

WESTERN COLORADO UNIVERSITY SCHOOL OF BUSINESS

# Dean, School of Business Position Prospectus



**WESTERN**  
COLORADO UNIVERSITY



# The Opportunity

Western Colorado University invites dynamic, collegial, and strategic professionals to apply for the position of Dean of the School of Business.

Reporting directly to the Provost, the Dean of the School of Business (School) at Western Colorado University (Western) serves as the Business School's chief academic and administrative officer, providing leadership and strategic direction to support the School's goals and align them with the University's strategic plan, mission, vision and values.

The successful applicant will exhibit a proven track record of effective leadership and significant management experience, either within a school of business or a similarly sized and complex organization. Candidates must uphold the highest standards of integrity and ethics while demonstrating exceptional interpersonal skills, communication, and collaboration.

As the chief advocate for the School, the Dean will work in concert with the Associate Dean, faculty and staff of the School, as well as other University administrators, to establish a distinct identity and strategic direction that promotes the School's growth and financial sustainability. The Dean will play a crucial role in fundraising by engaging with donors, alumni, state and federal agencies, and community leaders to support advancement activities.

The successful candidate will have the ability to enhance the School's innovative programming and collaborate closely with the Associate Dean, faculty, staff, and Western's senior leadership to achieve AACSB accreditation.



**TO LEARN MORE ABOUT THE AREA:**

[Gunnison Country Chamber of Commerce](#)

[Gunnison/Crested Butte Tourism](#)

[Gunnison Watershed School District](#)

Gunnison County (pop. 17,300) has three main municipalities: Gunnison, a city with a population of about 6,800; Crested Butte, a town of about 1,700; and Mt. Crested Butte, population of about 1,000. Gunnison is 200 miles southwest of Denver, the state's capital.

## About Gunnison

Located in the heart of the Rocky Mountains on Colorado's Western Slope, Gunnison offers a perfect blend of old-world charm and modern amenities. With seemingly endless outdoor recreation opportunities and a vibrant ranching community, the area has something for everyone. Tourism and the University are the key drivers of the economy, supported by the fact that approximately 80% of the county consists of gorgeous public lands. Agriculture also plays a significant role, with about two-thirds of private land dedicated to ranching operations.

In the summer, the Gunnison River and the Blue Mesa Reservoir serve as playgrounds for rafting, swimming, fishing, sailing, and motorboating. Mountain bikers, hikers, and trail runners can explore 750-plus miles of singletrack trails, some of which are easily accessed from campus. In winter, Crested Butte Mountain Resort, half an hour away, is bustling with skiers from all over the world. A free bus — with a stop on campus — transports students, faculty, and staff to and from the resort. Western is also a 40-minute drive from the ski terrain of Monarch Mountain, situated on the Continental Divide.

The Rocky Mountains and the Gunnison Valley are not merely a breathtaking backdrop, they are an integral part of the educational experience at Western. Western is an institution with an incomparable sense of place, which derives from faculty, students, and community embracing the magnificent beauty of nature embedded in the Western educational experience. This sense of place is a part of every person who joins the Western community. Students, faculty, and staff who choose Western possess the values of courage, growth, integrity, stewardship, and inclusivity. These qualities are developed in the Western experience of

personalized education, where the average class size is 17 students. The University and the Gunnison Valley community have a symbiotic relationship with a rich texture of intellectual discovery and the vibrancy of student learning. The Gunnison Valley provides the University with opportunities for experiential learning and exploration. The University provides the Valley with energetic intellectual curiosity, broadens its diversity, and provides an array of enrichment and entertainment opportunities through lectures, performances, workshops, and athletic events.



# The Position

The Dean of the Business School at Western Colorado University is the chief academic and administrative officer for the School of Business. Reporting directly to the Provost, the Dean maintains extensive working relationships with University senior administration and business and industry leaders in the Gunnison Valley and beyond. The Dean provides visible leadership that supports the mission, vision, and strategic goals of the University. Collaborating closely with the Associate Dean, the Dean engages faculty, staff, and students to support the Business School's internal operations.

The Dean will establish a clear identity and set strategic direction for the School of Business, increase enrollment in undergraduate and graduate programs, deepen relationships with alumni, and secure additional resources through fundraising/grant writing/sponsorships. Additionally, the Dean will lead the Business School toward achieving AACSB accreditation.

## Essential Duties & Responsibilities

- Articulate a forward-looking, innovative vision, strategy, goals, action plans, and metrics aligned with Western Colorado University's vision, values, and 2023-2028 strategic plan.
- Outperform peer institutions in student enrollment growth and increase retention of existing students.
- Exemplify integrity, energy, and enthusiasm compatible with the values of Western Colorado University.
- Work in partnership with University leadership and the Western Colorado University Foundation to set and achieve fundraising targets; identify external funding sources and strategically manage financial resources for the School.
- Develop strong relationships with all University stakeholders and connect the University to community members, industry contacts, and other business leaders to pursue mutually beneficial projects.
- Foster new relationships through community involvement and enhance existing corporate partnerships to facilitate student internships and career placements.
- Encourage and collaborate with faculty and industry leaders in curricular assessment and revision, fostering innovation, and inspiring the development of cutting-edge educational programs.
- Promote assessment of student learning outcomes and utilize resulting data as tools to advance the quality of academic programs and services.
- Participate as a representative of the school in professional associations, governmental bodies, foundations, other academic institutions, and the business community.
- Collaborate closely with the Associate Dean on key matters such as departmental budgeting, staffing, and adherence to University policies and procedures.

# How **Success** for the Business Dean Will Be Defined

The Dean will lead Western's largest academic department, inspiring and cultivating innovation and a student-focused service model. This role requires a visionary leader passionate about student success, capable of leading change, and committed to fostering a climate that supports collaboration, growth, innovation, and excellence. The Dean's near-term priorities will be focused on these four areas:

**#1**

## Establish a Strong Culture of Collaboration and Teamwork That Enhances Student Success

Work closely with faculty and staff of the School to create an environment that supports innovation and student success, and promote interdisciplinary collaboration within the University to broaden educational and research opportunities.

**#2**

## Grow Enrollment and Support Innovative Program Building

Develop and execute a plan for growing enrollment through innovative program building and collaboration with the University's marketing and recruitment departments, while enhancing the professional pathways of students by fostering strong industry connections and practical experiences.

**#3**

## Enhance Fundraising and External Investment

Partner with University leadership and the Western Colorado University Foundation to set and achieve fundraising targets that will enrich the student experience and help recruit and retain quality faculty and staff. Work closely with University leadership on identifying and securing other areas of external investment, including grants and task agreements.

**#4**

## Pursue AACSB Accreditation

Identify requirements for AACSB accreditation and establish and execute a plan to achieve it.

# Professional **Qualifications** & Personal **Characteristics**

Competitive candidates will be experienced in successfully leading complex organizations and will embody Western's values of courage, growth, inclusivity, integrity, and stewardship.

## Minimum Qualifications

- Candidates from academia must hold a terminal degree in business or a related field from an accredited institution and demonstrate leadership within a school of business. Candidates from outside academia must have significant leadership experience and a commitment to the mission and value of higher education.
- Minimum of 10 years of higher education experience or 15 years in progressive leadership roles with a demonstrated track record of fostering community, collaboration, accountability, and growth.
- Experience with institutional advancement/ fundraising, grant writing, and other forms of revenue generation.
- Demonstrated ability to lead and implement change.
- Commitment to DEI+ principles.

## Preferred Qualifications

- Familiarity with AACSB accreditation standards and the funding landscape for higher education.
- A record of commitment to academic program innovation and development.
- Demonstrated experience in budget and staff management.
- A strong commitment to nurturing collaborations and partnerships between the University and community.



# Western's Strategic Plan, Mission, Vision, & Values

Western Colorado University has an unwavering commitment to providing an exceptional educational experience to all students, and we take pride in the values that inform our collective vision. With the Rocky Mountains as our laboratory and the Gunnison Valley as our community, our location offers a unique value proposition for a public institution. Western is a premier provider of rigorous, immersive education and champions intellectual exploration, critical thinking, and

integrity, all while inspiring innovation. We offer an inclusive and personalized academic experience that enhances the lives of our students and their communities, now and into the future.

We do this with Western's values of courage, inclusivity, and integrity to promote growth in all Mountaineers as we provide stewardship for our community and world.

## Strategic Plan Goals

**#1**  
Enrich the Western experience and improve well-being for students, faculty, and staff  
Western strives to provide a learning and working environment where students, faculty, and staff feel valued and all have the opportunity to thrive and succeed. Western will be a desirable place for diverse people to authentically work, learn, express, collaborate, and grow.

**#2**  
Improve student affordability and access  
Demographic shifts toward more diverse, less affluent, and first-generation students require the University to ensure that a Western education is financially attainable.

**#3**  
Enhance the quality and value of a Western degree  
The Colorado Commission on Higher Education's (CCHÉ's) 2023 Strategic Plan focuses on ensuring that students receive a positive financial return on their educational investment, backed by data suggesting economic mobility is a central reason for post-secondary learning. Western will be responsive to the expectations of Colorado citizens and our students by demonstrating the value of a Western degree.

**#4**  
Ensure financial strength and support enrollment growth  
Students are at the heart of Western's mission and are the key driver of fiscal stability and growth. In an increasingly competitive market, balancing enrollment growth with a focus on academic excellence and responsible fiscal management is paramount.

**LEARN MORE**  
about our principles and timeline:  
[western.edu/strategic-planning](https://western.edu/strategic-planning)

# About Western

Western Colorado University delivers career preparation in business, engineering, computer and other sciences, and a liberal arts curriculum to approximately 3,500 intellectually adventurous undergraduate and graduate students in the heart of the Rocky Mountains. Our University's small size and unique setting ensure students receive personalized attention, gain hands-on experience, graduate without excessive debt, and are prepared to make meaningful contributions in Colorado and beyond. From engineers to business owners, teachers, and artists, Western Colorado University graduates become preeminent leaders in their fields.

Founded in 1901 as the Colorado State Normal School, Western was the first college on Colorado's Western Slope and was dedicated to the education and preparation of teachers. Over the course of more than a century, liberal arts and professional learning have become the core of Western's mission and are the foundation for all education at the University.

In 1923, the institution evolved into a four-year institution and was renamed Western State College, with the iconic "W" built on nearby Tenderfoot Mountain overlooking the school. The W remains one of the largest and highest human-made letters, at 420 feet tall. It was

whitewashed in 1924, and our Mountain Rescue team sets it on fire every Homecoming.

Western's official colors were chosen in 1923 — crimson for the color of Indian Paintbrush, which grows on the hillsides in the Gunnison Valley, and slate representing sage. The fawn was the school's original mascot representing alertness, strength, speed, curiosity, grace, and sensitivity. In the 1950s, the Mountaineer replaced the fawn as mascot through a student contest.

From music and the arts to social and natural sciences and an array of professional programs, academic excellence in a variety of fields has grown at Western as it remains a proud student-focused learning institution.

Western's first graduate programs were created in the 1920s. After an 18-year hiatus in the 1990s, the state of Colorado reauthorized graduate programs at Western in 2007.

Distinctive graduate programming such as the Business School's MBA in Outdoor Industry is a key part of Western's future in serving the region and the world. In its 2021 edition of the Almanac, *the Chronicle of Higher Education* listed Western as the ninth-fastest growing institution among graduate-degree issuing schools in the nation for the decade between 2009-2019.

With expansion came the need to reflect the quality of education in Western's own name. In 2012, Colorado Governor John Hickenlooper signed into law Western's second name change, from Western State College to Western State Colorado University. The name was simplified in 2019 to Western Colorado University with Governor Jared Polis' signature.

Western has been the home to NCAA championship skiers, cross country runners, wrestlers, and successful Division II football and basketball teams among both women and men. At nearly 7,800 feet above sea level, the University boasts the highest NCAA-sanctioned sports program in the nation and uses our elevation to our advantage. Twenty-three athletes from Western have competed in the Olympic Games.

More recently, Western has added such state-of-the-art buildings as the Borick Business Building, the Mountaineer Field House, the University Center, the Paul M. Rady Building, and has completed a major renovation of Mountaineer Bowl. Four transformational gifts have resulted in the Paul M. Rady School of Computer Science and Engineering, the Clark Family School of Environment and Sustainability, the Rady Family Sports Complex, and the Geiman Scholars Program (for Gunnison Valley residents).

The Rady School supports project-based learning and industry-focused initiatives. Western's partnership with the University of Colorado Boulder results in a distinctive engineering program in Colorado, as it offers low student-to-faculty ratios and retention and supports initiatives at a small university. Students also benefit from internship and job resources, curriculum, research, and extracurricular activity options from two different universities.

In 120 years of service, Western has grown to now offer more than 100 areas of undergraduate study and nine graduate degrees, launching graduates into successful fields and allowing them to contribute dynamically to society's needs.

## QUICK FACTS

- Public University featuring liberal arts, sciences, and professional programs
- Coed residential campus that serves approximately 3,500 students through residential, hybrid, and online programs
- Located in picturesque Gunnison, Colorado, in the heart of the Rocky Mountains
- Undergraduate and graduate programs in 100-plus areas of study
- More than 25 majors, nine graduate programs, over 30 accelerated degree programs, and partnerships with other state schools





# Student Experience & Campus Life

Western's students come from all backgrounds and ages, with one goal in mind: a successful learning experience that will enhance their contribution to the world and lead to a meaningful life. Our students participate in a variety of NCAA Division II and club-level sports. They pursue academic excellence in a wide range of areas — from Exercise & Sport Science (ESS) and research in our High-Altitude Performance (HAP) Lab to conservation issues in the Clark Family School of Environment & Sustainability. Additionally, Western offers more than 30 clubs, further enhancing students' collegiate experience. We know people of different backgrounds bring various experiences and perspectives to the classroom and community. We strive to foster a respectful, welcoming educational and social environment and take a firm and unyielding stance in support of diversity, inclusivity, scientific inquiry, and creative expression.

**80%**  
of Western Students  
Receive Some Form of  
Financial Aid

**17**  
Average Class Size

**74%**  
Retention Rate

**51%**  
Six-Year  
Graduation Rate

**291**  
Undergraduate Degree  
Completions (2023-24)

## ATHLETIC ACCOMPLISHMENTS (2023-24)

**16**  
1<sup>st</sup> Team RMAC  
Academic Honors

**27**  
All-Americans

**28<sup>TH</sup>**  
in Learfield Cup  
Standings  
\*out of 293 DII Institutions

**32**  
1<sup>st</sup> Team RMAC Honors

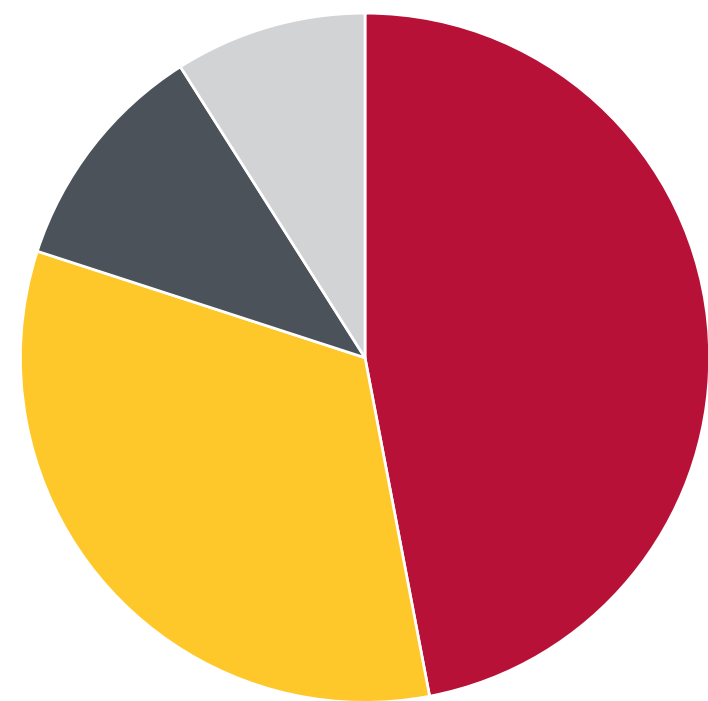


# Enrollment Stats at a Glance

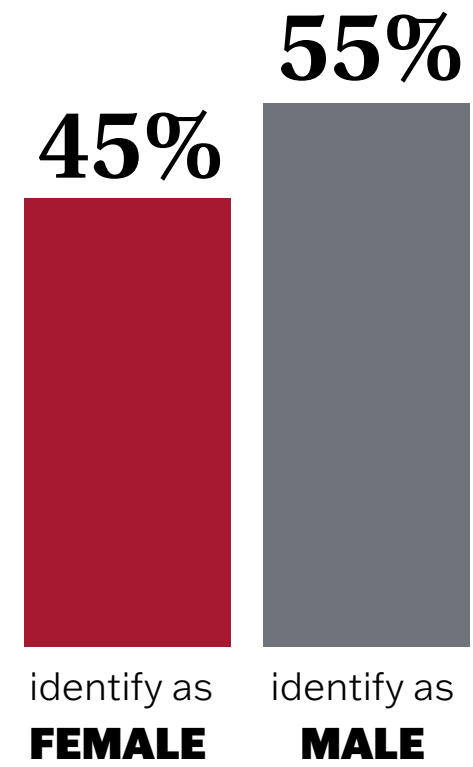
**3,680**

**TOTAL STUDENT  
HEAD COUNT (FALL 2021)**

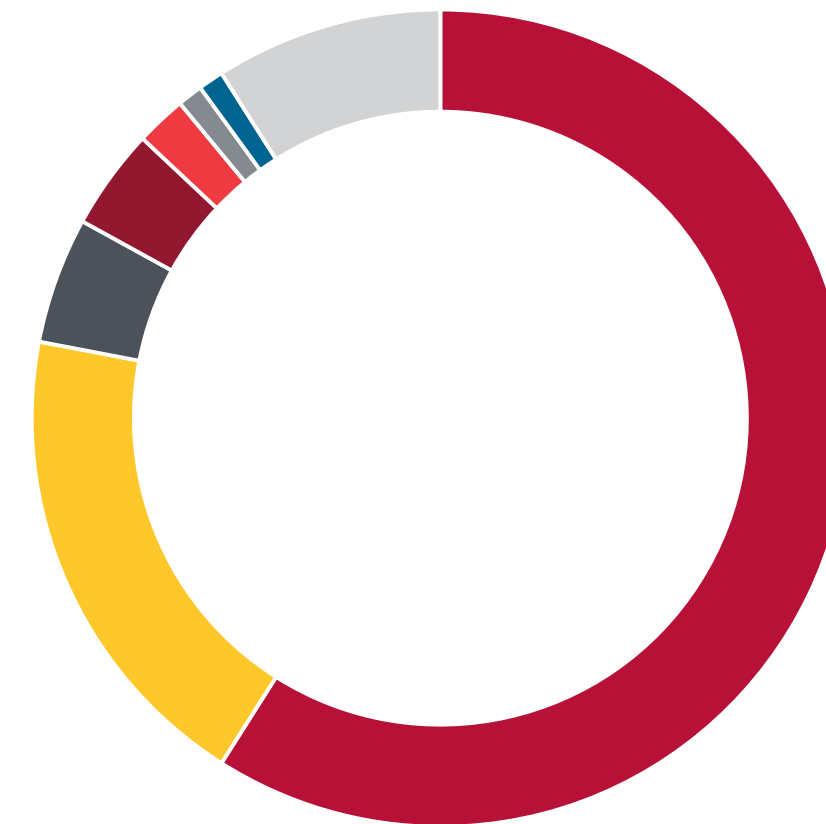
## STUDENT ENROLLMENT



- **47%** Undergraduate Degree Seeking
- **33%** Concurrent Enrollment
- **11%** Graduate Degree Seeking
- **9%** Non-Degree Seeking



## ETHNIC DIVERSITY



- **59%** White
- **19%** Hispanic
- **5%** Black or African American
- **4%** Multiracial
- **2%** Asian
- **1%** American Indian or Alaska Native
- **1%** Native Hawaiian or Other Pacific Islander
- **9%** Unknown/Other

**Western**  
students are  
from almost  
every county  
in **Colorado**

**50** states & **17** countries

**ARE REPRESENTED**

# Financial Information

Western's FY2024-25 total budgeted operating revenue is **\$81.7 million**. This includes:

- **\$24.4 million (30%)** from undergraduate tuition and fees
- **\$24.7 million (30%)** in state appropriations
- **\$9.5 million (12%)** from sources with restricted use (federal and state financial aid, Rady School support, etc.)
- **\$15.4 million (19%)** from auxiliary sources (residence halls, facility fees, food service, bookstore, conference services, etc.)
- **\$7.6 million (9%)** from graduate tuition and fees

Western's FY2024-25 total budgeted operating expenditure is **\$81.2 million**. This includes:

- **\$38.9 million (48%)** in faculty and staff compensation
- **\$21 million (26%)** in general operating expenses (department operational support, student employment, travel, utilities, etc.)
- **\$13.7 million (17%)** in scholarships and fellowships (including federal, state, and private support)
- **\$6 million (7%)** in debt service payments
- **\$1.5 million (2%)** in strategic initiatives

## UNDERGRADUATE YEARLY COST OF ATTENDANCE (FY24-25)

	Colorado Resident	Nonresident
Tuition	\$7,308	\$20,424
Required Fees	\$4,009	\$4,009
Optional Fees	\$446	\$446
Double Room	\$5,304	\$5,304
Board (15-Meal/Week Plan)	\$5,297	\$5,297
<b>Total Annual Cost</b>	<b>\$22,364</b>	<b>\$35,480</b>

*\*Business School Fee (per credit rate for all courses): \$45*



# About the **Business School**

## **MISSION AND VISION**

The School of Business at Western Colorado University is dedicated to preparing students for the global marketplace. Our mission is to deliver an immersive and practical business education that equips students with the necessary skills and knowledge to succeed in a dynamic and evolving business environment.

# Programs Offered

●	●	<b>Accounting - B.A.</b>
○		Financial Analysis
○		Professional
●	●	<b>Business Administration - B.A.</b>
	●	Business Analytics
	●	Business Law
	●	Business Development Essentials
○		Design Thinking & Innovation
○	●	Energy Management
	●	Entrepreneurship
○		Finance
○		Latin American Business
○		Management
○		Marketing
	●	Outdoor Industry Business
	●	Sales
○		Sustainable Tourism & Hospitality Management
	●	Design Thinking & Innovation
●	●	<b>Economics - B.A.</b>
	●	Energy Law
	●	Environmental Law
	●	Intellectual Property Law
	●	Marketing
	●	Outdoor Industry Business
	●	Professional Land Management Skills
	●	Property & Contract Law
	●	Sustainable Tourism & Hospitality Management

At Western Colorado University's School of Business, our programs are intricately connected to the unique environment of the Gunnison Valley. This region's natural beauty, resources, and outdoor opportunities provide a rich backdrop for our educational offerings.

Our diverse range of programs includes Accounting, Business Administration, Marketing, and the Outdoor Industry MBA, among others. Notably, our Sustainable Tourism and Hospitality Management program takes full advantage of the Valley's status as an outdoor laboratory, enabling students to engage in practical, hands-on learning experiences. These programs are designed to prepare students for real-world business challenges, with a strong emphasis on sustainability and innovation.

Students benefit from internships, projects, and field studies that utilize the Valley's natural assets, fostering a practical and immersive educational experience. The curriculum is crafted to align with market demands, ensuring our graduates are well-equipped for successful careers. Through these programs, we aim to cultivate business leaders who are attuned to the importance of environmental stewardship and sustainable practices.

## SCHOOL OF BUSINESS ENROLLMENT STATS (2023-24)

**296**  
Business Administration  
Majors

**27**  
Accounting  
Majors

**20**  
Economics  
Majors

**38**  
MBA  
Students

# Unique Opportunities

Western Colorado University's School of Business provides students with a unique blend of theoretical knowledge and practical experience through various internships, career fairs, and mentorship programs.

Students have access to over 40 internship locations and can participate in the Harlaxton College (England) study abroad program, offering a world-class international education experience.

## Business Student Success

Western Colorado University's School of Business students consistently achieve success and earn accolades on multiple fronts. Our students excel in prestigious competitions such as the Rocky Mountain Investment Challenge, the NAPE Energy Innovation Case Competition, the Daniels Ethics Initiative Competition, and national sales competitions.

Marketing Competition, and National Speakers Competition. Notably, Abigail Gridley and Dillon Ecker were finalists in the National Speakers Competition, reflecting our students' exceptional communication skills and dedication.

This past academic year, our Energy Management students placed third in the Energy Innovation Case Competition at the NAPE Summit in Houston. Faculty led a team to the Rocky Mountain Investment Challenge at Colorado State University on April 12, where Western has won three of the last five competitions, besting universities such as Colorado State University, University of Colorado Boulder, and University of Denver.

In another significant achievement, Western Colorado University senior Porter Fox emerged as the champion of the fifth annual Rocky Mountain Madness (RMM) Sales Competition. The competition, hosted by Metro State in Denver, featured top talent from 16 schools across the country, including universities from Washington, Florida, North Dakota, Louisiana, and even Finland. Despite being one of the smallest programs, Western secured victory, with senior Abigail Gridley also finishing among the elite eight.

Additionally, our Eta Xi chapter of Pi Sigma Epsilon (PSE) shined at the PSE National Convention in St. Louis, Missouri, from April 10 to 14. Our students competed in various events, including the Pro-Am-Sell-a-Thon, Interview Competition, On-Site

These achievements underscore our commitment to providing students with opportunities to excel academically and professionally, preparing them for successful careers in the business world.

## THE BUSINESS STUDENT EXPERIENCE

Discover the transformative experiences of our students at Western Colorado University's School of Business. Hear directly from them about how our programs, faculty, and unique learning environment have prepared them for successful careers in the business world.

These testimonials reflect the vibrant community, practical learning opportunities, and supportive environment that define the School of Business.

*Garrett Lane*



*Myles Hilbert*



*Morgan Didlake*



# Career Success

Our programs are designed to ensure students are well-prepared for the business world. Emphasizing communication, problem-solving, and critical thinking, the curriculum is aligned with market requirements and provides unlimited experiential learning opportunities. Graduates form strong relationships with potential employers, setting them up for successful careers.

# Scholarships & Financial Aid

The School of Business offers over 25 scholarships specifically for business students, helping to make higher education more affordable. Additionally, Western's Scholarship Application portal provides access to over 300 diverse scholarship opportunities.





# The Position

## Compensation Package & Application Process

Compensation: \$175,000 per year depending on qualifications, excellent shared contribution medical and dental insurance and retirement plans, generous paid time off, and access to other University benefits, including (after one year of employment) free Western tuition for dependents and participation in a national tuition exchange program for dependents.

### TO APPLY:

- Visit [Bretsearch.com/Western](https://Bretsearch.com/Western) and use our online application. Required attachments to your online application include a cover letter describing your interest in the position, CV, all transcripts, and a list of at least three professional references.
- Note: When submitting the initial employment application/materials for this position, applicants may redact information that identifies their age, date of birth, or dates of attendance at or graduation from an educational institution or program.
- Please direct questions to Kim Brettschneider ([western@brettsearch.com](mailto:western@brettsearch.com)).
- Applicant review begins immediately and will continue until the position is filled. The application deadline is October 1, 2024.
- Western Colorado University is an equal opportunity employer and welcomes all applications, including those from applicants with disabilities and veterans.

JOIN US ON

# OUR SIDE OF THE MOUNTAINS



**WESTERN**  
COLORADO UNIVERSITY