



**Search for the Dean**  
**The University of North Carolina at Greensboro**  
**Bryan School of Business and Economics**  
**Greensboro, North Carolina**

## **THE SEARCH**

The University of North Carolina at Greensboro (UNCG or the University) seeks a dynamic and entrepreneurial leader to serve as dean of its Bryan School of Business and Economics (the Bryan School or the School). This is an exceptional opportunity for an ambitious and collaborative individual to build on a strong platform and position it as a top business school in the region. Founded in 1891, UNCG is a public, coeducational, doctoral-granting, residential university and one of the three original institutions of the University of North Carolina System. The University community includes approximately 18,000 students, including more than 3,600 graduate students, and over 2,500 faculty and staff. The University holds two classifications from the Carnegie Foundation for the Advancement of Teaching: a “doctoral university with high research activity” and a university with deep “community engaged high research activity.”

An anchor institution in Greensboro named in honor of local businessman and philanthropist Joseph M. Bryan, the School is closely tied to the [Piedmont Triad region](#) and partners with local and state-wide business and community leaders to strengthen their collective knowledge and common purpose – making a meaningful impact on the business community. The School has been highly ranked by U.S. News, Fortune, and The Princeton Review, and the 127 dedicated faculty members are known for their exceptional classroom teaching, their strong research portfolios, their commitment to innovation, and their entrepreneurial orientation. The more than 30,000 alumni boast excellent placement rates upon graduation and contribute their talent to organizations throughout the Piedmont Triad region and, increasingly, the nation. The new dean will join the Bryan School community at an exciting time as it endeavors to enhance undergraduate programs and graduate curricula that provide students with excellent preparation for successful careers in the region.

Reporting to the provost, the dean must bring a collaborative approach, a willingness to invite new and innovative ideas from the Bryan School community, and a penchant for taking calculated risks. Successful candidates will have the agility to balance multiple competing demands and priorities, both internal and external, and a strong track record of proactively addressing challenges. In addition, they must possess exceptional interpersonal skills and high emotional intelligence.

The University has retained the services of Isaacson, Miller, a national executive search firm, to assist in conducting this important search. All inquiries, applications, and nominations should be directed in confidence to the search firm, as indicated at the end of this document.

### UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

[UNC Greensboro](#), located in the [Piedmont Triad region](#) of North Carolina, is one of only 60 doctoral institutions recognized by the Carnegie Foundation for both [high research activity](#) and [community engagement](#). Founded in 1891 and one of the original three [UNC System](#) institutions, UNC Greensboro is [one of the most diverse universities](#) in the state, with [nearly 18,000 students](#) and [2,500 faculty and staff](#) members representing more than 90 nationalities. With [17 Division I athletic teams](#), 69 majors in over 130 [areas of study](#), as well as 52 master's and 26 doctoral [programs](#), UNC Greensboro is consistently recognized nationally among the top universities for academic excellence and value, with noted strengths in [business](#), [health and human sciences](#), [visual and performing arts](#), [nursing](#), [education](#), and more.

UNC Greensboro's nine schools and colleges include: the College of Arts & Sciences, the College of Visual and Performing Arts, the Graduate School, the Joint School of Nanoscience & Nanoengineering, the Joseph M. Bryan School of Business & Economics, the Lloyd International Honors College, the School of Education, the School of Health and Human Sciences, and the School of Nursing. The University is also home to the Weatherspoon Art Museum, which features one of the largest collections of contemporary American art in the country.

Across various dimensions, UNCG is one of the most diverse campuses in the state. Half of UNCG's student body is first-generation, Pell-eligible, and/or identifies as students of color, which federally qualifies the campus as a Minority-Serving Institution. It also has the highest total percentage of Hispanic and Latinx enrollment in the UNC system at 15% with the expectation that it will achieve status as a Hispanic Serving Institution in the future. The student blend on UNCG's campus is a source of pride as is its recognition as a military-friendly institution. UNCG is also included in the U.S. News "National Universities" and "Top Public Schools" ranking lists. No other public university in the state provides paths to prosperity for as many first-generation and lower-income students."

For the 25th year, UNCG was recognized as one of the nation's best institutions for undergraduates and one of the best regional colleges in the south by the Princeton Review. It is also one of 12 institutions named to the Association of Public and Land-grant Universities' Southeastern Cluster, dedicated to

improving the transfer student experience. UNCG ranked as the top university in North Carolina and 39th in the nation for social mobility in the U.S. News & World Report Best Colleges 2023 rankings.

For additional information, please visit [uncg.edu](https://uncg.edu).

## THE BRYAN SCHOOL OF BUSINESS AND ECONOMICS

### Overview

#### ***Vision***

*The Bryan School of Business & Economics shall be recognized as the premier business school among regional public universities in the U.S. (Approved 2012)*

#### ***Mission***

*In the Bryan School of Business & Economics, we are committed to educational accessibility and social mobility. We create and disseminate knowledge about the theory and practice of business in an environment that values and promotes diversity and equity through a culture of inclusiveness and belonging. In addition to our courses and research, we accomplish this through hands-on projects, global experiences, and outreach to the community. Our work produces principled leaders and exceptional problem solvers who have a global perspective, an innovative mindset, a broad understanding of sustainability, and a commitment to improve the organizations in which they work and the communities in which they live. (Approved February 9, 2024)*

As the most diverse business school in North Carolina, the Bryan School enrolls over 4,100 students, more than 600 of whom are graduate students. There are 20 undergraduate programs, six master's programs, and four PhD programs. Undergraduate and master's programs are offered in a variety of modalities: on campus, online, and hy-flex. One of the PhD programs is offered only online, two others are offered both on-campus and synchronously online, and the fourth is being proposed for synchronous online delivery.

Each undergraduate admitted to the Bryan School has the opportunity to enroll in a four-course series, called the Bryan Blueprint Series, that is graded, credit-bearing, and required for graduation. Focused on personal and professional development, Blueprint is designed to equip them with the skills needed to succeed in an ever-changing industry landscape. In addition to classroom instruction, students must complete a real global consulting project. Mentorship programs are also available. The Bryan School has also built intellectual partnerships with numerous universities in other countries, which have allowed for various methods of engagement, such as the exchange of faculty members and students, conferences, workshops, and study-travel experiences.

The Bryan School is well-known for the quality of its programs and graduates. In 2024, the Bryan School was ranked first in North Carolina for its online bachelor's in business (*U.S. News*) as well as for its part-time MBA (*Fortune*). [\*The Princeton Review\*](#) has for many years ranked the Bryan School's MBA program as having the second greatest resources for minority students, based on institutional demographic data and MBA student ratings, diversity in the student body, and how supportive the campus culture is of minority students. Forbes ranked the Bryan School's [online Bachelor's in Accounting #3 in the US](#) and the [online Bachelor's in Finance #2 in the US](#), both for 2024.

Scholarship support is important to the Bryan School, which typically awards between \$800,000 and \$900,000 annually. While many of the awards are need-based or have a need element in combination with other criteria, the School also awards 8-12 undergraduate merit scholarships annually. North Carolina resident merit scholars receive full tuition and fees for up to four years, while non-resident merit scholars receive about 50% of tuition and fees, also for up to four years, along with other benefits and opportunities. The School also has endowments for some merit fellowships for graduate students.

The Bryan School is accredited by the Association to Advance Collegiate Schools of Business (AACSB) in both business and accounting, a distinction held by only one percent of business schools in the world. The School's next AACSB accreditation visit is scheduled for March 2025. As part of its external brand-building effort, the School has been prominent within AACSB, including representation on the international Board of Directors as well as on prominent committees, and engaging in key sponsorship roles. In 2022, the BS program in Consumer, Apparel, and Retail studies was accredited by the Textile and Apparel Program Accreditation Commission (TAPAC) and was recognized for its strong connections with industry through its Industry Advisory Board and signature internship program.

Student engagement is important to the Bryan School. Accordingly, the internal brand-building process has included significant efforts to build engagement, including the previously mentioned Bryan Blueprint Series, as well as the associated Bryan Gold (Suitable) engagement tracking and badging system and competition. These efforts also include events such as Bryan Back2Business, a beginning of the year welcome back party for students, faculty, and staff, and the day-long Career and Professional Development Day with an associated Employer Mix N Mingle and the Bright Futures Dinner. In its new strategic plan, the School is exploring other ways to extend student engagement, particularly to its extensive undergraduate online populations. To that end, the School created a new position to focus on online undergraduate student engagement.

The Bryan School's brand is strong and enrollment is solid. To ensure continued stability, the School uses market data to design programs for both traditional and nontraditional students. For example, the School has launched its BONUS! Initiative, which targets prospective students between the ages of 25 and 45 who have completed some college and want to complete their education online. The School has also created an advising team to not only retain students but ensure that they thrive.

### *Academics*

The Bryan School offers degrees at the undergraduate, master's, and doctoral levels, most of which are offered both on campus and online. At the undergraduate level, the following degrees and concentrations (in parentheses) are offered: [Accounting](#); [Business Administration \(Business Studies, Human Resources, and Management\)](#); [Consumer Apparel and Retail Studies \(Apparel Product Design and Retail and Consumer Studies\)](#); BA and BS in [Economics](#); [Entrepreneurship](#); [Finance](#); [Hospitality and Tourism Management \(Esports\)](#); [Information Systems and Supply Chain Management \(Business Analytics, Cyber Security, Information Systems, and Supply Chain Management\)](#); [International Business](#); and [Marketing \(Professional Selling, Social Media Marketing, and Strategic Marketing\)](#). Only the degree in International Business, and the concentrations in Apparel Product Design, Management, and Retail and Consumer Studies are not offered online.

The Bryan School's six masters programs and concentrations/certificates (in parentheses) are: MS [Accounting \(Taxation\)](#), MA [Applied Economics \(Economics of Health Analytics, Foundations of Economic Analysis, and Quantitative Business Economics\)](#), MS [International Business \(Global Leadership & Strategy, and Human Resources\)](#), MS [IT and Management \(Business Analytics, Cloud Computing & Security Analytics, Cyber Security, Generative AI for Business, IT Development, IT Management, Supply Chain Analytics, and Supply Chain Management\)](#), MS [Retail Studies \(Global Fashion Industry Management, Retail Consumer Data Analytics, and Retail Merchandising Management\)](#), and an [MBA](#).

Additionally, the Bryan School provides opportunities for students to earn PhD degrees in [Business Administration](#); [Consumer, Apparel, and Retail Studies](#); [Economics](#); and [Information Systems](#). The PhD in Business Administration was the first fully online PhD in that discipline in the world to be accredited by AACSB. Currently, 52 PhD candidates form five different cohorts with a sixth cohort starting in fall 2024 in this asynchronous program. The PhD in Economics is entering its second year of synchronous online availability delivered in one of the School's hy-flex classrooms to accommodate campus-based students. The PhD in Information Systems, in place since 2004, launched its synchronous online opportunity in the fall of 2024, also in one of the School's hy-flex classrooms. The PhD program in Consumer, Apparel, and Retail Studies is one of the oldest on campus and is preparing to launch an online opportunity in the fall of 2025.

### *Faculty and Staff*

The Bryan School employs 130 faculty members who serve integral roles, including 71 tenured or tenure-track faculty, 27 professional faculty, one visiting faculty member, and 31 adjunct faculty. Over the past five years, 100 percent of the 70 full-time research faculty have made intellectual contributions to their academic disciplines through, but not limited to, peer-reviewed journal articles, textbooks, scholarly books, book chapters, published case studies, and creative exhibitions of designs. While UNC Greensboro is a regional university, and Bryan School faculty members endeavor to meet the needs of the Piedmont Triad region, their research, teaching, and outreach extend across the globe. The faculty also recognize

that student learning occurs both in and beyond the classroom and have arranged practical learning opportunities for their students, including hands-on consulting projects with area industry.

The Bryan School also employs 40 dedicated staff who support the mission in roles including academic advisor, department office manager, student recruitment, and technology support.

## **ROLE OF THE DEAN**

The dean reports to the provost and serves as the chief academic and administrative officer of the Bryan School. Responsible for providing overall vision and leadership for faculty, staff, administration, and students, the dean ensures the quality of academic programs and the student experience and also ensures that the Bryan School retains its AACSB accreditation. Externally, the dean represents the Bryan School to alumni, the region's business community, and other key stakeholders. Working closely with faculty leadership, the dean maintains a commitment to the principles of shared governance. They also play a critical role in establishing new – and strengthening existing – relationships across all constituencies, both internal and external.

The dean's leadership team includes an associate dean for internal affairs, an assistant dean for external affairs, a business manager, a senior director of development, and six department heads. The dean is supported by a 19-member advisory board, many of whom are alumni and/or senior leaders in the region's business community. The board advises the dean on the advancement and strategic direction of the Bryan School. In addition, many individual departments have established advisory boards that provide strategic counsel to department heads and faculty. The dean manages a budget of more than \$25 million from all State and non-State sources, excluding Bryan School scholarships.

## **KEY OPPORTUNITIES AND CHALLENGES FOR THE DEAN**

### ***Strengthen the Bryan School's brand through clear articulation of its value proposition***

A key task for the next dean will be to develop and communicate a compelling story to inspire the Bryan School community, prospective students, alumni, and industry leaders with the goal of bolstering its reputation in the region and expanding its reach in North Carolina, in the country, and internationally. They will be the primary advocate and champion for a faculty that produces high-quality research and is also committed to student success. On a practical level, the dean must ensure that this message is reflected in the Bryan School's communications, branding, and enrollment strategy.

### ***Ensure a distinctive and affordable high-quality education***

By assessing the Bryan School's existing portfolio of academic programs, the dean must identify opportunities to launch new programs and bolster existing ones so that its offerings are on the cutting edge and its graduates are market ready. They must collaborate with other UNCG deans to expand existing

interdisciplinary programs as well as identify new opportunities to maximize online learning platforms that meet the needs of a rapidly changing higher education market. While the Bryan School has enjoyed very strong enrollment, the dean will need to examine how the Bryan School improves time-to-degree, how it raises and disburses financial aid, and how it adjusts to an increasingly diverse and cost-conscious student market in order to ensure continued stability.

***Drive and prioritize fundraising efforts***

The next dean will lead the Bryan School to a position of greater financial strength. Like many public institutions of higher learning, UNCG is a tuition-dependent institution and is affected by the rising costs of education and shifting demographics. The Bryan School has enormous potential to garner support from alumni, the advisory board, and the area business community. The dean will be a committed fundraiser, working closely with a dedicated advancement professional to identify, engage, cultivate, and solicit significant support from individuals, corporations, and government sources. The dean will secure funding for strategic priorities, including faculty research, student scholarship, and curriculum and program development.

***Build upon relationships with the region's business community and alumni***

The dean must lead a vigorous outreach campaign to the business community and Bryan School alumni. External stakeholders are critical to the new dean's success and that of the Bryan School. The local business community offers enormous potential for the employment of the Bryan School's graduates, collaborations with faculty, and philanthropic support. The dean will ensure that the Bryan School's presence is felt in the area and that robust, meaningful relationships exist at all levels in the business community. The dean will seek opportunities to be seen and heard locally and beyond, serving as a thought leader in the region.

***Be a strong advocate for the principles of diversity, equity, and inclusion and promote a culture of care for students, faculty, and staff***

As the most diverse campus in the UNC system, UNCG has prioritized issues of fairness and objectivity and is proud of its culture of care for all. The dean will promote a sense of inclusivity in which all community members are actively welcomed into the life of the Bryan School. They will value difference and will proactively address barriers to the free flow of ideas, opportunities, and information. The dean will model inclusive behavior by recognizing the dignity of all and will promote ongoing efforts to recruit and retain talented and diverse faculty and staff.

**QUALIFICATIONS AND CHARACTERISTICS**

The Bryan School of Business and Economics seeks in its next dean a transformational leader with the vision, energy, integrity, and humility to lead the School to an even higher level of excellence, success,



and prominence. The successful candidate should hold an earned PhD, or equivalent terminal degree(s), and possess a record of recognized achievement in leadership, service, teaching and research. They should also possess many of the following skills, credentials, and personal qualities:

- A visionary, strategic leader with a demonstrated record of success who can inspire the Bryan School community;
- Commitment to academic excellence and innovation across the curriculum at both the undergraduate and graduate levels;
- Knowledgeable of standards for and experience with accreditations processes such as AACSB and TAPAC;
- An aptitude for or established record of fundraising;
- A passion for engaging students, faculty, staff, alumni, donors, volunteers, and the business community;
- An understanding of and experience with all learning environments, including online and hybrid, with an eye toward student accessibility and engagement;
- A solid track record of interdisciplinary collaborations;
- Deep knowledge of the issues and challenges facing higher education, including finances and shifting market dynamics; understanding of the interplay between academic priorities and resource requirements; and experience setting and managing budgets;
- A proven commitment to embracing and fostering the success of an entire student, faculty, and staff community and the will to embrace intercultural engagement in all aspects within the UNCG community;
- Significant and successful experience managing, allocating, and prioritizing financial, physical, technological, and human resources;
- A collaborative and transparent leadership style that fosters an environment of trust, empowerment, and shared governance; proven experience and leadership in times of uncertainty; ability to connect with others and to create meaningful dialogue;
- Intellectual presence and vitality; passion for teaching, learning, and scholarship; and belief in the transformative power of education for students, community, and society at large;
- A deep professional and personal commitment to the mission and traditions of UNCG;
- Honesty, humility, and a good sense of humor.



## APPLICATIONS, INQUIRIES, AND NOMINATIONS

Screening of complete applications will begin immediately and continue until the completion of the search process. Inquiries, nominations, referrals, and CVs with cover letters should be sent via the Isaacson, Miller website for the search: <https://www.imsearch.com/open-searches/university-north-carolina-greensboro-bryan-school-business-economics/dean>. Electronic submission of materials is strongly encouraged.

Phillip Petree, Partner  
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*UNC Greensboro provides reasonable accommodation so that qualified disabled applicants may participate in the selection process. Please advise the department of Human Resources of any accommodations you require in order to express an interest in a specific opening by emailing: [hrs@uncg.edu](mailto:hrs@uncg.edu) or calling (336) 334-5009. Please state your reasonable accommodation request for assistance in your message. Only reasonable accommodation requests related to applying for a specific position within UNCG will be reviewed at the e-mail address and phone number supplied. Thank you for considering UNCG for your next career opportunity.*

*UNC Greensboro has been and will continue to be committed to equality of employment opportunities and does not discriminate against applicants or employees based on race, color, religion, sex, sexual orientation, gender identity, or national origin, political affiliation, genetic information, or age. Men, women, and members of all racial and ethnic groups are encouraged to apply. For more information, please refer to our Recruitment website and our Policies.*