



DEAN OF THE COLLEGE OF BUSINESS & ECONOMICS

LEADERSHIP PROFILE

NOVEMBER 2024



Edited by
Steven Gross,
Nicholas Tebben,
and Michael Williams

Meaning Without Representation

*Essays on Truth, Expression,
Normativity, and Naturalism*

BEYOND THE PR INDUSTRIAL COMPLEX

*Crime and Incarceration in
the Twenty-First Century*

Kevin Wehr and Elyshia

THE OPPORTUNITY

Towson University ("TU"), Maryland's largest comprehensive university and a recognized leader in student learning, diversity, research, and community service, seeks a visionary, energetic, and innovative leader to serve as its next Dean of the College of Business & Economics (CBE). Reporting to the Provost and Executive Vice President for Academic Affairs, Dr. Melanie Perreault, the Dean serves as the chief academic and administrative officer of the College and will join TU at a pivotal juncture in its history, as the university has recently welcomed its 15th President, Dr. Mark R. Ginsberg, and continues the trajectory of excellence and impact in teaching and scholarship to become a Carnegie R2 institution.

TU placed No. 26 among public institutions nationwide in a recent ranking of the best undergraduate business schools by online business education publication, "Poets & Quants." Specifically, the CBE graduates scored high marks in career outcomes, with 85% of students having a business-specific internship prior to graduation, and 96% of graduates were employed or enrolled in graduate school within six months of graduating. With accreditation from the Association to Advance Collegiate Schools of Business (AACSB International) for both business and accounting, the CBE provides a culture of world-class business education, transforming thousands of students into professionals each year. With this hands-on approach to learning, the CBE prepares graduates for success in their professional careers.

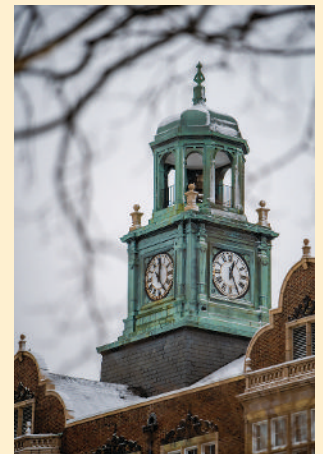
The CBE Strategic Plan 2020-2025 supports their mission of developing high quality and innovative programs and resources, connecting individuals to opportunities by applying theory to practice in curricular, co-curricular and scholarship activities, and transforming students into professionals who will have a positive societal impact within Maryland and beyond. With more than 100 full-time faculty, dozens of adjunct faculty, and more than 20 full-time staff, the CBE faculty and staff embrace a culture of striving for excellence, learning, ethical behavior, civility, diversity, inclusion, creativity, and engagement.

TU's role as an anchor institution in Greater Baltimore and close proximity to Washington DC present a unique opportunity to partner with

leading businesses in a variety of industries. With a focus on outreach, the CBE channels its resources in its three centers: the Center for Applied Business and Economic Research; the Maryland Council on Economic Education; and a partnership with the Baltimore Cash Campaign. In addition, TU's StarTUup at the Armory has served as the front door for start-ups, small businesses, as well as the region's largest corporations. These partnerships allow the CBE students to connect with the professional community and apply their business knowledge, critical-thinking, and problem solving skills to achieve common goals within diverse teams.

Working in collaboration with the CBE's department chairs, center directors, and faculty in keeping with TU's traditions of shared governance, the Dean will advance a bold vision for the CBE's future that also respects the College's deeply held traditions and core values. They will develop a long-term strategy to guide the CBE's growth and development, leveraging entrepreneurial opportunities available within its dynamic ecosystem and the larger community. The Dean will play a key role in stewarding existing relationships and building new networks that benefit the College and its partners. Success in the role will require an individual who can inspire and unify the community around shared priorities; continue to attract, retain, and cultivate talented and diverse faculty, staff, and students; and empower all within CBE to be at the forefront of elevating the university to Carnegie R2 Classification. As a passionate, energetic champion for the educational mission and student success, the incoming Dean must be an exceptional communicator who is skilled at building relationships with internal and external partners, represent the College compellingly to stakeholders and donors, and demonstrate an uncompromising commitment to advancing diversity, equity, inclusion, accessibility, and justice.

Towson University has retained WittKieffer, an international executive search firm, to assist a university search committee in this recruitment. All applications, inquiries, and nominations, which will remain confidential, should be directed to the firm as indicated in the Procedures for Candidacy section at the end of this document.



THE ROLE OF THE DEAN OF THE COLLEGE OF BUSINESS & ECONOMICS

The Dean reports to the Provost and Executive Vice President for Academic Affairs and serves as the chief academic and administrative officer of the CBE. The Dean provides strategic leadership as well as operational direction to staff and faculty and is ultimately responsible for the educational journey of its talented and diverse students. The Dean is charged with fostering a culture of innovation while sustaining and enhancing the CBE's administrative capacities through strategic decision-making regarding personnel, general administration and management, budget, academic programs, partnerships, and development and advancement activities. The Dean also serves as an essential institutional leader, a member of the provost's cabinet, and a key catalyst for major, cross-disciplinary efforts that span Towson University, the greater Baltimore region, and the state of Maryland.

Additional essential job functions and responsibilities include, but are not limited to:

- Provides leadership to all aspects of the CBE;
- Uses visionary leadership to promote the mission, vision, values, and strategic goals of the University and the CBE;
- Directs and administers educational programs in the CBE by promoting excellence in teaching and learning, scholarship, advising, practice, and service;
- Serves as an advocate and liaison for the CBE faculty and staff to University administration and communicate administration policy and decisions to the CBE;
- Demonstrates effective communication to foster a sense of community and an environment of collegiality, integrity, and inclusive excellence;
- Provides leadership in the recruitment and retention of students in the CBE's undergraduate and graduate programs
- In consultation with the Dean of Graduate Studies, provides primary academic responsibility for all graduate programs within the CBE;
- Exercises leadership in the selection, retention, promotion, and development of faculty and staff within the CBE;
- Manages the CBE budget and associated facilities, maintaining fiscal responsibility and accountability for all accounts, related revenue, and fund development opportunities assigned to the CBE;
- Leads and executes strategic fundraising initiatives to secure financial support from alumni, donors, and other stakeholders, fostering strong relationships to advance the college's mission, programs, and priorities.
- Ensures that effective and efficient systems exist to maintain AACSB accreditation;
- Builds a strong sense of community and teamwork within the CBE and between the CBE and other University colleges and units;
- Represents the CBE on campus and with external stakeholders and constituencies; and
- Represents the CBE at system, state, regional and national forums and professional organizations, as an administrator, as a scholar and teacher, or as a representative of the University.



The CBE offers four undergraduate majors, eleven concentrations/tracks, eight minors, one certificate, three specialized master's programs, and three post-baccalaureate certificates.

Students in CBE have greater interaction with professors and classmates, abundant experiential learning opportunities, and experience with industry-leading technology.

LEADERSHIP OPPORTUNITIES FOR THE NEXT DEAN

ADVANCE A COMPELLING VISION FOR THE FUTURE OF BUSINESS EDUCATION

The College is excited to welcome a new dean who will honor the past achievements of the College, and look toward the next steps in the College's future. The dean, working collaboratively with the CBE faculty and leadership, will convey a compelling vision and corresponding strategic plan that aligns with President Ginsberg's vision and the **TU 2020 – 2030 Strategic Plan: Leadership for the Public Good**. The dean's vision will seek to enhance the CBE's reputation, with a key focus on efforts that will advance TU's goal of becoming an R2 institution. The new dean will foster collaboration, innovation, and best practices in business education, along with teaching practical skills to help students thrive and change the world. In the current climate of higher education with fierce competition for students interested in business professions, it is imperative that the next dean represent and promote the CBE's unique attributes to attract and retain high quality, engaged students who will transition into engaged alumni. The dean will evaluate the college's current organizational structure, resources, and management, guiding appropriate changes as deemed necessary to support its continued growth.

The dean will invigorate the faculty through the creation of a vibrant vision for a distinguished and contemporary college of business that also considers faculty's needs as the university moves toward R2 status. The dean will help faculty advance the CBE through promoting excellence in teaching and prioritizing the student experience while building upon the College's research strengths. The dean and the faculty will work together to find opportunities for new, innovative programs to offer. The dean will work within the college's shared governance structures, setting clear expectations and goals, and holding faculty and staff accountable to established measures.

FOSTER A DIVERSE AND INCLUSIVE COLLEGE TO BUILD A STRONG FOUNDATION FOR A PROMISING FUTURE

TU values diversity and fosters a climate that is grounded in respect and inclusion, enriches the educational experience of all students, supports positive workplace environments, promotes excellence and cultivates the intellectual and personal growth of the entire university. Creating a more diverse and inclusive campus is a priority for TU, aligned with the university's strategic plan for the express purpose of building a stronger foundation for a promising future. TU recognizes that a more diverse and inclusive campus is achieved through senior-level leadership with a strategic vision for the design, promotion and delivery of best-practice diversity and inclusion efforts across campus. The new dean will be an experienced leader of diversity efforts, particularly in relation to the recruitment and retention of faculty and staff, ready to partner with the other deans, the Office of Inclusion and Institutional Equity and other constituents to bring a demonstrated commitment to advancing diversity and inclusion initiatives on a campus committed to continual growth in this critical area.





LEADERSHIP OPPORTUNITIES FOR THE NEXT DEAN

SHAPE A POSITIVE AND ENGAGED CULTURE WITHIN THE COLLEGE

The next dean should be an inclusive leader with experience shaping an organizational culture that encourages collaboration, engagement and innovation. The dean will play a critical role in bringing the entire College together around a common purpose and shared values and creating further connection to the wider university that help to attract and retain top students, faculty and staff. The dean will work within and enhance the CBE's existing shared governance model, ensuring diverse voices from across the College are heard throughout any decision-making process. They will lead from a place of transparency and provide inspirational leadership that encourages the disciplines in the College to work together toward the CBE's common goals.

ENGAGE EXTERNAL PARTNERS IN THE LIFE OF THE COLLEGE

The dean of the CBE is a leading figure in the university's work to engage industry, the local community, alumni and donors. The CBE is proud of the strong relationships they have developed within the region and community,

which has provided the CBE students increased opportunities for internship and career placements. The dean will play a key role in stewarding existing relationships and building new networks that benefit the College and its partners. Additionally, the dean will seek opportunities for community engagement with the philanthropic and non-profit sectors as spaces for workforce development. Fundraising is a significant part of these efforts, and the dean will be expected to partner closely with university advancement and other university leaders in cultivating donors.

The dean will join TU at an exciting moment, as the university's master plan includes a potential new building for the CBE. The dean will have the opportunity to make the vision for this new building a reality. They will be a key partner in working with the university to receive state approval for the master plan, fundraise to support the new building and oversee the construction process, ensuring the building is created to support innovative business curriculum and research efforts.

PROFESSIONAL QUALIFICATIONS AND PERSONAL CHARACTERISTICS

While no single candidate will have all the ideal qualifications, the successful candidate will have many of the following professional qualifications and personal characteristics:

- An earned doctorate and a distinguished record of academic excellence; credentials that qualify for appointment at the full professor level;
- Leadership experience as a successful academic administrator, such as service as a department chair or center director level or above;
- An intellectual leader; a distinguished teacher, scholar, entrepreneur, and innovator; able to set metric-driven decisions in pursuit of an institutional mission, engaging in a continual process of assessment and improvement, and communicating with constituents through a communicative and accountable style of decision-making;
- A personal and professional history of impactful research and scholarship, with a record of success in the ability to encourage and support others in their own scholarly achievement;
- A personal understanding of the supports and resourcing needed at a high-performing, multimodal university dedicated to excellence in research, teaching, and service at the R2 level and beyond;
- A demonstrated track record of enhancing diversity, equity, inclusion, and justice and improving the culture and climate for students, staff, and faculty; respect for individuality and a commitment to promoting diversity as a critical component of academic excellence;
- Experience with faculty recruitment and retention; facilitating promotion and tenure processes; proven ability to cultivate and develop staff and an aptitude to form an effective leadership team;
- An astute understanding of academic finances and experience establishing budget priorities and serving as a responsible steward of resources; ability to make difficult decisions and prioritize;
- A demonstrated passion for students, research, and service and a keen sense of the trends and developments at top business programs; experience growing and promoting research within a traditionally teaching-focused institution;
- An excellent collaborator who can partner with other deans and administrators, department chairs, faculty, staff, and students;
- Demonstrated willingness and ability to fundraise, generating and achieving philanthropic goals and securing major gifts from individuals, corporations, and/or foundations;
- Established connections to industry, government, and educational organizations and the ability to create opportunities for faculty and students; an exceptional communicator who can inspire internal and external constituencies to attract partners to support new initiatives;
- A record that demonstrates the highest degree of integrity, transparency, honesty, and fairness.





THE COLLEGE OF BUSINESS & ECONOMICS: AN OVERVIEW

The CBE transforms students into professionals, connecting them to opportunities, and helping them launch their careers through innovative, experiential programs. The CBE faculty and staff offer students personalized academic and career advising, networking and professional development opportunities, and applied learning woven throughout their programs and courses. In addition to administering academic programs, departments provide resources for students and faculty in their respective disciplines.

DEPARTMENTS & PROGRAMS

- [Department of Accounting](#)
- [Department of Business Analytics & Technology Management](#)
- [Business Excellence \(BUSX\) Program](#)
- [Department of Economics](#)
- [Department of Finance](#)
- [Department of Management](#)
- [Department of Marketing](#)

BUSINESS ADMINISTRATION PROGRAMS

- Business administration is one of the most popular majors at TU. Unlike other undergraduate programs, it is not housed within one department of the CBE. All the CBE departments teach courses required for the major and minor.

- [Business Administration Major](#)
- [Business Administration Minor](#)

OFF-CAMPUS PROGRAM

- At Towson University's Northeast campus (TUNE) located in Harford County, students who have earned an associates degree in business administration can complete their bachelor's degree in business administration with a concentration in management.
- [Business Administration at TU in Northeastern Maryland](#)

CBE BY THE NUMBERS

30

average class size

61

Master's degrees
awarded in 2023

681

undergraduate degrees
awarded in 2023

2836

undergraduates
enrolled in 2023

2891

internships from
2019-2024

76%

of employed graduates
that stayed in Maryland
from the 2023 class

\$58,921

median total
compensation for
2023 graduates

TOWSON UNIVERSITY: AN OVERVIEW

Located on a 330-acre campus in Towson, Maryland, just ten miles from Baltimore's Inner Harbor and a short drive or train ride to Washington, D.C., Philadelphia, or New York City, Towson offers an environment for living and learning, close to many educational, cultural and community resources. The Wall Street Journal named TU the top public university in Maryland and second overall, public or private in its 2025 College Rankings. Forbes ranked TU as a top-100 national public university in its 2024 top colleges list. TU is recognized for its quality and value with a growing research and innovation enterprise deeply connected to people and place. TU is also among the most diverse institutions of higher education in the nation and is staunchly committed to building an inclusive and equitable campus community. It is well-known for its leadership in rigorous undergraduate and graduate education, relevant research, and service to the state of Maryland as the largest producer of K-12 educators in the state, among many other accolades. Its more than 19,500 students—30% of whom identify as Black or African American, and 10% of whom identify as Hispanic or Latino—are enrolled in 67 undergraduate majors, 50 master's programs, and 7 doctoral degree programs spanning the liberal arts, fine arts, health professions, education, business, and natural and physical sciences. TU's incoming class has 63% of first-year students identifying as an under-represented racial or ethnic minority.

The CBE faculty and staff are highly motivated and innovative, and have developed many initiatives at the department level. Towson University's locational advantages in the Baltimore/Washington corridor, a region rich in a variety of businesses and government facilities, serve both its educational and partnership missions. The CBE is the second largest AACSB-accredited undergraduate business school in Maryland, and recognizes its obligation as a major public university to contribute to the cultural, scientific, and economic well-being of the greater Baltimore region, the state of Maryland, and the world.

STUDENTS

Towson University's top priority is academic excellence and student success, and it is committed to preparing ethically and globally minded professionals who become leaders within their communities and fields of study. Notably, TU is among a small handful of universities nationwide with zero achievement gap: underrepresented student populations achieve the same academic success as the entirety of TU's student population. The CBE serves both full and part-time students with diverse social, geographic, economic, and educational backgrounds who are pursuing their career and educational goals. The Dean of CBE, or their designate, serves on CBE Diversity Action Committee as an ex-officio non-voting member. Through the CBE Diversity Action Plan, the committee monitors the action plan focused on: education and scholarship; recruitment, retention, and success; and campus climate.

FACULTY & STAFF

The CBE supports more than 100 full-time, highly qualified faculty that balance the responsibilities of teaching and advising, scholarly activity, and service. CBE faculty members are scholars who put teaching first. They emphasize learning- both inside and outside the classroom- that help students reach both their education and career goals. Faculty provide guidance in finding and selecting internships, study abroad opportunities, and conducting research.

Staff members are crucial to the daily operation and administration of the college and its programs. In addition to staff support in each academic department, the CBE has dedicated staff in student academic and career services to guide students in achieving their goals.

CBE RECOGNITION:

Recognized by **U.S. News & World Report** rankings two years in a row for its excellent undergraduate business administration program.

Honored by **Colleges of Distinction** in 2022, based on TU's engaged students, high-quality teaching, vibrant community, and successful outcomes.

Two student business start-ups from CBE graduates were chosen as 2022 finalists in **e-Fest**, the nation's premier college entrepreneurship competition.

Associate Professor, Natalie Scala, presented findings from her election security research in a keynote address during **NATO's 2021 Operations Research and Analysis Conference**.

TOWSON UNIVERSITY CAPITAL INVESTMENTS

TU has invested in the following exciting projects to enhance the student experience:

- **College of Health Professions:** Opened in summer 2024, in the heart of campus, the College of Health Professions building has world-class resources to support the teaching and research as the largest provider of health professionals in Maryland.
- **Science Complex:** Opened in fall 2021, the new facilities provides new academic and research space for TU's expanding Fisher College of Science and Mathematics. The heart of the five-story, 320,000 square-foot complex is a multistory atrium located at its center. In addition to the classrooms and labs inside the building, the complex contains an outdoor classroom overlooking the Glen Arboretum, a 10-acre wooded area adjacent to the academic core. The complex was intentionally designed to connect to the forest, making the Glen an educational extension of the building and a hub of scientific exploration.
- **StarTUP:** Opened in fall 2021, the StarTUP at the Armory serves as TU's front door for start-ups, small businesses, as well as our region's largest corporations. This public-facing vibrant space reflects the university-wide effort to place entrepreneurship and leadership as a university priority.
- **University Union:** A two-phase project has transformed TU's University Union. The first phase created an 85,000 square-foot-addition offering expanded event and dining space and two main entrances connecting to a spacious plaza. Phase two included a renovation to the original building to update Paws Cafe and provide new homes for Student Life, Civic Engagement, and more.



COLLEGE OF HEALTH PROFESSIONS, OPENED SUMMER 2024



SCIENCE COMPLEX, OPENED FALL 2021



STARTUP AT THE ARMORY, OPENED FALL 2021

ACCREDITATION

Towson University is accredited by the Middle States Commission on Higher Education (MSCHE). MSCHE is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation. Towson University's accreditation was reaffirmed by MSCHE on March 10, 2022, following an extensive self-study process. The CBE is accredited in both business and accounting by the Association to Advance Collegiate Schools of Business (AACSB) International. AACSB accreditation places the college in the top 1% of business schools worldwide and the top 10% in the United States.

ENROLLMENT

Over 19,500 students were enrolled in the fall of 2024, including nearly 17,000 undergraduates and 3,000 graduate students. In fall 2023, TU welcomed nearly 5,000 new students to campus, including 3,047 first-year students, the largest first-year class in TU history. This class represents TU's continued commitment to diversity, with more than 63% of first-year students identifying as under-represented racial or ethnic minority. This class also has a local feel, with 89% of first-time students calling Maryland home. TU also has first-year students from 28 other states and 25 other countries. This year's first-time students are also among the most accomplished with a weighted grade point average of 3.83.

TU welcomed 1,404 students transferring in- more than 50% that identify as underrepresented racial or ethnic minorities. The class of students transferring comes from 24 states and 21 countries.

TU also welcomed 838 graduate students this fall from 25 states and 26 countries.

TOWSON UNIVERSITY — KEY RANKINGS AND AWARDS

- **FORBES:** Ranked TU as a top-100 national public university and the second-best public university in Maryland in its 2024 top colleges list.
- **WASHINGTON MONTHLY:** Named TU the nation's 9th best "Masters University" and ranked TU as number 1 at "Best Bang for Buck" among all Maryland Schools.
- **WALL STREET JOURNAL:** The 2025 College Rankings placed TU number 15 among public institutions nationwide. TU was named the top public university in Maryland and second overall, public or private.
- **CENTER FOR WORLD UNIVERSITY RANKINGS (CWUR):** Placed TU among the top 9% worldwide in its 2024 World University Rankings.
- **PRINCETON REVIEW:** Included TU among the best colleges in the Mid-Atlantic in its 2025 Best Colleges: Region by Region list. The Mid-Atlantic list includes 97 universities across 5 states and the District of Columbia.
- **INSIGHT INTO DIVERSITY:** Recognized with a Higher Education Excellence in Diversity (HEED) Award for four consecutive years dating back to 2020.
- **CAMPUS PRIDE INDEX:** TU boasts a five-star ranking for our efforts to create a safe, inclusive environment for LGBTQIA+ students.

PROCEDURE FOR CANDIDACY

All applications, nominations, and inquiries are invited. Applications should include, as separate documents, a CV or resume, and a letter of interest addressing the themes in this profile. Professional references are not requested at this time.

WittKieffer is assisting Towson University in this search. For fullest consideration, candidate materials should be received by January 21, 2025.

Application materials should be submitted to TowsonDeanCBE@wittkieffer.com.

Nominations and inquiries can be directed to:

Jen Meyers Pickard, Ph.D., Lauren Bruce-Stets, and Tyler Workman:
TowsonDeanCBE@wittkieffer.com.

The target hiring range for this position is \$310,000 - \$335,000. To learn about employee benefits, please visit our Benefits page.

Towson University, an Equal Opportunity/Affirmative Action Employer, complies with all applicable federal and state laws and University System of Maryland regulations prohibiting the discrimination on the basis of race, color, religion, sex, national origin, physical or mental disability, protected veteran status, age, gender identity or expression, sexual orientation, creed, marital status, political affiliation, personal appearance, or on the basis of rights secured by the First Amendment, in all aspects of employment, educational programs and activities, and admissions.



TU IS A THRIVING COMMUNITY OF STUDENTS

19

NCAA Division I Sports

300+

Clubs and Organizations

700+

Study Abroad Programs

5,500

Students live on campus

8,100+

Internships
each year

APPENDIX I

DR. MELANIE PERREAULT **PROVOST AND EXECUTIVE VICE PRESIDENT** **FOR ACADEMIC AFFAIRS**

Melanie Perreault, Ph.D., is the Provost and Executive Vice President for Academic Affairs at Towson University. As the chief academic officer of the university, she oversees 125 degree programs (undergraduate, master's and four doctorate), and supports more than 19,500 students, over 1,700 full-time and adjunct faculty, and over 200 staff and administrators. Dr. Perreault provides leadership for six academic colleges, the Honors College, the Office of Graduate Studies, the Albert S. Cook Library, Office of Research, and the Division of Enrollment Management. As provost, she facilitates University and Academic Affairs strategic planning, implements budget and resource allocation plans, guides and oversees innovations in academic technology, promotes faculty excellence and student success, and supports curricular and program distinction.

Dr. Perreault was appointed Provost and Executive Vice President for Academic Affairs at TU effective February 18, 2019.



APPENDIX II

DR. MARK GINSBERG **PRESIDENT**

Dr. Mark Ginsberg began leading Towson University as its 15th president on October 30, 2023. Ginsberg has enjoyed a more than 40-year career as a psychologist, educator, researcher and senior executive. Prior to his appointment at TU, he spent nearly 14 years at George Mason University (GMU), where he served as the dean of the College of Education and Human Development from 2010-20 and the provost and executive vice president from 2020-23.

Dr. Ginsberg currently serves as a volunteer board member with multiple non-profit organizations. He is the chair of the Board of Directors of Parents as Teachers (PAT), one of the most respected international organizations in education. For more than a decade, he has served as a member of the international advisory board for the Early Years Organization of Northern Ireland.

He also serves on the Board of Directors of Hopecam, a national non-profit organization that supports children with cancer and their families; and was an appointed member of the Fairfax County (VA) Successful Children and Youth Policy Team.

