Leadership Statement
Dean
Carson College of Business

Fall 2014
The University

Washington State University is a public research university committed to its land-grant heritage and tradition of service to society. The University’s mission is threefold:

- To advance knowledge through creative research and scholarship across a wide range of academic disciplines.
- To extend knowledge through innovative educational programs in which emerging scholars are mentored to realize their highest potential and assume roles of leadership, responsibility, and service to society.
- To apply knowledge through local and global engagement that will improve quality of life and enhance the economy of the state, nation, and world.

Washington State University conducts transformational research and provides world-class education to more than 26,000 undergraduate, graduate, and professional students. Founded in 1890 in Pullman, it is Washington’s original land-grant university, with a mission of improving quality of life.

One of the nation’s top public research institutions, WSU stands among 96 U.S. public and private universities with very high research activity, according to the classification from The Carnegie Foundation for the Advancement of Teaching. Many academic programs win recognition for excellence.

In addition to the Pullman campus, WSU has campuses in Spokane, the Tri-Cities, and Vancouver, extension offices in every county, and a Global Campus with online degree programs accessible worldwide. The University’s annual operating budget expenditures are nearly $1 billion.

[University Strategic Plan: http://strategicplan.wsu.edu]

Carson College of Business

The Carson College of Business (CCB) is accredited at the baccalaureate, masters, and doctoral levels by AACSB International - The Association to Advance Collegiate Schools of Business. The College offers programs at three WSU campuses with the largest campus in Pullman and urban campuses located in Vancouver and the Tri-Cities area. The CCB also provides programs internationally in China, Greece, Italy, Switzerland, Spain, Korea, Australia and Thailand.

The CCB offers a Bachelor of Arts in Business Administration with specializations in Accounting, Business Administration, Entrepreneurship, Finance, Management and Operations, Management Information Systems, International Business, and Marketing. Also offered is a Bachelor of Arts degree in Hospitality Business Management with a specialization offered in Wine Business Management. Post graduate degree offerings include PhD in Business Administration, Masters of Accounting, face-to-face MBA, Online MBA and Online Executive MBA. U.S. News & World Report ranks WSU’s Online MBA programs in the top-10 nationally. Non-Degree programs in accounting and sales are also available.

CCB’s current undergraduate enrollments exceed 1200 certified majors, in addition to undergraduate online enrollments of 420. Post graduate Business programs have 260 enrollments.
CCB’s Strategic Plan encompasses the following:

**Vision:**
The Carson College of Business at Washington State University will be recognized as a leading business school among our land-grant peers.

**Mission:**
As an integral part of Washington State University, a research orientated land-grant institution, the Carson College of Business positively impacts the business and academic communities of Washington State, the region, and the world:

- By **advancing knowledge** through scholarly and applied research.
- By developing **globally competitive** business leaders, educators, and scholars.
- By creating value through **engagement** with business and academic communities.

**Values:**
We share the overarching values of Washington State University:

- Excellence
- Integrity, Trust, and Respect
- Discovery, Innovation, and Creativity
- Land-grant Ideals
- Diversity and Global Citizenship
- Freedom of Expression
- Accountability

**Strategic Priorities:**
As an outgrowth of our vision, mission and values, the strategic priorities of the WSU Carson College of Business are:

- **Global Outlook**: We are committed to broadly developing an appreciation in our students for the cultural and social dimensions of the global business environment.
- **Research**: We are committed to conducting quality research, publishing in our fields' premier journals, and preparing doctoral students for academic careers.
- **Professional Perspectives**: We are committed to developing professional and responsible future business leaders.
- **Innovation**: We are committed to fostering innovative ideas and entrepreneurial thinking in our students and faculty.
Goals:

- **Goal 1**: Further our national and international reputation for conducting quality research, and training future scholars and educators.
- **Goal 2**: Develop business leaders with a broad global perspective and the professional skills necessary to succeed in the global business environment.
- **Goal 3**: Broaden our engagement with the academic and business communities of the state, region, and the world.
- **Goal 4**: Foster a climate of respect, cooperation, and excellence in all Carson College of Business activities.

[Additional information about the College can be found at http://www.business.wsu.edu/overview/Pages/index.aspx].

The Opportunity

For the past 9 years, the Carson College of Business has been led by Dr. Eric Spangenberg. Earlier this year, Dr. Spangenberg was recruited away from WSU to be the Dean of the Paul Merage School of Business at the University of California-Irvine. He began his new duties on June 1, 2014. David A. Whidbee, Associate Dean for Faculty Affairs and Research in the College, has been named Interim Dean.

In mid-August, President Elson Floyd and Provost Dan Bernardo appointed a 10-person Search Committee to lead the recruitment of the new Dean. The Co-Chairs of the Search Committee are Dr. Darrel Muehling and Dr. Jerman Rose.

In addition, the University retained the executive search firm of R. William Funk & Associates to assist in the recruitment of a new Dean for the College. The Funk Firm is one of higher education’s leading search firms and has placed Deans in many of the nation’s most respected colleges and schools of Business.

President Elson Floyd, Provost Dan Bernardo, and the Board have encouraged the search firm and the Search Committee to move the process forward with all deliberate speed. It is hoped that a new Dean will be selected before the end of the calendar year.

The Dean Position

Reporting to the Provost, the Dean is the chief executive officer of the College and is responsible for its strategic direction and effective operation.

- Advocate for the School, act as counsel to University leadership with respect to the advancement of teaching and research in business fields and collaborate with other Deans and areas of the University to build interdisciplinary and cross-disciplinary programs and activities.
- Lead a work environment in which participation, respect, transparency and excellence are fostered; establish and promote professional relationships and open communication.
• Attract and retain a highly qualified and diverse faculty; and collaborate with, and motivate faculty in their primary roles as scholars and educators.

• Develop, implement, and manage programs that recruit and retain an excellent and diverse student body and academic staff.

• Support research and academic programs to achieve the strategic goals of the College, and engage faculty and staff in maintaining a vital and relevant vision and strategy for the College.

• Provide leadership in external relations efforts, working in conjunction with University Advancement to expand resources for the College.

• Raise the visibility, stature, and influence of the College locally, nationally, and internationally through active involvement with leaders in business education, and in the corporate, government, and not-for-profit sectors.

• Work closely with colleagues in Development, Corporate and Alumni Relations in building mutually beneficial partnerships with external organizations.

• Foster relationships with alumni and other natural constituents of the University that advance the mission of the School and University, including supporting the College’s fundraising efforts.

• Develop budgetary priorities for the College and ensure fiscal responsibility for decisions regarding expenditures.

• Participate as appropriate and requested in University level service through committee work and related activities.

Preferred Characteristics and Qualifications

It is expected that the best candidates for the position will have demonstrated an ability to lead and manage a complex academic organization and will possess an outstanding record as an accomplished scholar and educator who merits tenure at the rank of full professor. The Dean is expected to be a champion of both teaching and research and be devoted to excellence and shared governance. The next Dean should possess exemplary interpersonal and communication skills; impeccable integrity; a collegial and approachable demeanor; a team orientation; and a student-centered approach to academic leadership.
It is understood that it is likely that no candidate will possess all of the following attributes, but it is expected that the selected candidate will possess a majority of the following characteristics:

- A sincere and direct leadership style that appreciates the culture and history of the College and works collegially with the faculty, staff, and Associate Deans.
- An appreciation of the mission and milieu of Washington State University and a willingness to immerse oneself into the fabric of Pullman and the University.
- An earned doctorate or equivalent experience sufficient to merit appointment with tenure at the rank of full professor.
- Able to cultivate, solicit, and steward significant contributions from individuals, corporations and foundations.
- Able to lead a complex organization while articulating the vision and goals for the future, and deploying resources organized to achieve strategic ends.
- Able to envision and execute agreed upon strategies, including the use of measurable goals and outcomes.
- Commitment to innovative education and scholarship.
- Able to open doors in business, education, government, and other communities.
- Strong presence and initiative, politically savvy, and collaborative within the University setting.
- Collegial in style and approach; a consummate listener and learner; demonstrating transparency, fairness, and respect for others.
- Able to understand, embrace and contribute to the College’s culture, values and principles.
- Exemplary cross-cultural skills and understanding, and a strong commitment to diversity in all of its varied manifestations.

Application and Nomination Process

While applications and nominations will be accepted until a new Dean is selected, interested parties are encouraged to submit their materials as soon as possible. President Floyd and Provost Bernardo are eager to move the process forward. Please send materials to our consultant at the address below by November 1 to assure optimal consideration.

WSU Business Dean Search
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Dallas, Texas 75205
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