

EKU

EASTERN KENTUCKY UNIVERSITY



INVITES APPLICATIONS AND NOMINATIONS FOR THE

EXECUTIVE DIRECTOR *of* EKU ONLINE

UNIVERSITY LEADERSHIP POSITION

EXECUTIVE DIRECTOR *of* ECU ONLINE
at EASTERN KENTUCKY UNIVERSITY

THE OPPORTUNITY

Eastern Kentucky University seeks a dynamic, vibrant, and visionary leader who will play a central role in shaping the success, growth, and future of ECU Online. The executive director will provide innovative, collaborative, and flexible leadership for the department to continue to grow ECU's quality online education portfolio. ECU Online best serves ECU by offering quality fully online programs, student services, and faculty professional development that embody the University's values and enhance the University's commitment to being a School of Opportunity.

EKU began offering online degrees in 2006, and now provides more than 50 online program options including associate, bachelor's, and graduate degrees, as well as certificates. Online programs are available through all six ECU colleges: College of Letters, Arts and Social Sciences; College of Business; College of Science, Technology, Engineering & Mathematics; College of Education & Applied Human Sciences; College of Health Sciences; and College of Justice, Safety & Military Science.

The executive director will report directly to the Dean of Online Learning, Graduate Education, and Research. The director oversees and collaborates with four-unit directors, online program coordinators, marketing professionals, and instructional designers to work with university faculty and leadership to plan, build, market, implement, and sustain new and existing online programs.

The successful candidate should have considerable experience in online education, strategic planning, curriculum design, online recruiting, retention, and institutional engagement and must be highly committed to the pursuit of excellence in teaching, research, and service.

In particular, the candidate should have the following credentials:

Minimum Education

- Master's degree in Education, Business, Instructional Technology/Design, Educational Technology, or a related field is required

License/Certification

- Prefer: Familiarity with or basic Quality Matters (QM) certification (APPQMR)

Minimum Experience

- Five years of related work experience is required in management and administration, with a minimum of two years' experience in online education and multimedia services.
- Prefer experience in higher education leadership with accomplishments in the field of online education.
- Experience managing a full-time professional team with the ability to supervise, train, motivate, and mentor staff. Preferably, with hybrid/remote staff.

Equivalencies

- Education can substitute for experience, but experience cannot substitute for education.

Essential Qualifications

- Higher Education philosophy, leadership, and administrative practices and procedures.
- Developing budgets, interpreting financial data, and managing resources.
- College curricula and instructional programs
- Technological systems as they apply to instructional, administrative, and workplace needs.
- Effective and innovative application of technology to online course delivery including use of instructional design principles.
- Demonstrated leadership in managing online educational programs in a Learning Management System (LMS), and understanding of universal design, usability, accessibility standards, and online distance learning concepts.
- Demonstrated leadership in promoting student success, program innovation, and enrollment growth.
- Experience with collaborative leadership of an organization including managing online initiatives, experience with market analysis, strategic planning, and online marketing of educational programs.
- Experience with program assessment and data-based reporting.
- Ability to create workflow processes & business rules that result in efficient & effective operations.
- Ability to lead collaboratively with vision and practical perspective to manage projects and vendors in complex concurrent assignments.
- Experience in employee development, coaching, and performance management.
- Excellent oral and written communication skills.
- Demonstrated ability to collaborate effectively with internal & external stakeholders.
- Excellent customer service and interpersonal skills.



PRESIDENT DAVID T. MCFADDIN

Dr. McFaddin was appointed 14th president of Eastern Kentucky University on August 20, 2020. A Kentucky native, first-generation college graduate, and ECU alumnus, Dr. McFaddin understands the importance of the student experience at Eastern. As president, he is confident in his ability to continue and expand efforts in helping others achieve their dreams. “The well-being and success of our students is the common bond that connects every area of campus,” Dr. McFaddin said. “It is a gratifying result but getting there requires dedication and persistence by every member of the team.”





**DR. SARA ZEIGLER
PROVOST and
SENIOR VICE
PRESIDENT FOR
ACADEMIC AFFAIRS**

Dr. Zeigler was named incoming provost on December 10, 2020. She earned her Ph.D., and M.A. in Political Science at UCLA and has been a leader in women's studies and legal reform in the United States. She was the founding Dean of the College of Letters, Arts, and Social Sciences in 2016, supervising 215 faculty members. As provost, she builds on Eastern's world-class faculty with a strong vision for the future development of programs, curriculum, and expansion of offerings at ECU.

ESSENTIAL RESPONSIBILITIES

The Executive Director of ECU Online develops, markets, implements and directs all e-Learning activities for Eastern Kentucky University's robust online learning portfolio through consensus building, decision making, and coordination. ECU Online provides high-quality, student-centered educational opportunities to online students.

The Executive Director provides vision, direction, and focused goals for the ECU Online department and takes a student-centered approach to develop, plan, and implement initiatives in online education. The Executive Director understands the evolving needs of online students and works with their team to analyze the needs of target populations.

Challenges encountered will require the development of solutions using substantial creativity, resourcefulness, innovation, negotiation, and diplomacy. The person in this role also collaborates closely with faculty and administration of the University to identify, develop, and deliver online program offerings that are innovative, scalable, and enhance learning.

Unit responsibilities include administrative, enrollment management, instructional design, and marketing services dedicated to ECU Online programs.



EKU ONLINE POINTS OF PRIDE

- More than 50 online program options including associate, bachelor's, and graduate degrees, as well as certificates
- Steady enrollment growth each academic year
- EKU Online proudly delivers the same quality education taught in EKU's face-to-face programs
- Online Instructional Design Center awarded 12 international Blackboard awards for creating outstanding student learning experiences
- EKU Online programs are consistently recognized as some of the best online programs in the nation
- Advisors, faculty, and staff are dedicated to student success, creating a student-focused learning environment
- Faculty are award-winning, engaging, and experts in their fields



DR. RYAN BAGGETT DEAN OF ONLINE LEARNING, GRADUATE EDUCATION *and* RESEARCH

Dr. Ryan Baggett added online learning to his portfolio as dean in early fall 2022. He holds an Ed.D. in Educational Leadership and Policy Studies (EKU), Master's of Criminal Justice (EKU), and a Bachelor's in Criminal Justice (Murray State). Baggett served as a staff member at EKU for ten years administering federal homeland security grants and has been a faculty member in homeland security since 2011. As dean, he serves as a liaison to EKU administration for his three areas (online, graduate education, and sponsored programs) and ensures quality education and externally funded awards are commonplace at EKU.

STUDENT TESTIMONIALS

"I can't speak highly enough of the EKU Online program. I am so grateful for all the hard work that the staff put into it every day. The feeling of accomplishment and self-confidence that this opportunity has provided me is worth as much to me as the degree I'm earning."

Sara,
M.S. PSYCHOLOGY –
APPLIED BEHAVIOR ANALYSIS

"I am forever indebted to the hospitality of EKU's online faculty and my incredible advisor for ensuring I see my way through to graduation."

Matt,
B.S. CRIMINAL JUSTICE

"I applied to three programs, and I was accepted into all three of them. I decided on EKU because of [my advisor] Laquanda. From the very beginning, she was supportive, helpful, and genuine. Her personality and spirit made EKU an easy choice."

Lathan,
SOCIAL WORK MAJOR

"The quality of the content was fantastic, and the faculty made sure they were always available to ensure student success. I will always be amazed at how much time EKU Online faculty dedicated to the online students. We weren't just distant learners they never met; we were valued students who they focused on just as much as their in-person learners."

Garrett,
GENERAL STUDIES MAJOR



EKU: KENTUCKY'S UNIVERSITY

Founded in 1874, Eastern Kentucky University offers general and liberal arts programs and pre-professional and professional training in education and various other fields at both the undergraduate and graduate levels. Approximately 13,000 students (*with approximately 3,800 of those students completely online*) are enrolled in more than 100 academic programs across EKU's six colleges: Business; Education and Applied Human Sciences; Health Sciences; Justice, Safety, and Military Science; Letters, Arts and Social Sciences; and Science, Technology, Engineering, and Math.

In addition to the main campus in Richmond, EKU has four regional campuses that increase the opportunity for students to obtain selected degrees while remaining in the area to better serve the needs of their families and their communities. Programs are offered in Lancaster in the Central Region, Manchester and Hazard in the East Region, and Corbin in the South Region.

The University has a highly qualified faculty committed to excellence in teaching, scholarship, and service. These scholars have chosen to pursue their careers at EKU because they love to teach and engage students in the learning process. There are approximately 1,050 faculty members, with 591 full-time faculty members, and 463 part-time faculty members.

EKU is committed to graduating students with the skills to think critically and creatively and communicate effectively. The University's Quality Enhancement Plan (QEP), Read with Purpose, seeks to develop critical readers who are guided by purposeful inquiry; as such, it reinforces the University's current emphasis on promoting metacognitive strategies to foster deep learning.

On EKU's 2019-20 Graduating Senior Survey (GSS), a majority of graduating seniors rated the quality of instruction in their majors as excellent. Eastern Kentucky University's applied programs strike an effective balance between theory and practice in their discipline; and students can select from more than 100 programs, each with an applied component.

More than 70 percent of students attend full-time. Within the student body, more than 59 percent of the students are women and nearly 14 percent are minorities. More than 61 percent of all undergraduate degree recipients are low-income, first-generation,

or both. Nearly 89 percent of undergraduate students are Kentucky residents, and after graduation, 75 percent of EKU degree holders are employed in Kentucky – the highest percentage of all public four-year institutions in the state.

Eastern Kentucky University's four-year graduation rate continues to climb, with a 15 percent increase over the past seven years. The first-time freshman retention rate is at an all-time high for EKU at 79.5 percent.

EKU Online degree programs continue to grow steadily with nearly 3,800 students enrolled as of Fall 2022, and an increasing number of online degree options. In 2020, EKU Online won four Blackboard Catalyst Awards, and U.S. News & World Report once again ranked EKU's online degree programs among the best in the nation.

Students at EKU benefit from numerous organizations, services, activities, recreational opportunities, and sports. Beginning July 1, 2021, all 16 of EKU's Colonel athletic teams joined the ASUN Conference, being eligible for conference awards, postseason play and NCAA Tournament automatic bids. Men's teams include baseball; basketball; cross country; football; golf; track and field, indoor; and track and field, outdoor. Women's teams are basketball; beach volleyball; cross country; golf; soccer; softball; track and field, indoor; track and field, outdoor; and volleyball.

For more information, visit www.eku.edu.

APPLICATION PROCESS

To receive full consideration, application materials should be submitted **no later than** the target date of March 10, 2023 to:
<https://careers.eku.edu/jobs/executive-director-eku-online-richmond-campus-kentucky-united-states>

Application materials must include: 1) a letter of interest (not to exceed three pages), which responds directly to the position qualifications and strategic priorities listed in the leadership profile, 2) a vitae, and 3) the names, addresses, telephone numbers, and email addresses of five references (indicate your professional relationship with each). References will not be contacted without prior notice to the candidate. Please include your personal email and cell phone number.

All candidate names will remain confidential, except for those individuals named as finalists and invited to campus interviews in April 2023.

Further information about the Eastern Kentucky University Online may be found at <https://ekuonline.eku.edu>.

Contact information for the Search Chair:

Ryan Baggett, Ed.D.

Dean of Online Learning, Graduate Education, and Research

Ryan.Baggett@eku.edu

MEMBERS OF THE EASTERN KENTUCKY UNIVERSITY EXECUTIVE DIRECTOR OF EKU ONLINE SEARCH COMMITTEE

(listed alphabetically)

Dr. Dana Bush - Associate Dean, College of Education and Applied Human Sciences

Dr. Renee Causey-Upton - Associate Chair and Associate Professor of Occupational Science and Therapy

Colleen Chaney - Chief of Staff and Chief Communication Officer - President's Office

Julie Curry - Director of Business Operations and Fiscal Management - EKU Online

Dr. Maggie Freeman - Assistant Professor of Psychology

Abby Helton - Lecturer and Online Coordinator, College of Business

Dan Hendrickson - Executive Director of Enrollment Management and Student Success

Monica Marrs - Director of Marketing - EKU Online

Dr. Troy Rawlins - Program Coordinator and Associate Professor of Occupational Safety

Stephanie Saulnier - Department Chair and Assistant Professor of Social Work

Amy Scarborough - Chief Government, Community, and Corporate Relations Officer - President's Office

Dr. Nedim Slijepcevic - Assistant Professor of Instructional Design

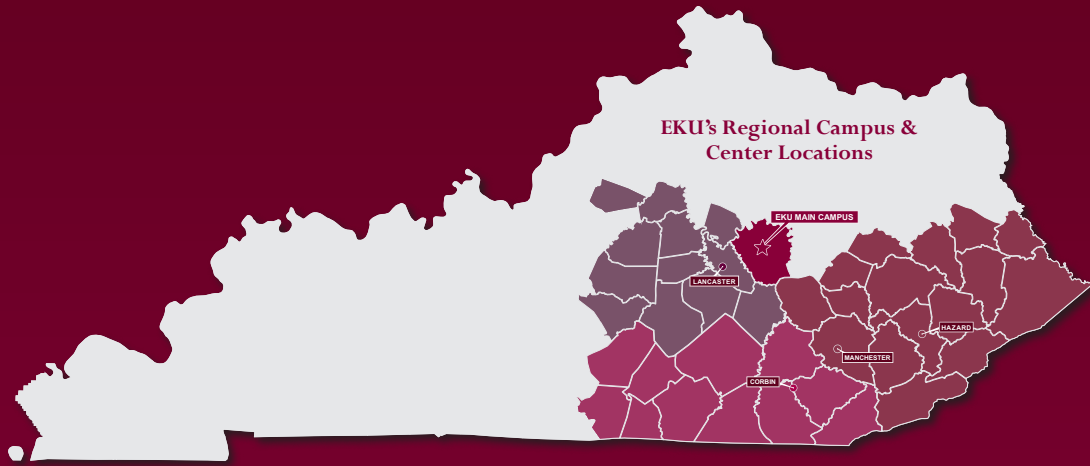
Dr. Stephen Sumithran - Associate Professor of Biological Sciences

Lakin Wooldridge - Director of Enrollment Management - EKU Online



APPLICATION PUNCHLIST

- Letter of Interest
- Vitae
- Five references
- Email and cell phone
- **Due by Friday, March 10, 2023**
- Submit via:
<https://careers.eku.edu/jobs/executive-director-eku-online-richmond-campus-kentucky-united-states>
- See full instructions under Application Process



EASTERN KENTUCKY UNIVERSITY: 'KENTUCKY'S UNIVERSITY'

Eastern Kentucky University is located in Richmond, Kentucky, an expanding community of approximately 36,000 residents. In and around Richmond are many areas of historic and scenic interest. The city offers arts and entertainment, recreation, shopping, and fine and casual dining. Richmond has well-established neighborhoods and affordable housing. The area offers both public and private elementary, middle, and high schools.

Centrally located, Richmond is served by a network of major highways making the area easily accessible from all parts of Kentucky and surrounding states. Interstate Highways I-75 (north-south) and I-64 (east-west) make the metropolitan areas

of Cincinnati, 112 miles to the north, and Louisville, 110 miles to the west, within convenient distance by automobile.

Lexington, Kentucky, known as the "Horse Capital of the World," is less than a 30-minute drive from campus, offering an easy commute for those who wish to live in a larger city or who want to take advantage of additional entertainment and cultural opportunities. With a population of more than 300,000, Lexington hosts numerous cultural events, fairs, sporting events, and horse racing and equestrian events. The city is home to Fortune 500 companies, the University of Kentucky, Keeneland horse racetrack, and a variety of restaurants, bars and coffee shops, among other attractions.



EASTERN KENTUCKY UNIVERSITY

Eastern Kentucky University is an Equal Opportunity/Affirmative Action employer and educational institution and does not discriminate on the basis of age (40 and over), race, color, religion, sex, sexual orientation, gender identity, gender expression, pregnancy, ethnicity, disability, national origin, veteran status, or genetic information in the admission to, or participation in, any educational program or activity (e.g., athletics, academics and housing) which it conducts, or in any employment policy or practice. Any complaint arising by reason of alleged discrimination should be directed to the Office of Equity and Inclusion, Eastern Kentucky University, Jones Building 416, Richmond, Kentucky 40475, (859) 622-8020, or the U.S. Department of Education, Office for Civil Rights, 400 Maryland Avenue, SW, Washington, D.C. 20202, 1 (800) 421-3481 (V), 1 (800) 877-8339 (TTY).