EFL Associates, an executive search firm, is assisting Park University with its search for this important position. All calls and inquiries should be made through the search firm.
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THE UNIVERSITY

Founded in 1875, Park University prides itself on being at the forefront of higher education in the Midwest and across the United States. The Park Board of Trustees is pleased to announce the search for its next president, an appointment to become effective no later than July 1, 2015.

The new president will succeed David Fowler, who is serving as president for the 2014-15 academic year. David Fowler’s accomplishments will provide a foundation of strong business practices and organizational efficiency from which Park’s next president will be asked to exercise bold, creative, and strategic leadership with a focus on academic excellence.

Park is uniquely situated as a private institution that strives to maintain the values of the liberal arts tradition alongside an unflagging commitment to making such an education economically accessible for a diverse population that includes residential, international, military, and adult learners. Park seeks a president who will bring visionary leadership, strategic thinking, creative planning, and a determined management style to address the opportunities and challenges that accompany the institution’s diverse and geographically dispersed educational operation.
park fast facts

18,763 Students*
131 Full-Time Faculty
517 Full-Time Staff
1,500 Adjunct Faculty
50 States Represented
65 Countries Represented
63 Undergrad & Grad Degree Programs

School Motto:
Fides et Labor (Latin for “Faith and Work”)

School Colors:
Canary and Wine

Accreditation:
Fully accredited by the Higher Learning Commission of the North Central Association

* Represents the total number of students served in 2014.
Park University is a private, independent, non-profit masters-level institution serving more than 18,000 students nationally through its flagship campus, 42 campus centers across the country, and via its robust online program.

Park University continues to be the top-ranked value among private universities and colleges in the United States according to Parents & Colleges. Last year it was the seventh-most affordable private university/college in the nation and first in the Midwest for tuition and fees, according to a report by U.S. News and World Report. For the last several years, Park University has been selected as a “College of Distinction”, a publication that lists colleges and universities that excel in engaging students, has great teaching, a vibrant community and successful outcomes. Fewer than 300 of the nation’s more than 4,000 colleges and universities hold this distinction.

Park University is a financially sound institution with total annual revenue of approximately $75 million and an endowment of more than $63 million. As a private university, beyond state grants, Park University does not receive, and is therefore not dependent on, taxpayer public funding. Its revenue is comprised primarily of tuition and earned fee revenue.

Like many private four-year universities, Park University is addressing the current challenges of maintaining enrollment levels in a volatile economic environment for its students, but doing so in a fiscally-responsible manner. Park provides innovative, accessible and flexible education by utilizing not only traditional in-person delivery, but also online or distance learning methods and blended learning alternatives.

Honoring its founding mission to provide academic access to all qualified learners, the University continues to serve a highly diverse student population with a 41 percent ethnic representation and enrolls 430 international students from over 65 countries. The flagship campus in Parkville, Mo., sits atop rolling hills overlooking the Missouri River and presents an imposing community feature with its beautiful and historic buildings. The campus also includes a unique academic underground space created from the excavation of native limestone.

The underground campus houses classrooms, a library, faculty and staff offices, a post office, and a Barnes & Noble bookstore. The University also manages and oversees the successful Parkville Commercial Underground, an innovative commercial space that provides 385,000 square feet of economical and secure space for small businesses and wholesalers in the Kansas City area.

The Parkville Campus serves as the University’s system-wide administrative center and is home for the University’s daytime students who participate in traditional collegiate academic and athletic activities. Both the men’s and women’s volleyball teams were crowned NAIA national champions in 2014 and the University has retained its status as a “Champions of Character” institution for numerous years.
Beyond Parkville, Mo., the University’s other learners attend classes at campus centers located in Kansas City, Mo., Independence, Mo., 21 other states and online. Annually, Park University serves more than 18,700 students system-wide who are comprised mostly of working adults and many are active duty personnel serving all branches of the U.S. military. Park has enjoyed a close partnership with the military that dates back nearly a century, and today it is one of the nation’s leading providers of undergraduate education for those who serve our country. According to Military Times, Park University was ranked No. 4 “Best for Vets” among all private colleges/universities in the country and No. 7 overall in the “online and nontraditional” category.

For seven consecutive years, Park has been selected as one of the top military-friendly colleges and universities in the country by Military Advanced Education magazine.
the university

goodfellowafb campus center

park's newest campus center in el paso, texas
MISSION STATEMENT
Park University provides access to a quality higher education experience that prepares a diverse community of learners to think critically, communicate effectively, demonstrate a global perspective and engage in lifelong learning and service to others.

VISION STATEMENT
Park University, a pioneering institution of higher learning since 1875, will provide leadership in quality, innovative education for a diversity of learners who will excel in their professional and personal service to the global community.

core values
The following core values (listed alphabetically) guide all Park University decisions and actions:

- We expect ACCOUNTABILITY for our actions at all levels, to each other and to Park University.
- We treat all with CIVILITY and RESPECT while being open and honest in our communication.
- We seek EXCELLENCE in all we do, with passionate learning as our highest priority.
- We celebrate GLOBAL CITIZENSHIP through our connected learning and working environment, as well as community stewardship.
- We embrace INCLUSIVITY that fosters diversity, teamwork and collaboration.
- We act with INTEGRITY through honesty, efficiency and reliability.

strategic priorities

Priority #1: Ensure Student Success
Priority #2: Strengthen the Park Brand
Priority #3: Ensure Customer Service and Organizational Effectiveness
Priority #4: Optimize the Use of Technology
Priority #5: Strengthen Park’s Fiscal Position

For more information about the strategic plan, Park’s Promise, please visit http://www.park.edu/promise/
Park University’s flagship campus is located in Parkville, Mo., approximately 10 miles from downtown Kansas City, Mo., along side and overlooking the Missouri River.

Greater Kansas City has earned a reputation for being one of the best places to live and work in the nation. The approximately 1.8 million residents enjoy an affordable cost of living, safe neighborhoods, short commutes and renowned schools.

The Greater Kansas City area has enjoyed several significant transformations recently including the tremendous revitalization of downtown Kansas City, Mo., the continued growth of Village West in Kansas City, Kan.; the successful regional focus on animal health/life sciences, energy, technology and entrepreneurship; and the growing availability of Google Fiber for residents and businesses across the metro. For additional information about the exciting developments within the Kansas City area, please visit the following websites:

- Kansas City Convention & Visitors Association
  www.visitkc.com
- Greater Kansas City Chamber of Commerce
  www.kcchamber.com
- Kansas City Area Development Council
  www.thinkkc.com
- Kansas City Business Journal
  www.bizjournals.com
- Historic Downtown Parkville
  www.parkvillemo.org
The greater Kansas City community has been recognized in numerous national media rankings:

- #3 Top Cities Overall (America’s Favorite Cities survey) – Travel+Leisure, 2014
- Ranked #1 by the Huffington Post as “THE place to be,” 2014
- Best Affordable Destinations in the USA, U.S. News & World Report, 2014
- 10 High-Tech Cities You’ll Want to Call Home, PC Mag, 2014
- Top Five Cities with Up-and-Coming Downtowns, Fortune magazine, 2014
- Friendliest Cities in America, Men’s Health, 2014
- Top 10 U.S. Destinations, Lonely Planet, 2014
- Top 25 Museums in the United States – TripAdvisor (World War I Museum), 2014
- America’s #1 Affordable Getaway (third year in a row), Travel + Leisure, 2013
- Best Cities to Raise a Family (#6), Movoto Real Estate, 2013
- Top 10 Cities for Young Job Seekers, Business Insider, 2013
- America’s Most Literate Cities, USA Today, 2013
- America’s Best Barbecue & Best Barbecue Cities, National Geographic and Food & Wine, 2013
- Third Most Charitable Community, Charity Navigator, 2013
- Best States to Retire in (Kansas and Missouri), Bankrate, 2013
- Top 10 Romantic City, Livability.com, 2013
- Top Culinary Destination in 2012, Saveur, 2012
- Top Destinations in 2012 (only American city), Frommer’s, 2012
- America’s Eco-Friendliest Cities (#8), Celsias, 2012
- Top Cities for Newlyweds (#4), Huffington Post, 2012
- Best Places for New College Grads (#7), Huffington Post, 2012
- #10 America’s Techiest Cities, Travel + Leisure, 2012
- 9 Cities You Wouldn’t Think Are Hubs for Tech Start-Ups, Entrepreneur, 2012
- America’s 50 Best Cities – Bloomberg Businessweek, 2012
- Best Places to Live (#9, Overland Park), Money Magazine, 2012
- Best Places for Business and Careers, Forbes, 2012
- Best Cities for Foodies, Travel + Leisure, 2011
- Six area high schools rank among Nation’s Best, Newsweek, 2011
- America’s Biggest Brain Magnets, Forbes, 2011
- Top States for Business (Kansas & Missouri), CNBC.com, 2011
Park University is committed to recruiting, developing, retaining and promoting talented employees with diverse backgrounds, talents, skills and experiences. At Park University, diversity encompasses a variety of characteristics, lifestyles, and perspectives. The University firmly believes this diversity is essential to enhancing the quality of service to its students, to meeting the needs and goals of its learners, and to ensuring the personal satisfaction of its employees and the Park University community.

### Park Statistics

- **33** Average Student Age
- **41%** Ethnic Student Population
- **61%** Active Duty Military Students
- **73%** Students Taking At Least One Online Class
- **87%** Students Enrolled Part-Time
Students at Park nationally represent a rich and diverse socio-economic, geographic and racially diverse population. Nationwide there are outstanding learning opportunities offered in formats that meet the needs and schedules of individual learners. Students can choose courses offered in-class at 42 campus locations, online or in blended formats.

The diversity of Park’s extensive student body across the country brings unique opportunities for students to engage with learners from global locations, business owners, active duty military personnel or their families and first-time freshmen. These students are led by faculty who routinely invest their expertise and talents to provide comprehensive learning environments that are focused on preparing students for employment opportunities and life-long success.

Park’s Honors Academy includes students who are highly motivated and are academically exceptional. These students are frequently recognized and honored in local, regional, and national publications and environments. Academic excellence is measured and validated in their scholarly activity, service and applied learning projects and individual leadership skills.

Students at all campus locations are offered opportunities to participate in extracurricular activities. There are ten active honors societies, four religious groups, 12 social/service leadership organizations and a number of study abroad programs. There are also 15 sports offered at the Parkville Campus and the success demonstrated by Park’s athletic department programs is remarkable—including national championships earned in the same year by the men’s and women’s volleyball teams. Students can also watch their favorite sports at the Parkville Campus or follow the games broadcast on the Internet.

At Park University)—every day is a great day to be a Pirate!
Our 63 undergraduate and graduate degree programs are housed within an interdependent academic infrastructure, organized as follows:

- **School of Business** (Accreditation Council for Business Schools and Programs/ACBSP Accredited)
- **School of Education** (Missouri Department of Elementary and Secondary Education/DESE Accredited)
- **College of Liberal Arts and Sciences**
  - School of Arts and Humanities
  - School of Social Sciences (houses the Social Work program accredited by the Council of Social Work Education)
  - School of Natural and Applied Sciences (houses the Nursing program accredited by the Missouri State Board of Nursing and the Accreditation Commission for Education in Nursing)
  - University Honors Academy
- **Hauptmann School of Public Affairs** (pursuing accreditation through the Commission on Accreditation of Healthcare Management Education and the National Association of Schools of Public Affairs and Administration)
- **School of Graduate and Professional Studies**

Popular programs among our nationwide campus center and online students include business, criminal justice, social psychology, and information and computer science. These programs, as well as degrees in nursing, healthcare leadership, social work, public affairs, and the gamut of liberal arts and sciences majors, are enjoyed by the approximately 2,000 residential and commuter students in the Kansas City area.

Parkville campus students are engaged myriad co-curricular opportunities, including NAIA championship-level athletics, multimedia broadcasting, study abroad, and a robust honors program. Our nationwide campus center and online students complete their educational programs in accelerated terms, face-to-face, online, or via blended learning. Parkville programs are primarily based on the semester system, though students desiring additional flexibility often take online and blended accelerated courses at campus centers in Kansas City to augment their programs.

2,930 Degrees Awarded

Academic Year 2013
attributes

Park’s next president must be a strategic thinker who not only has clear goals and objectives in mind, but also knows how to create a culture of productivity and accountability that drive results in a complex environment. He or she must have both financial/organizational acumen and a long-term vision for academic excellence.

The next president will lead with humility while exhibiting the confidence and courage to take Park’s fundraising endeavors to the next level, and he or she must be a decisive person with a collaborative personality that can help unite the faculty and build an even stronger sense of community within Park. This leader will bring new energy to the institution and passionately and articulately convey the University’s path to continued success.

It is important for this person to be able to successfully balance the responsibilities of being a leader on campus and an ambassador to the community. Prior board experience is highly desired.

responsibilities

Reporting to the Board of Trustees, the president’s role at Park University encompasses a broad set of academic, business and operational responsibilities, including but not limited to the following:

• Serving as the highest-ranking University official with responsibility for the University’s strategic direction with full financial accountability, managed risk and operational effectiveness;

• Providing inspiring leadership and leveraging core values to create a positive, high performance culture;

• Maintaining a high-performance team of professionals who are satisfied University employees;

• Pursuing the highest academic standards and accreditation, delivering quality educational programs and services, and achieving excellence in student success;

• Leading strategic planning to define and deliver comprehensive academic and financial objectives with clear accountability and measurement;

• Setting a constructive and optimistic tone internally and externally; effectively navigating the organization, executing change where needed and positively impacting the University culture;

• Building meaningful relationships with key constituencies including faculty, students, alumni, staff, the Board of Trustees and members of the local, national and international military and civilian communities served by Park University;

• Raising transformational gifts and driving advancement for the University; and

• Enhancing the overall brand of the University.
Park University recognizes that there are many forms of preparation for the presidency. Thus, the University is prepared to evaluate candidates who have traditional academic credentials and experiences as well as candidates who have prepared for this opportunity in other ways.

**Essential characteristics:**

- A talented and recognized business or academic leader with knowledge and passion for higher education;
- A leader who excels in developing and articulating a compelling vision and executable plan for all University stakeholders in and outside of the academic community;
- Expertise in assessing institutional strengths, opportunities, threats and weaknesses, and using solid analytical skills and exceptional financial acumen to assist in the development of a strategic plan and ongoing operations;
- A proven track record of leadership within a complex environment blending strategic and operational capabilities;
- An understanding of important trends and issues affecting higher education;
- The ability and commitment to apply creativity and innovation to deliver high quality education that is accessible and affordable to the diverse students that Park University seeks to attract;
- Recognized as a knowledgeable, credible, trustworthy professional;
- Experience in diverse environments, including executive-level responsibility in either an academic institution or other complex organizational setting;
- An operating style and professionalism that enables the academic community to flourish;
- An earned doctorate or advanced degree preferred; however, candidates with the appropriate combination of education and professional experience will also be considered.

**Other desirable skills and experiences include:**

- Excellence in collaboration and relationship building with all constituencies, including faculty, staff, students, alumni, donors, community members and other stakeholders;
- Strong executive presence and management skills with a clear track record of success;
- Proven ability to develop and lead high-performance teams;
- Successful track record as a role model for students, culture and change management where candor, reality-based and constructive dialogue are encouraged and welcome;
- A trusted leader with sound judgment and decision-making capability; able to handle pressure and manage difficult, complex challenges with calm professionalism;
- Ability to immediately establish credibility and respect as a leader, possessing outstanding communication and interpersonal skills;
- Experience working within a union or collective bargaining agreement environment;
- A commitment to teamwork, team building, providing partnerships and involvement in decision- making; a commitment to shared governance and decision-making.
Validate and Focus the Strategic Vision of the University.

The next president must validate and advance Park’s key institutional priorities to the next level of excellence, while also engaging in strategic visioning for the growth and sustainability of the institution.

Enhance Enrollment and Ensure Student Success.

The life blood of every university is its students. A new president must strengthen enrollment efforts by optimizing student recruitment including digital marketing. In addition, retention should be enhanced by ensuring student success through a positive student experience from initial application through graduation and beyond. This includes financial aid assistance, academic counseling and career planning.

Strengthen the Park Brand.

Park University is one of Greater Kansas City’s best kept secrets, but in some circles, like the military, Park enjoys a national reputation. The University is somewhat unique in that it embodies the collective attributes of value (competitive return on investment to students), accessibility/flexibility (education opportunities wherever, whenever and to whomever most need it), supportive community (personalized, inclusive attention to service) and educates a diverse, underserved student population. The next president should build a broader public awareness of and support for the University’s historic and expanding role of regional and national coverage with a focus on community engagement, developmental fundraising and academic expansion in growing markets.

Ensure Organizational Effectiveness.

In an era of rapidly changing higher education dynamics, any university must always address transition in nimble fashion. The next president must set the tone at the top in establishing a high performance culture for the University faculty and staff professionals where fluid change is the new normal and all professionals are accountable for organizational effectiveness. This involves constantly adopting best practices, ensuring robust performance management and adhering to core values throughout the organization. Organizational effectiveness for the next president also includes devoting attention to supporting faculty in their scholarship activities and managing the complex realities of a unionized full-time faculty with an emphasis on shared governance.

Optimize the Use of Technology.

Since the vast percentage of the University’s student population utilizes some aspect of on-line or distance learning, information technology must be a core competency of the University delivery model. This entails optimizing staff connectivity within a campus center, between campus centers as well as student/faculty access capabilities.

Continue Financial Equilibrium.

While Park University enjoys a relatively stable financial position with a sound campus center network and a growing endowment, the next president must evolve a financial model and administrative structure that can flexibly adapt to periods of growth and stability as well as periods of economic uncertainty. The ability to do so will provide the University and surrounding community with the financial resources, physical infrastructure and personnel it needs to pursue its mission.
Compensation will be highly competitive and commensurate with the experience level and personal characteristics of the candidate. A comprehensive benefits package in the form of medical, dental, 403(b), defined contribution and other benefits will be included as part of a complete compensation package. Relocation assistance will be provided. There is a house provided for the president and his/her family as needed.
board of trustees
*denotes executive committee

C. Ann Mesle, J.D.*
Chair of the Board
Kansas City, Mo.

Thomas H. Holcom*
Vice Chair of the Board
Kansas City, Mo.

Mark S. Foster, J.D.*
Secretary of the Board
Kansas City, Mo.

Scott D. McRuer*
Treasurer of the Board
Parkville, Mo.

R. Lynn Bondurant, ’61, Ph.D.
Avon, Ohio

Gayden F. Carruth, Ph.D.*
Parkville, Mo.

Michael M. Collins, ’04*
Kansas City, Mo.

Peter J. deSilva
Kansas City, Mo.

Kathleen J. Dodd*
Kansas City, Mo.

Benjamin T. Elkins, ’09, M.P.A. ’12
Pleasant Hill, Mo.

Dennis D. Fisher, Ph.D.
Kansas City, Mo.

Kristopher S. Flint, ’97
Kansas City, Mo.

Lindy A. Johnson, ’13
Warsaw, Mo.

W. Wilford (Pete) Kale, ’71
Williamsburg, Va.

Jeff McKinney, ’81
Round Rock, Texas

Joseph Melookaran
Overland Park, Kan.

Lt. Gen. (Ret.) John E. Miller*
Kansas City, Mo.

Rosemary Fry Plakas, ’63
Alexandria, Va.

Jeanette E. Prenger, ’09
Parkville, Mo.

Danny K. Sakata
Parkville, Mo.

Judith M. Simonitsch, J.D.
Independence, Mo.

Richard E. Thode
Raytown, Mo.

Eric J. Wade, ’82, M.P.A. ’85
Lenexa, Kan.

David A. Warm*
Kansas City, Mo.

Julie M. Wilson*
Lee’s Summit, Mo.

HONORARY TRUSTEES

John C. Brown
Past Chair of the Board
Kearney, Mo.

Robert P. Corbett, ’38
Lee’s Summit, Mo.

Charles A. Garney
Kansas City, Mo.

Virginia B. McCoy
Past Chair of the Board
Parkville, Mo.

L. Louise Morden
Lewiston, N.Y.

Gerald R. Moss, J.D.
Decanso, Calif.

NOTABLE EXECUTIVE LEADERSHIP

David M. Fowler
President

For a complete list of executive staff, click here.
The presidential search committee is comprised of:

- Julie Wilson  
  *Chair, Trustee*

- Mark Foster  
  *Vice Chair, Trustee*

- Jeremy Barnes  
  *Student*

- Eric Blair  
  *Staff*

- Lynn Bondurant, ’61  
  *Trustee, Alumni*

- Michael Collins, ’04  
  *Trustee, Alumni*

- Amber Dailey-Hebert  
  *Faculty*

- Peter deSilva  
  *Trustee*

- Kathleen Dodd  
  *Trustee*

- Claude English  
  *Staff*

- Walter Kisthardt  
  *Faculty*

- Dan Sakata  
  *Trustee*

- Emily Sallee  
  *Academic Administrator*

- Jayme Uden  
  *Staff*

- David Warm  
  *Trustee*
EFL Associates, an executive search firm, is assisting Park University with its search for this important position. All calls and inquiries should be made through the search firm.

Applications should include:

- A letter of introduction outlining the applicant’s background, qualifications and experience that would be applicable in this position. Please include a specific description of the organization (size, budget, revenue, complexity).

- Curriculum vitae/resumé.

- Contact information (email addresses are required) for five professional references, at least one of which is a person who has reported directly to you, one a colleague with whom you have worked; and one an individual to whom you have reported. Please note that references will not be contacted until further in the search process with prior approval by the applicant.

Important information:

- All documents should be submitted electronically in PDF format to:

  https://highereddecisions.com/efl/current_vacancies.asp

- The committee will begin reviewing candidates in late February, 2015.

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*Park University is an Equal Opportunity Employer encouraging applications from women and minorities. The university will recruit and employ qualified personnel and will provide equal opportunities during employment without regard to race, color, religion, sex, sexual orientation, national origin, age, disability or status as a qualified protected veteran.*

For more information about Park University, please visit [www.park.edu](http://www.park.edu).

**Confidential inquiries and nominations can be directed to:**

Jan Asnicar  
Senior Vice President  
(913) 234-1561  
jasnicar@eflassociates.com

Angie Salmon  
Senior Vice President  
(913) 234-1576  
asalmon@eflassociates.com