



**California State University, Fresno
Dean, Craig School of Business**

California State University, Fresno (Fresno State) seeks a visionary and collaborative leader as the next **Dean of the Craig School of Business**.

The University

California State University, Fresno, one of the 23 campuses of the California State University system, is the premier regional university serving Central California's diverse and growing community. The University serves the San Joaquin Valley while interacting with the state, nation and world. Service to the region is an important part of the University's mission. The prestigious Carnegie Foundation for the Advancement of Teaching awarded the University its Community Engagement classification, acknowledging its extensive partnership with Central California. California State University, Fresno, with a current enrollment of more than 23,000 students, is a minority-serving institution, a federally designated Hispanic-serving (HSI), and an Asian American, Native American, and Pacific Islander-serving (AANAPISI) institution, reflecting the rich diversity of Central California. Nearly 65% of Fresno State students are first-generation college students and approximately 75% are from Fresno State's service area. The University provides over \$250 million in financial aid, of which 80% is in the form of grants and scholarships. Loan indebtedness for graduates is among the lowest in the nation. With the generous support of donors, Fresno State continues to be one of the best values in public higher education in the nation.

The University is accredited by the California Board of Education and the Western Association of Schools and Colleges (WASC) and offers 61 undergraduate and 43 master's degree programs in the liberal arts, sciences, and in a variety of professional disciplines. In addition, the University offers three doctoral programs in Educational Leadership, Physical Therapy, and Nursing, and an Educational Specialist advanced degree. Through transformational applied research, technical assistance, training and other related public service activities, the University builds partnerships and linkages with community arts programs, business, education, industry, and government.

Fresno State is proud of its community outreach and engagement. "Learning by serving" is at the core to who the University is. Community service, coordinated by the Jan and Bud Richter Center for Community Engagement and Service-Learning, is a hallmark at Fresno State. Students, faculty and staff have provided more than 11 million hours of community service in 10 years, enriching the community with problem-solving and ideas, and touching thousands along the way. That is about \$40 million of economic impact each year.

Fresno and the Central Valley Region

Boasting approximately 300 days of sunshine a year, Fresno is the fifth largest city in California, and the 10th most diverse city in the United States. The surrounding San Joaquin Valley is one of the richest agricultural areas in the world. The University is within a two-hour drive of three national parks – Yosemite, Sequoia, and Kings Canyon. Fresno is within easy driving distance of San Francisco, Los Angeles, the Monterey Peninsula, and Lake Tahoe. Beaches, sailing, lakes, camping, fishing, hiking, and ski resorts are nearby. Fresno itself offers a wealth of

cultural arts events, unique shopping and restaurant destinations; parks and bike/running trails that promote a healthy lifestyle; and affordable housing.

The Central Valley Region is home to breathtaking natural scenery, including the San Joaquin River and Shaver and Huntington Lakes set against the Sierra Nevada Mountains; a vast agricultural bounty with over 1.8 million acres of the world's most productive farmland; fresh farm-to-table cuisine and ample dining experiences from all around the world; a vibrant art scene alive with the creative talent of local artists who showcase a wide array of art forms and styles of expressions; and the luxuries of a big city in Fresno and Clovis, as well as off-the-beaten path small town gems.

The School

The Craig School of Business was first established as the Department of Commerce in 1928. Today, the Craig School is proud to be recognized as one of the best business schools, taking pride in offering students a quality and cost-effective education and a wide array of networking opportunities. The School is accredited by the Association to Advance Collegiate Schools of Business (AACSB). The School is home to the Departments of Accountancy, Finance and Business Law, Information Systems and Decision Sciences, Management, and Marketing and Logistics; is supported by 65 full-time tenured and tenure track faculty, 29 staff members; and has an operating budget of approximately \$9 million.

In 1992, the Craig School of Business received a \$10 million pledge and naming endowment from Sid and Jenny Craig. Sid Craig, an alumnus of the business school, was a successful entrepreneur. Endowments elevate the Craig School's programs to new heights, with three endowed chairs, scholarships for incoming and continuing students, and financial support for faculty research. Empowering future business leaders, the Craig School of Business helps young professionals embark on successful careers and provides opportunities for alumni to stay connected to their alma mater.

Undergraduate students have an opportunity to pursue a Bachelor of Science in Business Administration degree from the following Departments: Accountancy, Finance and Business Law, Information Systems and Decision Sciences, Management, and Marketing and Logistics with several options including: Accounting, Finance, International Business, Real Estate/Urban Land Economics, Computer Information Systems, Data Analytics, Management, Human Resource Management, Entrepreneurship, Marketing, Sports Marketing, and Logistics and Supply Chain Management. The School also offers a Bachelor of Arts in Economics and a Bachelor of Arts in Fashion Merchandising.

The School's MBA programs were the first in the California State University system to receive accreditation by AACSB. Additionally, the MBA programs are consistently ranked at the top of the Best Business Schools list by the Princeton Review. Most recently, the Online Blended MBA program was ranked as one of the "Best Online MBA Programs in California" by mba-compass.com. As one of the few business schools with these credentials in Central California, the Craig School of Business attracts the highest caliber students in the region, as well as accomplished international students.

Recently, Fresno State announced its participation – along with 12,000 for-profit business, nonprofits and institutes of higher education – in the United Nations Global Compact, the world's largest voluntary corporate citizenship initiative. Fresno State will enhance efforts in faculty and student-led applied research, thought leadership and revisions of campus-wide practices to model sustainability. The Craig School of Business recently hosted its Agribusiness

Management Conference to target current agricultural trends related to state, national and world economics; food security; wine business marketing; hospitality business models; artificial intelligence and big data in agribusiness; and a new, national student agriculture employability skills certificate program being developed by faculty and students.

Centers and Institutes

The Craig School of Business has a history of collaborating with the business community to address local and regional economic development issues through its numerous centers and institutes including the following:

- The University Business Center (UBC) serves as the outreach arm for the Craig School of Business at Fresno State by offering professional development programs and state-of-the-art meeting facilities. The UBC focuses on providing business and professionals with services and resources to foster growth, create jobs and develop a prosperous economy. The UBC's present facilities were built in 1987 with donations from private businesses. The UBC has an impressive history of serving private enterprises and public organizations throughout California's Central Valley. The UBC works with business leaders and the School's faculty to develop successful programs that are customized to meet business needs. Topics range from general management skills such as: Leadership, Ethics and Professional Responsibility, Employment Law, Conflict Resolution, Effective & Persuasive Business Writing, Operational Cash Flow to industry specific skills such as: Agribusiness Finance, Real Estate Appraisal, Risk Management Assessment, Family Business Succession Planning and many others.
- Gazarian Real Estate Center –The Center provides students opportunities to learn the business side of real estate and apply their academic knowledge to real-world projects and experiences. The Center provides invaluable community service as it assesses trends in commercial, retail, office, residential and investment markets; analyzes land use planning; and conducts research in such areas as single- and multi-family residential housing, commercial real estate and real estate financial assets.
- Institute for Family Business – The Institute is a comprehensive resource center for education, family business knowledge, and community involvement that serves the needs of the family-owned and closely-held partnerships in the Central California area with the intent of improving the success of families and their businesses. In addition, the Institute provides a forum where important family business issues can be openly discussed, encouraging the exchange of ideas and information among trusted experts and family business owners. The Institute offers family-owned businesses seminars, affinity meetings, networking, advisory sessions, and a direct access to Fresno State graduates, students, and faculty.
- Lyles Center for Innovation & Entrepreneurship – The Center was formed through a partnership between the University and local entrepreneur Dr. William Lyles. In 2006, a generous gift from the Lyles Family Foundation provided the necessary support for the construction of a new facility. Today, the Center offers several programs and engages in events and activities that foster innovation and entrepreneurship throughout the region. The Center acts as a bridge for the campus and community, linking resources of both to achieve success in the marketplace.

The Position

The Dean of the Craig School of Business is a member of the Provost's Leadership Team and reports to the Provost and Vice President for Academic Affairs. The Dean is responsible for the quality and effectiveness of the academic programs within the School, as well as decisions related to faculty recruitment, research and sponsored programs, AACSB accreditation, development and fundraising, and resource and facility allocations.

The Dean is the spokesperson for business education on campus and in the region, and will be expected to lead in the implementation of high quality academic programs; inspire collaboration across the campus on instructional and research projects; maintain and develop productive partnerships with business, industry, and community leaders; collaborate with advancement and other university leadership to pursue significant private support for the college; expand external funding from grants and contracts; demonstrate a commitment to the education and training of business professional and leaders; collaborate with other deans to advance joint initiatives; provide leadership in improving student success through innovations that enhance teaching and learning.

As a Hispanic Serving Institution (HSI) and Asian American Native American Pacific Islander Serving Institution (AANAPISI), Fresno State embraces multicultural traditions and is highly focused on student success and meeting the educational needs of many first-generation, students of color, transfer, DACA, veteran, and international students. The Dean will have the opportunity to lead the School in advancing academic excellence through diversity and inclusion; and therefore, the Dean is expected to embrace and seize this unparalleled opportunity.

Opportunities and Challenges

The next Dean must be an innovative and engaging leader with a proven track record of pursuing academic excellence, while fostering a collegial team environment to develop and implement school-wide student success initiatives and establish successful partnerships within and outside the University. The successful candidate will be expected to address the following opportunities and challenges:

- **The Uniqueness of the School**

The next Dean will capitalize on the unique programs and attributes of the School in order to better serve the businesses and industries located in the cities of Fresno, Clovis the greater Central Valley and beyond. The Dean will leverage faculty expertise and research to support regional economic development activities that could provide employment and internships opportunities for students.

- **Long-Term Financial Sustainability**

The Dean will engage in school-wide and university-wide efforts to secure and maximize budget allocations, streamline operations, and promote efficiency. The Dean will develop new and strengthen existing revenue streams (e.g. private fundraising, solicitation of grants and contracts, commercialization, etc.) and be an enthusiastic fundraiser, as well as an advocate for the School.

- **Student Success and Wellbeing**

The Dean will ensure students have a positive educational experience by supporting opportunities and programs that address the specific needs of traditional and non-traditional students. Moreover, the Dean will be proactive in providing support for students beyond the classroom by allocating resources to enhance advising and

mentoring, expanding internships programs, and fostering other professional development opportunities. The Dean will also partner with the University's Student Affairs and Enrollment Management Division to ensure students take advantage of additional services offered by the Division.

- **Relevant and Innovative Programs**

The Dean will serve as a catalyst for the creation and implementation of innovative academic programs, support services, and non-degree granting programs that are relevant and meet the needs of both graduate and undergraduate students. To do this effectively, the Dean will request and integrate feedback provided by faculty, external partners and business leaders.

- **Collaboration and Efficiency**

To fully leverage the School's human and financial resources, the Dean will identify new and creative strategies for collaborating with academic units across campus, streamline and consolidate business processes, and improve efficiencies. Working with other deans and administrators, the Dean will implement best practices that lead to efficiency and efficacy across Fresno State.

- **Post-Covid Learning Environment**

The Dean, in partnership with faculty and staff, will have an opportunity to examine lessons learned during the pandemic and incorporate new strategies for engaging students, implementing curricular changes, supporting faculty, and determining the appropriate balance between online and in-person instructional delivery.

- **Graduation Initiative 2025**

In 2015, the California State University (CSU) system launched Graduation Initiative 2025 that commits to increasing graduation rates for all CSU students while eliminating opportunity and achievement gaps. This ambitious endeavor will require the Dean to demonstrate leadership and work diligently with faculty and staff in all academic areas to achieve the graduation and retention rate goals for first-year and transfer students as outlined in the Initiative.

- **Faculty Recruitment, Retention, and Development**

In a time of limited resources, the Dean will employ innovative and creative strategies for recruiting and retaining a diverse faculty committed to serving undergraduate and graduate students. Additionally, the new Dean will strategically leverage available resources to promote the professional development of faculty and support their scholarly activities. Furthermore, the Dean will work closely with department chairs to determine the appropriate teaching and service expectations for junior and senior faculty members.

Qualities and Attributes

The successful candidate will possess a distinguished record of leadership and academic service; experience building external relations; and a dynamic vision for the future of the School. In addition, this individual must value collaboration, diversity and inclusion, transparency, and entrepreneurship, and will be a strategic and energetic leader who embraces the mission of access and student success. The successful candidate will also possess:

- The ability to work effectively with alumni, donors, and members of the business community to cultivate relationships and build a collaborative culture of partnership to advance the School's priorities and goals.
- A focused energy for development and fundraising.
- A leadership style that emphasizes transparency and collaboration, as well as an openness to different perspectives.
- A collegial management style that promotes interdisciplinary collaborations within the School and across other academic units.
- A keen ability to inspire and energize others in the pursuit of academic excellence, entrepreneurship, innovation, and community engagement
- Knowledge and experience in adapting to national and global trends and best practices in business education and research.
- Strong interpersonal and communication skills with a high level of integrity, emotional intelligence, and cultural awareness.
- The ability to foster a collegial work environment among faculty, staff, and students.
- The skills and the capacity to bring individuals and groups with diverse views to consensus and common action.
- A strong commitment to shared governance.

Required Qualifications

The next Dean of the Craig School of Business will be a visionary academic leader who is passionate about Fresno State's commitment to student success. Leading candidates will possess:

- An earned doctorate from an accredited institution and a record of teaching, scholarly achievement, service, and other qualifications that merit appointment as Professor in one of the School's disciplines;
- A successful record of academic administrative leadership and experience at the department level or above, preferably five years, including management of fiscal and personnel resources;
- Experience in AACSB accreditation, program evaluation and review, strategic planning, and programs for student advisement, recruitment and retention;
- Experience in obtaining and managing major grants and contracts, as well as the ability to facilitate substantial growth in grant and contract activity among faculty;
- Successful experience collaborating with faculty and administrators from other colleges and units across campus;
- Experience with graduate degree programs such as MBA and Executive MBA, non-traditional programs, accelerated bachelors, and study abroad programs;
- Experience in developing and growing new academic programs;
- Commitment to working with an ethnically, culturally and linguistically diverse campus and community; and a sensitivity to the needs of all students;
- Demonstrated commitment to faculty governance and staff professional growth and development;
- Effective communication skills and ability to listen, consult, and reach consensus; and
- Demonstrated experience in the area of fundraising and external relations, as well as in spearheading broader advancement efforts; to build relationships and to connect donors and community partners with philanthropic opportunities.

Preferred Qualifications

- Experience working in a collective bargaining environment;
- Ability to build on the existing strengths and accomplishments to create a vibrant vision for the future of the School;
- Experience supporting community engagement and service learning;
- Demonstrated understanding of the value of and support for the effective use of technology in instruction and research;
- A demonstrated commitment to the highest ethical standards;
- Experience working in a multi-campus system.

Application / Nomination Process

The Search Committee will begin reviewing applications immediately and will continue to accept applications and nominations until the position is filled. Priority consideration date is February 19, 2021. Applicants must submit a current curriculum vitae, a letter of interest describing relevant experience and interest in the position.

Nomination letters should include the contact information of the nominee. Applications and letters of nomination should be submitted by email to:



Alberto Pimentel, Managing Partner

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Email: apsearch@storbeckpimentel.com

Refer to code "Fresno CSB Dean" in the subject line
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