

SEARCH PROFILE:

PRESIDENT



WAYLAND[®]
BAPTIST UNIVERSITY

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THE OPPORTUNITY

Wayland Baptist University's Board of Trustees invites nominations and applications for the University's 14th President. The next President will have the opportunity to build upon the Wayland Baptist heritage and rich history of Christian undergraduate and graduate education. He or she will create a vision for growth as a national leader in Christian higher education and take full advantage of the University's unique multi-campus structure.

The University seeks an energetic, passionate, and inspiring advocate for Christian higher education, bringing successful experience with financial management, growing traditional-aged and adult enrollment, and ability to manage a complex educational organization with nearly 3,000 students across its residential Plainview campus and ten external campuses.



THE UNIVERSITY

HISTORY

At the turn of the 20th century, pioneer physician Dr. James Henry Wayland understood the importance of education and was driven to offer an education grounded in faith to the people of West Texas. In an agreement with the Staked Plains Baptist Association and the people of Plainview, Dr. and Mrs. Wayland donated \$10,000 and 25 acres of prime real estate to establish the Wayland Literary and Technical Institute that was officially chartered in 1908.

The first classes were held in September of 1910 in Matador Hall with 241 students enrolled in what was now called Wayland Baptist College. By 1914, Wayland had become one of the correlated schools affiliated with the Baptist General Convention of Texas (BGCT). During Dr. James W. "Bill" Marshall's tenure (1947-1953), Wayland began to expand its reach. An international student program was initiated, and the college soon had a higher percentage of international students than any other American college or university. By 1948, Wayland had become a four-year college.

Wayland continued to make bold strides forward in 1951 by becoming the first four-year liberal arts college in the former Confederate states to voluntarily admit black students on an equal basis with white students. This decision came three years before the Supreme Court's decision that banned racial segregation in schools. In 1956, Wayland marked another milestone by securing full accreditation from the Southern Association of Colleges and Schools and attained the approval of the Texas Education Agency to certify teachers.

By the 1970s, Wayland further expanded its reach by offering courses to law enforcement in Lubbock in 1972. Wayland opened its first official external campus in Wichita Falls in 1974, followed by Amarillo in 1976 and Hawaii in 1979. Wayland was a pioneer in serving non-traditional, full-time adult learners by offering a Bachelor of Science in Occupational Education (later the Bachelor of Applied Science) degree in 1973.

FAST FACTS

- Total Enrollment, 2985
- 2280 undergraduate students
- 705 graduate students
- 729 residential students at Plainview campus
- 10 to 1 Student-Faculty Ratio at Plainview campus
- 77% of Plainview campus students are Texas Residents
- 7% of Plainview campus students are international
- 88 full-time faculty (73 at Plainview campus)
- 164 staff at Plainview campus; 85 at external campuses
- 93 undergraduate majors
- 66 graduate programs
- 16 NAIA athletic programs
- \$112 million endowment

In the 1980s, Wayland moved from college to university status and began offering graduate and lifelong learning programs. At the dawn of the 21st century, the University opened another campus in Altus and established its virtual campus so students around the world could attend Wayland. By 2003, Wayland Baptist University (WBU) had become the fourth-largest Southern Baptist university in the United States. Wayland continues to operate campuses and offer degrees in four states as well as online, and in 2016, the University launched its first doctoral program, the Doctor of Management Degree.

THE UNIVERSITY (CONT.)

MISSION, VISION, AND CORE VALUES

Mission

Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success and service to God and humankind.

Vision

Wayland Baptist University will be an environmentally responsible, international multi-campus system offering innovative, academically challenging, and distinctively Christian undergraduate and graduate education through multiple delivery systems to military and civilian students around the world.

Core Values

- Commitment to Student Learning
- Christian Distinctiveness and Baptist Heritage
- Integrity, Diversity, Trust, and Respect
- Excellence, Innovation, and Adaptability
- Service to Our Communities
- Personal, Professional, and Spiritual Development
- Stewardship of Our Resources
- Planning and Accountability
- Environmental Responsibility

ACADEMICS

Founded on Christian faith more than 115 years ago, “Wayland Baptist University exists to educate students in an academically challenging, learning focused, and distinctively Christian environment.” As such, the goal of our faculty, staff, and administration is to provide the best learning opportunities in the classroom and across campuses, so that our graduates may offer light unto the world.

Wayland provides a practical approach to the liberal arts by offering a broad academic program to residential undergraduates and external-campus adult learners, including 93 undergraduate majors, 65 graduate/master’s programs, and one doctoral program, all across a system of eight Schools and ten campuses. While the home campus resides in Plainview, Texas, Wayland also operates Texas campuses in Lubbock, Amarillo, Wichita Falls, and San Antonio, as well as in Phoenix, Arizona; Anchorage, Alaska; and Mililani, Hawaii. The University offers fully online degree programs at both the undergraduate and graduate level through WBUonline, a robust online learning environment supported by use of Blackboard Ultra.

Wayland’s recently named School of Nursing opened at a newly renovated location in fall 2023. The Ben and Bertha Mieth School of Nursing is supported by a generous \$2.5 million gift from the Mieth family. Of additional note is the recently named Kenneth L. Mattox School of Mathematics and Sciences, known for its ongoing summer research program supported by Welch grant funds, as well as its annual success at the Texas Academy of Science competition. The School of Business’ cybersecurity program ranks among the best in the nation based on its 2022 96% student pass rate (vs. the 53% national pass rate) on the challenging TestOut certification exam. Engaging academic programs across the campus include a growing Honors Program, and active Alpha Chi and Sigma Tau Delta honor societies, just to name a few.



THE UNIVERSITY (CONT.)

WBU's academic Schools:

- Behavioral and Social Sciences
- Business
- Christian Studies
- Creative Arts
- Don A. Williams School of Education
- Languages and Literature
- Kenneth L. Maddox School of Mathematics and Sciences
- Ben and Bertha Mieth School of Nursing

In October 2022, the University received a nearly \$3 million Title V grant to ensure the academic success of Hispanic and low-income, first-generation students. The five-year grant will fund "Pioneering Greater Access for Hispanic Students through Enhanced Student Support," Wayland's coordinated effort to improve assistance for Hispanic and first-generation students and expand information systems to improve student success. The effort is designed to increase fall-to-fall retention and improve four-year graduation rates. Additional federal grants applied for and received over the last three years include an NSF Noyce Grant (\$1.3M), a DOJ/VAWA Grant (\$299,000), and a DOE Veterans Grant (\$600,000).

On the academic horizon are continued expansion of 12-hour certificate offerings, more five-year undergraduate-to-graduate degrees, a new Doctorate in Strategic Leadership program patterned after WBU's successful Doctorate in Management, an online RN to BSN program, and continued collaboration with Steinway & Sons in its evolving development and use of the Spirio | r piano nationally and internationally.

ACCREDITATION

The University is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate, baccalaureate, masters, and doctoral degrees. WBU may also offer credentials such as certificates and diplomas at approved degree levels.

Additionally, the University is an accredited institutional member of the National Association of Schools of Music.

The baccalaureate and master's nursing programs at the WBU campus in San Antonio, Texas, are accredited by Accreditation Commission for Education in Nursing (ACEN) and approved by the Texas Board of Nursing.

The University is also accredited by the Texas Education Agency for teacher certification.

STUDENT LIFE

The University is proud of its strong Baptist heritage and as a leading Christian university, students from all religious backgrounds are welcomed and offered an education where faith and learning easily meet. Teaching from a biblical worldview, Wayland provides a meaningful education where students can grow as scholars and professionals, while deepening their faith. Wayland faculty and staff are professing Christians committed to providing a positive, safe environment where students are challenged to succeed and encouraged to grow.

On the Plainview campus, student Clubs and activities include the Student Government Association, Student Foundation, Baptist Student Ministries, Black Student Association, Catholic Student Union, Bowling Club, Fellowship of Christian Athletes, Student Alumni Council, Spanish Club, Wayland Singers, International Choir, and many others.



THE UNIVERSITY (CONT.)

ATHLETICS

Competing in the Sooner Athletic Conference as a member of NAIA Division I, the University fields 8 men and 8 women's sports teams. In addition, Pioneers compete in E-sports and Cheer. Pioneer Soccer competes at Hilliard Field when at home, and Hutcherson Center is the home of Pioneer Volleyball, Pioneer Basketball, and Flying Queens Basketball during the fall and winter. Pioneer Baseball calls Wilder Field home. The Laney Center is home to the men's and women's wrestling teams, and golf, track and field, while cross-country teams compete at various regional events. The Wayland football team plays its home games at [Greg Sherwood Memorial Bulldog Stadium](#).

EXTERNAL CAMPUSES

WBU was an early mover into adult, nontraditional education, opening its first external campus in Wichita Falls in 1974. The University now operates ten external campuses, offering in-class, hybrid and on-line undergraduate and graduate programs and degrees to nontraditional students. Each campus tailors its programs and delivery to area needs, providing considerable flexibility, diversity, but also managerial complexity. The largest external campuses are in San Antonio, Lubbock, Hawaii, and Anchorage, Alaska. The San Antonio campus recently opened its renovated Ben and Bertha Mieth School of Nursing.

More information about Wayland Baptist University can be found at its website, www.wbu.edu.

LEADERSHIP AND GOVERNANCE

The University is affiliated with the Baptist General Convention of Texas and is governed by a Board of Trustees. The Board consists of up to 36 members, a simple majority of which must be elected by the BGCT. The remaining members are elected by the existing Board of Trustees. The Board meets four times a year, typically in January, April, July, and October. The President of the university reports directly to the Board of Trustees. The President works closely with the administrative cabinet consisting of individuals who oversee the day-to-day operations of the university and its external campuses. The President's executive staff includes the Senior Vice President of Operations and Student Life, Vice President of Academic Affairs, Vice President of Enrollment Management, Vice President of External Campuses, Vice President of Institutional Advancement, and Chief Financial Officer.



FLYING QUEENS WOMEN'S BASKETBALL

The legendary success of the Wayland Flying Queens basketball team is a special and storied part of the Wayland narrative. Their unique name, Flying Queens, was earned in the late 1940s when their first sponsor, the Harvest Queen Mill, helped fund the program and the College adopted the name Queens for the ladies' program. A few years later, sponsors Claude and Wilda Hutcherson of Hutcherson Flying Service began flying the team to locations far away to find competitive women's opponents. That unique situation earned them the nickname The Flying Queens. In the 1950s the team won a record setting 131 consecutive games. That record stands today as no other basketball team, men's or women's, has surpassed that remarkable feat. In 2019, the Naismith Basketball Hall of Fame enshrined the program from 1948-1982 for all its contributions to women's basketball. That same year, the university secured the rights to the name Flying Queens as a federally registered trademark. In 2023, the University opened the Flying Queens Museum on campus to showcase the history and display the many trophies assigned to the program.

ENROLLMENT AND FINANCES

Wayland Baptist is a tuition-driven institution, so enrollment is key to WBU's fiscal health. Similar to most independent universities, overall enrollment declined through the Covid experience; however, enrollment at external campuses is stabilizing and traditional enrollment at the Plainview campus has increased for Fall 2023. Enrollment trends at external campuses are mixed with areas of strong growth. Growth in nontraditional enrollment continues to be an excellent opportunity.

The University's fiscal outlook has mirrored its enrollment trends. Wayland has had a long record of balanced budgets, which was interrupted during the Covid challenge. However, the University is expecting a balanced budget this fiscal year. Its overall budget is approximately \$55 million in revenues and expenses. Total net assets including donor restricted were \$175 million. The University's long-term debt is approximately \$25 million, and the total endowment is currently valued at \$112 million.



ABOUT PLAINVIEW

Plainview is a thriving, charming community of 20,187 people nestled between Amarillo and Lubbock, Texas. The small-town pace and values are perfect for those who want the amenities of a mid-sized city with the advantages of a close-knit community.

The main administration building, Gates Hall, is the oldest structure on campus and is named for the first president, Isaac Gates.

Plainview is still a farming community with corn, maize, sorghum, and cotton crops nearby. It really became famous when a local young man, named Jimmy Dean, rose to country stardom on the radio and television in the late 50s. In 1969, Jimmy founded his famous sausage company and insisted that the product be made in his hometown of Plainview. The Jimmy Dean

Estate has a good working relationship with Wayland Baptist University. He donated \$1 million to Wayland in support of a men's residence hall that bears his name, and his widow elected to erect an outstanding museum showcasing Jimmy's collections on the Wayland campus. An annual music and arts festival hosted on the campus celebrates his rags to riches story.

Plainview's climate is what attracted Dr. Wayland to this area. Low humidity and clear skies with an elevation of 3,300 feet provide for mild winters and incredible sunsets year around. Summer and winter vacation spots in New Mexico are less than a four-hour drive away and an equal journey in the opposite direction puts you in the DFW metroplex. There is easy access to Amarillo (75 miles) or Lubbock (45 miles) airports.



LEADERSHIP AGENDA

The next president of Wayland Baptist University will embrace the University's mission and articulate a vision for the University as a leader in Christian higher education. He or she will seek bold initiatives to strengthen Wayland's brand identity and visibility, supporting growth in traditional and adult enrollment. The president will be a visible advocate for academic excellence and students' success and will be adept at securing financial resources to support investments in technology, facilities, faculty, and staff. Key challenges for the Plainview campus will be supporting balanced enrollment growth; especially among non-athletes and females; and supporting the University's program (supported by Title V funding) to enhance retention and graduation rates.

He or she will strengthen effectiveness of the University's multi-campus model by enhancing communication and efficiency across all campuses. A critical aspect of the Wayland Baptist presidency is the institution's strategic and historic ties with the BGCT and Plainview community. Involvement in both entities is paramount to WBU success and impact. The president will also be an active and strong advocate for Christian higher education at federal and state policy level. Building momentum and enthusiasm through bold leadership and inspiring communication will be critically important in leading Wayland in the years ahead.

QUALIFICATIONS, CHARACTERISTICS, & EXPERIENCES

The 14th President of Wayland Baptist University will be an active, practicing Baptist, and upon appointment will join a church affiliated with the Baptist General Convention of Texas. He or she will have an earned doctorate, bring a record of progressive leadership experience that demonstrates financial and business acumen, possesses the ability to manage a complex organization, portrays the ability to lead and develop an executive team, and has exhibited sound strategic decision-making and excellent communication skills.

In addition, the successful candidate will bring many of the following important characteristics and experiences:

- A contagious Christian walk and faith
- A passion for Christian education and experience with meeting the enrollment and financial challenges of independent, Christian higher education institutions
- Demonstrated skills at fundraising and resource generation
- Experience with multi-campus and on-line educational delivery for traditional residential students and adult learners
- An enthusiastic demeanor, high energy, open and accessible to students, faculty staff and the community
- A courageous decision-maker, ability to create a bold vision, inspire and motivate others to action
- A proven record of accomplishment for establishing and developing positive and uplifting interpersonal relationships with various internal and external constituents



NOMINATIONS & APPLICATIONS

Confidential inquiries, nominations, and applications are invited. Academic Search is partnering with Wayland Baptist University for this search. When submitting a nomination, please include the nominee's full name, title, position, and email address.

Those who are considering applying are encouraged to schedule a confidential conversation with either Senior Consultants, Dr. Stuart Dorsey (stuart.dorsey@academicsearch.org) or Dr. Alan Cureton (alan.cureton@academicsearch.org).

An application should include (in three separate PDF attachments): 1) a letter of interest that responds to the leadership agenda, 2) a full CV/resume, and 3) a list of five professional references, including email addresses and a brief note of the candidate's working relationship with each. All submissions will be treated in confidence and should be sent electronically to WBUPresident@academicsearch.org.

Note: References will not be contacted until later in the search process and only with the candidate's

permission. A background check (including identity, degree verification, and criminal records check) must be completed satisfactorily before any candidate can be offered the position.

Review of materials will begin immediately and continue until the appointment is made. For full consideration, please submit materials by **Friday, October 27, 2023**. Applications will be accepted until the position is filled.

In compliance with federal law, including provisions of Section 504 of the Rehabilitation Act of 1973, Wayland Baptist University does not illegally discriminate on the basis of race, color, national or ethnic origin, age, or disability in admissions, or in the administration of its education policies, programs, and activities. Under federal law, the university may discriminate on the basis of religion in order to fulfill its purposes. In compliance with Title IX of the Education Amendments of 1972, the university does not illegally discriminate on the basis of gender in the administration of its education policies, programs and activities. Inquiries or complaints should be directed to the president.

ABOUT ACADEMIC SEARCH

Academic Search is assisting Wayland Baptist University in this work. For more than four decades, Academic Search has offered executive search services to higher education institutions, associations, and related organizations. Academic Search was founded by higher education leaders on the principle that we provide the most value to partner institutions by combining best practices with our deep knowledge and experience. Our mission today is to enhance institutional capacity by providing outstanding executive recruitment services, executive coaching, and transition support, in partnership with our parent organization, the American Academic Leadership Institute. For more information, visit www.academicsearch.org.



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