

# Presidential Search | PROSPECTUS

Park University | Parkville, Missouri

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**PARK**  
UNIVERSITY SM

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# The Opportunity

## PARK 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 University's Board of Trustees is pleased to announce the search for its next President, an appointment to become effective as soon as practicable.

Park is uniquely situated as a private institution that strives to maintain the values of the liberal arts tradition alongside an unflinching 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

**15,373** Students

**114** Full-Time Faculty

**358** Full-Time Staff

**951** Adjunct Faculty

**50** States Represented

**62** Countries Represented

**77** Undergrad & Grad Degree Programs

### **School Motto:**

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

### **School Colors:**

Canary and Old Wine

### **Accreditation:**

Fully accredited by the Higher Learning Commission. Year of Next Reaffirmation of Accreditation: 2023-24.

# The University

Park University is a private, independent, nonprofit masters-level institution serving more than 15,000 students nationally each year through its flagship campus in Parkville, Missouri, residential campus in Gilbert, Arizona, and campus centers serving civilian and military students across the country, a robust online program and blended learning modalities including 8-week and 16-week formats.

Park University is a financially sound institution with total annual revenue of approximately \$72 million and an endowment of more than \$55 million. As a private university, Park University does not receive, and is therefore not dependent on, taxpayer public funding beyond state grants. Park's revenue comprises primarily of tuition and earned fee revenue. Like many private four-year universities, Park University is addressing the current enrollment challenge in the wake of a global pandemic and a challenging economic environment. Despite these challenges, the University has weathered recent storms in a fiscally responsible manner.

Park continues to increase access to higher education by offering the quality undergraduate and graduate degrees students desire at locations, times and delivery formats that best serve their needs. In recent years, the University has been ranked among the top private colleges/universities in the country for adult learners (*Washington Monthly*) for annual return on investment (PayScale College ROI Report), and Park is consistently ranked among the top least expensive private schools in the country.

The Park Global Warrior Center (PGWC) provides information, resources and personal attention to address needs for service members and veterans transitioning in and out of the military. The PGWC informs students about their educational benefits, works with

students being deployed or returning from a tour of duty, and provides references or assistance in anything the veteran requires. The PGWC also helps veterans in such areas as education, employment, finances, access to health care and counseling services, assists with employment opportunities. The Center assists post traumatic stress disorder and transition assistance.

Honoring its founding mission to provide academic access to all qualified learners, the University continues to serve a highly diverse student population: 56% come from underrepresented racial and ethnic groups and 244 international students from 62 countries. The flagship campus in Parkville, Missouri 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, faculty and staff offices, a boardroom and Park's distance learning operations center. The University also manages and oversees the successful Parkville Commercial Underground, an innovative commercial space that provides 302,000 square feet of economical and secure space for small businesses and wholesalers in the Kansas City area.

The Parkville Campus serves as Park's system-wide administrative center, and one of two locations serving the University's daytime students (along with the newest campus in Gilbert, Arizona) who participate in traditional intercollegiate athletics. The Parkville Campus men's and women's volleyball teams have won a combined seven NAIA national championships, and the University has retained its status as an NAIA Champions of Character® institution for numerous years.

# The University

Beyond the Parkville Campus, the University has three additional campuses in the Kansas City area Downtown Kansas City, Missouri, Independence, Missouri, and Lenexa, Kansas—as well as 31 campuses on military installations across the country that serve all branches of the U.S. Armed Forces. In addition, the University opened its second residential campus in Gilbert, Arizona, in 2018.

Park University offers numerous degree programs online, and maintains a longstanding relationship with the U.S. military. Since 2009, Park has received international recognition by various military-related publications as a top military-friendly college/ university.



- Park provides military affiliated students with customizable academic plans, personal guidance and other resources for success. Park has a long history of serving those who serve our country by helping them achieve their educational and personal goals. Park maximizes military training and experience from students' Joint Service Transcript and accepts up to 75 transfer credit hours.
- Park's Army Reserve Officers Training Corps (ROTC) program trains students to become leaders and offers scholarships to defray college tuition. Park University's Army ROTC cadre and staff comprise experienced professionals who mentor students and cadets through their years in the ROTC and college. Cadets have found that the training and experiences they receive in the program have been invaluable during and after college as well as in pursuit of an Army or civilian career. When cadets complete the ROTC course and graduate, they become commissioned offers in the U.S. Army.

## Park University Campus Centers Nationwide

*For a complete list of  
Park University  
campus centers,  
click here.*





# The University



Goodfellow AFB Campus Center



Gilbert, Arizona Campus Center

## MISSION STATEMENT

Park University transforms lives through accessible, student-centered, quality higher education.

## VISION STATEMENT

Park University will meet learners' needs for a lifetime.



**62** undergraduate degrees  
**15** graduate degrees  
**15** undergraduate certificate  
**19** graduate certificates

## 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, liberal education, and community stewardship.
- We embrace **INCLUSIVITY** that fosters diversity, teamwork and collaboration.
- We act with **INTEGRITY** through honesty, efficiency and reliability.

## Strategic Priorities

1. People and Culture
2. Managed Growth and Enrollment
3. Infrastructure and Platform
4. Academic and Innovative Programming
5. Fundraising and Support



# The Local Community

Live | Work | Enjoy



Park University's flagship campus is located in Parkville, Missouri, approximately 10 miles from downtown Kansas City, Missouri, and overlooks 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 2.1 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, Missouri, the continued growth of Village West in Kansas City, Kansas; 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 and Visit KC**

[www.visitkc.com](http://www.visitkc.com)

**Greater Kansas City Chamber of Commerce**

[www.kcchamber.com](http://www.kcchamber.com)

**Kansas City Area Development Council**

[www.thinkkc.com](http://www.thinkkc.com)

**Kansas City Business Journal**

[www.bizjournals.com/kansascity](http://www.bizjournals.com/kansascity)

**Historic Downtown Parkville**

[www.parkvillemo.org](http://www.parkvillemo.org)

# The Local Community

## The greater Kansas City community has been recognized in numerous national media rankings:

**100 Best Companies to Work For** - Several Kansas City companies made *Fortune's* list of "100 Best Companies to Work For." Percentages of women and minorities, job openings and number of new graduates hired were all considered in the process. *Fortune*, November 2020

**Top 100 Places to Live** - Overland Park, Kansas (No. 7), and Lawrence, Kansas (No. 17) both ranked in Livability's "2020 Top 100 Places to Live." Connection, affordability and space ranked these cities high. October 2020

**Top of Net Migration** - Kansas City continued to soar in 2020 rankings by being named a top five city in biggest gains for net migration in a LinkedIn Workforce Report. The study was measured by location changes on LinkedIn where patterns show people fleeing areas with a high cost of living for cities such as Kansas City. LinkedIn, October 2020

**Most Confident Cities** - Kansas City ranked among the "10 Most Confident Cities in the U.S." in LinkedIn's Workforce Confidence Index. Rankings were based on the Kansas City region's job security, finances and long-term career prospects. LinkedIn, October 2020

**No. 1 Best in Class Economic Development Group** - The Kansas City Area Development Council ranked No. 1 in the U.S. among top regional economic development groups. The ranking was chosen by site selection consultants who participated in a survey, with 20 percent identifying KCADC as the nation's top economic development organization. Development Counselors International, October 2020

**Top NFL Stadiums** - Arrowhead Stadium ranks No. 3 on ESPN's list of top NFL stadiums. The ranking analyzed atmosphere, features, traditions, tailgating, location, cost and history. Kansas City also ranked No. 1 overall in tailgating. ESPN, September 2020

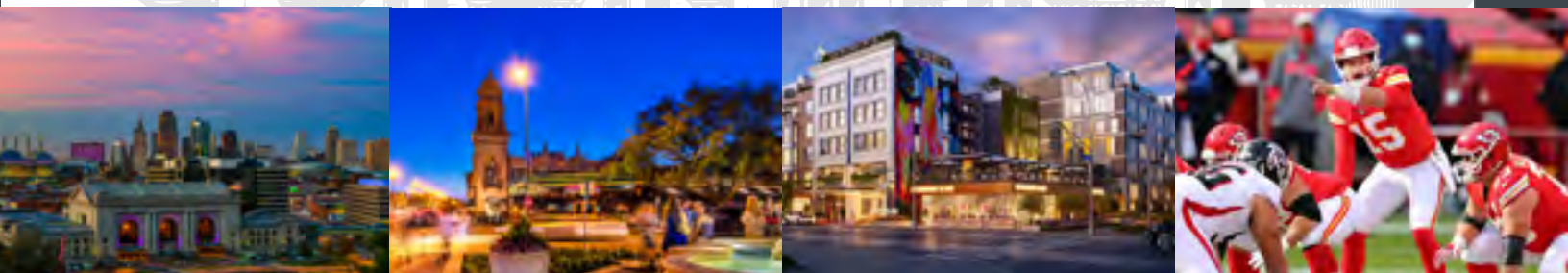
**Best Cities to be Stuck at Home** - Overland Park, Kansas, No. 4 in the nation for "Best Cities to be Stuck at Home" by LawnStarter. Rankings were based on community safety, health and wellness, quality of life and financial security. LawnStarter, August 2020

**No. 1 Best City for Remote Workers** - Due to COVID-19, many workers are stuck in their home offices. Kansas City is the place to be according to FinanceBuzz. Cost of living, WiFi speed, delivery options, parks per capita, proximity to the airport, affordable homes on the market and more secured the ranking. FinanceBuzz, August 2020

**Top Mid-Size Cities for New Projects** - With an increase in distribution and manufacturing activity, Kansas City is named a top city for new projects by Site Selectors Guild. Site Selectors Guild, June 2020

**Great American Cities for Creatives** - Kansas City ranked No. 2 in Thrillist's "Great American Cities for Creatives." Touting affordable housing while also offering a rich cultural experience, Kansas City is a place where creatives can afford to participate in a thriving arts community. *Thrillist*, May 2020

**Best Cities for Jobs 2020** - Kansas City ranked No. 11 in Glassdoor's "Best Cities for Jobs 2020." Rankings were based on job satisfaction, job openings, median base salary and median home value. Glassdoor, March 2020



## Diversity Statement



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

**30** Average Student Age

**Students from Underrepresented Racial and Ethnic Groups 56%**

**59%** Active Duty, Veteran and Military Dependents

**Students Taking At Least One Online Class 90%**

**61%** Students Enrolled Part-Time

Source: Census Data for Fall 2020 Semester



# Students



The diversity of Park University students — in terms of geographic location, race/ethnicity, age and socio-economic status — contributes to the richness of the culture and the quality of the learning experience across the Park network. The University places a priority on meeting students where they are in their academic and personal journeys. For this reason, Park offers courses and programs in multiple modalities. Students can choose face-to-face, fully online or blended classes, which combine face-to-face and online learning, depending on their learning needs, location and life circumstances that term. A common learning management system with an embedded video conference feature provides a consistent tool set for faculty and students.

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 lifelong success.

Students at all campus locations are offered opportunities to participate in extracurricular activities. There are active honors societies, religious groups, social/service leadership organizations and a number of study abroad programs. Students at the two residential campuses in Parkville and Gilbert are more engaged than their peers due to the residential living and athletics offered at only those two campuses. There are 18 sports offered at the Parkville and Gilbert campuses and the success demonstrated by Park's athletic programs is remarkable — including NAIA national championships earned in 2018 by the Parkville women's volleyball team and in 2014 by the Parkville men's volleyball team. Students can also watch their favorite sports in person or by following the games broadcast on the internet.

# Academic Programs

Park University is looking for a President to lead the institution as it continues to seek excellence in education and serve those who serve our community and country. Based in Parkville, Missouri, Park University has 41 campus centers in 22 states across the country. It was among the first institutions in the world to develop fully accredited online learning programs in 1996, and it currently offers more than 650 accelerated online courses.

In order to meet the needs of its students, the University employs more than 115 full-time faculty members, 900 adjunct faculty and 350 full-time staff. Consistent with its commitment to diversity and global citizenship, Park's students represent all 50 states and 62 countries.

Parkville and Gilbert campus students are engaged in myriad cocurricular 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.

Park University provides education without boundaries.

Our 75+ undergraduate and graduate degree programs are housed within an interdependent academic infrastructure comprised of three colleges:

- **College of Management** (*business and public administration programs accredited by the Accreditation Council for Business Schools and Programs*)
  - School of Business
  - Hauptmann School of Public Affairs
- **College of Liberal Arts and Sciences**
  - School of Arts and Humanities
  - School of Natural, Applied and Social Sciences
  - University Honors Program
  - International Center for Music
- **College of Education and Health Professions**
  - School of Education (*education programs accredited by the Missouri Department of Elementary and Secondary Education*)
  - School of Behavioral and Health Sciences (*nursing program accredited by the Missouri State Board of Nursing and the Commission on Collegiate Nursing Education; social work programs accredited by the Council on Social Work Education*)

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

**2,671** Degrees and Certificates Awarded  
Academic Year 2019-20

# Attributes and Responsibilities

## Attributes

The President of Park University is accountable and reports to the Board of Trustees. The President provides leadership in executing, developing and articulating the University's vision and, in collaboration with the Board, sets forth Park's goals, objectives and strategic priorities.

The President is the steward of all University assets and resources and ensures the establishment and execution of the governing policies and procedures across Park's campuses.

The President will possess the temperament, comportment and acumen to establish and maintain constructive relationships with University constituents. The President will foster a culture of high-performance and accountability among the leadership team and deliver results consistent with established targets. The next President will lead by personal example in molding the staff and faculty into an effective team that harnesses all of Park's diverse components, synchronizes its dynamic features and functions, and successfully leads Park into the future.

## Responsibilities

The President's role encompasses a broad range of academic, business and operational responsibilities, including, but not limited to, the following:

- Promoting the University's mission, values and brand locally, nationally and abroad through principled leadership consistent with the institution's core values
- Setting the strategic direction of the University, ensuring its operational effectiveness and developing a high-performing culture focused on student success and academic excellence
- Ensuring Park's compliance with accreditation and regulatory requirements set forth by the Higher Learning Commission, state and federal guidelines, and program-specific accreditation bodies
- Supporting the University's extracurricular programs including music, sports, military and others while ensuring the highest academic standards
- Fostering an environment conducive to robust student recruitment and retention consistent with Park's mission and core values
- Ensuring the sound financial stewardship and acumen over all University assets and resources, including academic and non-academic programs
- Ensuring faculty, staff and community resources are focused on student achievement, academic excellence and operational effectiveness
- Discharging the duties of the University with skill and integrity while embodying a commitment to shared governance
- Understanding the needs of Park University and addressing them in the near-term and future
- Supporting scholarship, research and the development of viable academic initiatives
- Promoting diversity, equity and inclusion, serving as a role model and ensuring safety and security for all students
- Raising transformational gifts, broadening Park's donor base and driving attendance and advancement





# Skills and Experience

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Park University recognizes that there are many ways to prepare for the presidency. Candidates with an earned doctorate or advanced degree are preferred. However, candidates with the appropriate combination of education, professional experiences and knowledge of higher education will also be considered.

## OTHER DESIRABLE SKILLS AND EXPERIENCE

- Excellent written and verbal communication skills
- Effective interpersonal skills to interact with Park's constituents, including alumni, faculty, media, community at-large, elected officials, governmental and regulatory bodies
- Ability to recruit and retain high performing teams and foster a non-hostile environment
- Ability to identify operational weaknesses and threats and convert them to strengths and opportunities
- Ability to promote and articulate a shared vision of the University to support student recruitment and engage all stakeholders inside and outside the University
- Ability to fundraise and articulate the value of supporting Park's programs and mission
- Ability to provide leadership skills, strategic thinking, budgeting and financial planning
- Ability to work collaboratively across diverse groups and cultures
- Knowledge of collective bargaining agreements
- Extensive and demonstrated experience leading complex, multilocational organizations
- Knowledge of the military, veterans, military education, military students



# New Presidential Priorities and Challenges

## **DEVELOP A STRATEGIC PLAN**

The President will develop a strategic plan in consultation with trustees to delineate Park's priorities for achieving operational effectiveness and academic excellence.

## **ENSURE THE ACADEMIC VITALITY OF THE INSTITUTION**

The President will ensure the viability of Park's academic programming through the support of faculty, research, scholarly activities and program development.

## **INCREASE STUDENT ENROLLMENT AND SUCCESS**

The President will increase student enrollment, credit hours, student recruitment, retention and digital marketing. The President will improve the quality of the student experience from initial application to graduation by sponsoring financial aid, academic counseling, career planning and other services.

## **STRENGTHEN PARK'S BRAND**

The President will broaden public awareness and support of Park's historic and expanding role in the region and beyond. The President will focus on broader community engagement, fundraising and academic expansion in growing markets.

## **ENSURE ORGANIZATIONAL EFFECTIVENESS**

The President will set the tone for a high-performance culture for faculty and staff and make all professionals accountable for organizational effectiveness. The President will continuously adopt best practices and adhere to Park's core values. The President will support faculty in their duties activities and manage a unionized full-time faculty with an emphasis on shared governance.

## **OPTIMIZE THE USE OF TECHNOLOGY**

The President will have facility and knowledge of information technology as a core competency of the University. The President will optimize staff connectivity among Park's campus centers, students and faculty, while expanding Park's expertise in online learning.

## **STRENGTHEN FINANCIAL STEWARDSHIP**

The President will strengthen Park's financial position, increase its endowment and develop plans to ensure growth and financial stability. Park University enjoys a relatively stable financial position, notwithstanding the adverse impact of COVID-19 on operations and financial management. To continue supporting Park's campus center network, academic programs and the overall operations, the President will need to grow the endowment and raise the level of philanthropic support.

# Compensation

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. The President and family will have the option of living in the Park University White House on the Parkville Campus.





# University Leadership

## Board of Trustees

Vince Clark  
*Chair*  
Kansas City, Missouri

Jeanette Prenger, '09  
*Immediate Past Chair*  
Parkville, Missouri

Lt. Gen. (Ret.) Richard  
Keller  
*Vice Chair*  
Leavenworth, Kansas

Sarah Moe-Meyers  
*Secretary*  
Kansas City, Missouri

Dennis Fisher, Ed.D.  
*Treasurer*  
Kansas City, Missouri

Jeffrey Anthony  
Prairie Village, Kansas

Robert Bucker, D.M.A.  
Parkville, Missouri

Mitzi Cardenas  
Kansas City, Missouri

Mara Cohara, J.D.  
Weatherby Lake,  
Missouri

Linda Coventon  
Parkville, Missouri

W. Ann Hansbrough,  
J.D.  
Parkville, Missouri

Gary Henry  
Kansas City, Missouri

Anthony Melchiorri, '90  
Far Rockaway, New York

William L. Perry, '67  
Dallas, Texas

Andrew Romer, '07  
Oak Grove, Missouri

Jose Rosa, Ph.D  
Ames, Iowa

Adelaida Severson,  
Ph.D.  
Gilbert, Arizona

Andrew Shoffner  
Basehor, Kansas

Cyprienne Simchowicz,  
J.D.  
Mission Hills, Kansas

Jacqueline Snyder, Ed.D.  
Parkville, Missouri

### HONORARY TRUSTEES

John C. Brown  
*Past Chair*  
Kearney, Missouri

Charles A. Garney  
Kansas City, Missouri

Virginia B. McCoy  
*Past Chair of the Board*  
Parkville, Missouri

L. Louise Morden  
Lewiston, New York

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

### NOTABLE EXECUTIVE LEADERSHIP

Shane B. Smeed  
Interim President



# Search Committee

## The presidential search committee is composed of:

Vince Clark  
*Chair, Board of Trustees*

Robert Bucker, D.M.A.  
*Trustee*

Roger Dusing, Ph.D.  
*Staff*

Lisa Hickok  
*Staff*

Lt. Gen. (Ret.) Richard Keller  
*Trustee*

Jim Lawrence  
*Legal Counsel*

Jack MacLennan, Ph.D.  
*Faculty*

William Perry, '67, Ph.D.  
*Trustee*

Jeanette Prenger, '09  
*Trustee, Search Committee Chair*

Jacqueline Snyder, Ed.D.  
*Trustee*

Nuno Primo, '21  
*Student*



# Nomination and Application Process

## 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 any organization(s) (size, budget, revenue, complexity).
- Curriculum vitae/résumé.
- Contact information (**e-mail 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 which 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 via Park's Applicant Tracking System <https://jobapply.page.link/VVdw>

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 [park.edu](http://park.edu).

Confidential inquiries and nominations can be directed to Dr. Roger Dusing, Chief Human Resources Officer, [roger.dusing@park.edu](mailto:roger.dusing@park.edu).

