the faculty

• Prioritize expenditures and effectively manage resources in a manner that demonstrates accountability and support for the CBE’s mission
• Foster a highly collaborative, equitable, and inclusive environment that values and leverages the benefits of diverse perspectives, to attract, recruit, and retain top faculty, staff and students

• Ensure the integrity of procedures regarding appointment, reappointment, promotion, tenure, and annual evaluation of faculty

SUPPORT FACULTY DEVELOPMENT

• Foster an environment of faculty and staff growth, nurturing, and development

• Ensure the mentorship and support of new faculty members

• Create professional development opportunities for faculty and staff to upgrade their expertise in the implementation of innovative pedagogy and andragogy, the use of technology, and the development of scholarship/creative expression within their discipline

• Encourage and support faculty to develop quality research programs and other intellectual contributions that yield exceptional outcomes

• Invigorate and expand faculty efforts to serve in the college, university, profession, and business community

CULTIVATE STRATEGIC PARTNERSHIPS

• Campus Community: Work in a cooperative and constructive manner with other leaders of the Longwood University community

• External Corporate Partners: Strengthen relationships with strategic external partners to support the CBE’s research, scholarly, educational, service, and fundraising goals; identify and partner with leading organizations to promote growth for the field and employment opportunities for students

• Alumni: Promote positive and productive relations with the alumni of the college and with the larger community

• Local Region: Engage widely within the CBE and the Longwood community, and be a strong leadership figure in the Farmville / Southside Virginia community

SECURE SUSTAINABLE DEVELOPMENT OF THE COLLEGE

• Identify new revenue streams and advance a culture of philanthropy

• Cultivate local, national, and global relationships and sources of support and work closely with the Office of Institutional Advancement to secure major gifts and to promote the image of the CBE and its programs

• Ensure the school’s future financial strength and stability

• Ensure an intentional and successful undergraduate and graduate enrollment strategy including retention of students
OTHER DUTIES

• Perform other duties as assigned by the Provost and Vice President for Academic Affairs

DESIRED QUALITIES AND QUALIFICATIONS

Candidates should hold an earned terminal degree in a discipline appropriate to the CBE and a record of relevant distinguished accomplishments to merit an appointment with tenure and rank of full professor. Candidates are also expected to demonstrate the qualifications, skills, and qualities below:

REQUIRED QUALIFICATIONS

• Knowledge of and experience with AACSB and other relevant accreditation standards
• Demonstrated university or industry leadership experience, including vision, innovation, and experience and responsibilities in an environment characterized by collegial management, mentorship, and inclusive decision making
• Commitment to promoting values and goals of citizen leadership and academic excellence
• Demonstrated ability to fundraise in collaboration with the Office of Institutional Advancement, engage with business and industries, and obtain external resources for the CBE
• Record of promoting student success through active recruitment, retention, and graduation of students from a wide array of backgrounds
• Strong interpersonal and communication skills and political adeptness to work effectively with faculty, staff, students, campus administration, alumni, corporate partners, and other stakeholders
• Evidence of strategic planning and visioning resulting in initiatives focused on improving excellence in teaching, research, outreach, mentoring, and/or student success
• Demonstrated record of success at attracting and retaining faculty, students, and staff of diverse backgrounds and perspectives
• Experience managing the human, financial, and physical assets of a complex organization, including promoting a fair and equitable distribution of resources

PREFERRED QUALIFICATIONS

• Experience working with businesses to understand market trends and inform curricular change, including experiential learning, at both the undergraduate and graduate level
• Demonstrated track record of actively engaging with state agencies, local/regional economic development entities, and workforce development organizations, as well as with private entities
• Demonstrated understanding of the issues and challenges facing higher education
• A collaborative and transparent leadership style that fosters an environment of trust, empowerment, and shared governance; proven experience and leadership in times of uncertainty; ability to connect with others to create meaningful dialogue
• Ability to establish a visible and respected presence and to position CBE nationally in the greater business, not-for-profit, and governmental communities and among relevant stakeholders such as alumni and the general public

How to Apply

This position is a full-time, administrative & professional faculty, exempt position. Salary will be commensurate with credentials and experience. A successful criminal background investigation is required. AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.

Commonwealth of Virginia benefits accompany this position to include:
• State health and dental benefits & flexible spending accounts
• Paid leave (which may include sick leave, personal leave, annual leave, etc.), and 13 holidays
• Retirement savings plans (some with limited employer match available (VRS)
• Life & Long-Term care insurance
• Employee Assistance Program
• Employee discounts for various services, including Verizon
• Educational benefits for most employees
• Fitness Center membership less expensive than most

In compliance with the Americans with Disabilities Act (ADA), Longwood University will provide, if requested, reasonable accommodations to applicants in need of accommodations in order to provide access to the application and/or interview process. You are not required to note the presence of a disability on your application. If, however, you require accommodations in the application and/or interview process, please contact the Office of Human Resources at 434.395.2074 or humres@longwood.edu.

Per CFR: Title 34, the Title IX Coordinator’s contact information can be located through this link http://www.longwood.edu/titleix/.

A diversified workforce is an important part of our strategic plan. EOE/AA
Application Instructions

Review of applications will begin January 5, 2024 and will continue until the position is filled. To apply for this position, qualified applicants must complete the online information section and questions, and please attach (under Resume):

- Letter of interest summarizing experience and qualifications for this position
- Current resume
- Names and contact information of three references who can discuss the applicant's ability to fulfill the requirements for this position

Inquiries may be directed to the Chair of the search committee:

Dr. Brent Roberts
Assistant Provost for Academic Outreach
434.395.2083
robertsbs2@longwood.edu