



DIRECTOR, WHITE LODGING SCHOOL OF HOSPITALITY & TOURISM MANAGEMENT
Position Profile

Purdue University Northwest (PNW) invites nominations and applications for the Director of The White Lodging School of Hospitality & Tourism Management.

Purdue University Northwest

Purdue University Northwest (PNW) is an academically comprehensive, student-centered university located in northwest Indiana, just southeast of Chicago. As an independent university within the Purdue University system, PNW fosters a vibrant academic community for its more than 10,000 students through high quality and engaging undergraduate and graduate education. Offering nearly 70 academic programs at the bachelor's, master's, and doctoral levels, PNW's colleges, schools, and centers are distinguished through prestigious accreditations, national recognitions, and competitive rankings. The university is widely respected for its faculty's dedication to student success through experiential learning and collaborative research across its two culturally diverse campuses in Hammond and Westville, Indiana.

PNW was formed in 2016 by the unification of the former Purdue Calumet and Purdue North Central. Academic programs are offered within five colleges, plus an Honors College, with operations on two campuses located 35 miles apart in Hammond and Westville. The university is currently in the midst of the implementation of a [strategic plan](#) and will commence a new strategic planning process beginning in summer 2019. PNW is accredited by the Higher Learning Commission (HLC).

The university's mission – in the land grant tradition of learning, discovery, and engagement – is to provide high quality undergraduate and graduate education to students of Northwest Indiana and beyond. PNW seeks to create a welcoming environment that promotes critical inquiry through experiential learning, faculty scholarship, civic engagement, and community partnerships.

Leadership

Chancellor

Thomas Keon became Chancellor of Purdue University Northwest on July 1, 2016 after the unification of Purdue University Calumet and Purdue University North Central was finalized. Dr. Keon had previously served as Chancellor of Purdue Calumet, beginning in 2011.

Prior to coming to Purdue Calumet, Dr. Keon spent 14 years as Dean of the College of Business Administration at the University of Central Florida (1997-2011), where he was responsible for all

personnel, including 150 full-time faculty members, budgets up to \$31 million, 9,100 students, and academic programs at the baccalaureate, master's, and doctoral levels at a university of more than 55,000 students.

During his 35+-year career in higher education, he has been Dean of the College of Business and Administration at Southern Illinois University (1995-97), Associate Dean of the College of Business at Florida Atlantic University (1990-94), Associate Dean of the College of Business and Public Administration at the University of Missouri in Columbia (1989-90), Director of Graduate Studies in the School of Business at the University of Missouri (1988-90) and chair of the University of Missouri's Department of Management (1988-89). Additionally, he has taught at the University of Notre Dame, Michigan State University, and Southern Vermont College.

Dr. Keon holds a baccalaureate degree in accounting from Bentley University, a master's in education from Suffolk University, an MBA from Babson College and PhD in management from Michigan State University.

Provost

Ralph O. Mueller became Vice Chancellor for Academic Affairs and Provost at PNW on July 15, 2016. Dr. Mueller had previously served as Dean of the College of Education, Nursing, and Health Professions at the University of Hartford, beginning in 2009. In addition to his role as Dean, Dr. Mueller also was the founding Director of the University of Hartford's Institute for Translational Research, a multidisciplinary umbrella for collaborations among faculty, students, and community partners.

Prior to his University of Hartford tenure, Dr. Mueller served five years as Chair of the Department of Educational Leadership at The George Washington University. He also was a 2007-08 fellow of the American Council on Education (ACE) at the University of Miami. Throughout his 31-year career in higher education, he has served as a tenured faculty member of applied statistics with joint appointments in education, psychology, and public policy/public administration.

Dr. Mueller holds an extensive academic portfolio of published books and peer-reviewed articles and presentations. He holds a baccalaureate degree from Elon University, master's degree from Wake Forest University, and PhD from Virginia Tech.

The College of Business

The College of Business is dedicated to influencing the lives of its students with experiential learning activities and instilling in them critical thinking skills, an understanding of business functions, and an ethical, inclusive, and global mindset. The College embraces professional development experiences for its faculty, including the ability to provide service and produce relevant scholarly work that impacts the classroom, the surrounding community, the business world, and disciplinary professions.

The College is organized into the Department of Managerial Studies, the Department of Quantitative Business Studies, and the White Lodging School of Hospitality and Tourism Management. Business programs in the College are accredited by the Association to Advance Collegiate Schools of Business, International (AACSB). Hospitality and Tourism Management programs are accredited by the Accreditation Commission for Programs in Hospitality Administration (ACPHA). The College of Business also houses several centers, including the Center for Business and Economic Development Solutions, Center for Career Management, and Northwest Indiana Small Business Development Center (NW-ISBDC). The College serves more than 1,300 undergraduate students and 200 graduate students across a range of programs, including:

<p>Bachelor's Degree Programs</p>	<ul style="list-style-type: none"> • Accounting (BSA) • Business Analytics (BSB) • Finance (BSB) • Hospitality and Tourism Management (BS) • Hospitality and Tourism Management, Concentration: Food and Beverage (BS) • Human Resource Management (BSB) • Information Systems (BSB), Concentration: Management Information Systems • Management (BSB) • Marketing (BSB) • Multidisciplinary Studies, Concentration: Fitness Management (BS) • Sports Management (BSB)
<p>Master's Degree Programs</p>	<ul style="list-style-type: none"> • Master of Accountancy (MACC) • Master of Business Administration (MBA) • Master of Business Administration – Executive (MBA) • Master of Business Administration – Professional (MBA)
<p>Minors</p>	<ul style="list-style-type: none"> • Accounting • Business • Business Analytics • Culinary Arts • Entrepreneurship • Finance • Foods and Nutrition • Hospitality Management • Human Resource Management • Information Systems • Leadership • Marketing

	<ul style="list-style-type: none"> • Non-profit Management • Organizational Administration • Recreational Sports Management • Sales • Service Learning / Civic Engagement
Certificates	<p>Undergraduate</p> <ul style="list-style-type: none"> • Entrepreneurship and Innovation • Human Resources • Leadership • Hospitality and Tourism Management • Nutrition and Health Management <p>Post-Baccalaureate</p> <ul style="list-style-type: none"> • Information Systems - Project Management • Information Systems • Software Development <p>Graduate</p> <ul style="list-style-type: none"> • Economic Development • Forensic Accounting

In 2014, the college adopted its six-part 2015-2020 Strategic Plan, through which it has sought to build:

- Human Capital Strength;
- Enrollment and Retention with Innovative Academic Programs, Recruitment, and Student Services;
- Inclusive, Global, and Ethical Culture;
- Brand Strength;
- Alumni, Community, Professional, and Business Relationships; and
- Financial Strength.

The White Lodging School of Hospitality and Tourism Management

Mission

The primary mission of The White Lodging School of Hospitality & Tourism Management is to provide a thorough grounding in industry principles across a wide variety of hospitality contexts. Leadership, communication, and team skills are stressed to help students critically evaluate and apply key Industry Principles.

History

The Hospitality & Tourism Management Program (HTM) at PNW lays claim to a 30-year history of growth and development. It was originally established in 1979 as a program within Purdue Calumet’s

Department of Behavioral Sciences. In 2009, HTM became a separate academic department and began awarding the Associate Degree in Foodservice and Lodging. By 1986, the department had matured and grown, and began offering the Baccalaureate Degree in Restaurant, Hotel and Institutional Management (RHI).

In spring of 2009, Purdue Calumet received a transformational \$5 million gift from the White Family in support of the expansion of the HTM program. Of this amount, \$3 million was allocated for the conversion of the Purdue Calumet Conference Center into a dedicated HTM facility, \$1.5 million for two professorships, and \$500,000 for scholarships for high-achieving HTM students. The center's construction and renovation were completed in fall of 2011, and the HTM program has now become the sole academic occupant of the White Lodging Center for Hospitality & Tourism Management.

In 2013 the School earned the coveted ACPHA Accreditation. The HTM program was moved to the College of Business in 2014 to better position its offerings and to allow for greater cross-program collaboration.

Present Day

Today, The White Lodging School of Hospitality and Tourism Management offers interdisciplinary degrees that ensure a solid business foundation and a grasp of all aspects of the hospitality industry, including food and beverage management, travel and tourism, gaming, recreation, private club management, event and conference planning, among others. The School offers a wide variety of hands-on classes taught by talented professors with significant experience and expertise in the hospitality, tourism, and fitness industries. The White Lodging Hospitality and Tourism Management Center provides students with technology-rich computer labs and classrooms; state-of-the-art beverage lab and kitchen spaces; experiential learning through taking classes on a cruise; and a professionally equipped restaurant which gives students both front-of-the-house and back-of-the-house experience.

The White Lodging School currently offers bachelor's programs in Hospitality and Tourism Management; Hospitality and Tourism Management, Concentration: Food and Beverage; and Multidisciplinary Studies, Concentration: Fitness Management. Several minors and certificates are also offered.

The School is led by a director and features seven full-time faculty members, an administrative assistant, an academic advisor, a lab coordinator, an executive chef, and a large number of guest lecturers, all of whom are recognized leaders in their fields. The School's budget is approximately \$1.6 million. The director reports to the Dean of the College of Business.

There are currently about 215 undergraduate students in the School. HTM student outcomes are superb, with 95% percent of students employed in their field of choice post-graduation. Recent and current employers include Disney, Hilton, Hyatt, White Lodging, McDonald's, Burger King, self-owned bed and breakfasts and restaurants, casinos, area hospitals and school systems, and the convention and visitors'

bureaus. In 2017, a group of six HTM graduate students won first place at the prestigious Smith Travel Market Competition, an international hotel market analysis competition.

The White Lodging School has experienced growth in enrollments, which mirrors the increasing presence of employment opportunities in the hospitality industry in northwest Indiana and neighboring Chicagoland.

For more information, please visit: academics.pnw.edu/hospitality-tourism-management.

The Position

The next director will join a university that has embraced change and progressive thinking and a school that has grown and made impact in the region for 30 years. The director will join The White Lodging School at a moment of strength as well as great potential.

Responsibilities of the Director include, but are not limited to, the following:

- Provide leadership, vision, and oversight for the School as well as overall direction for all programs;
- Act as a liaison with all constituencies associated with the School;
- Oversee curriculum development, revision, and change as well as program integrity and quality;
- Oversee program evaluation and assessment related to professional standards and ACPHA accreditation;
- Advance student support and student engagement initiatives that will continue to improve retention, graduation, and post-graduation outcomes for students;
- Work collaboratively with colleagues in the College of Business and other PNW units;
- Maintain open channels of communication with faculty, staff, and students;
- Embrace transparency and shared governance in the management of the School;
- Promote access, diversity, and inclusion across the School and College;
- Align current resources and identify new resource opportunities to support the mission and vision of the School; and
- Foster existing and new relationships with external stakeholders that will benefit the School, community, and regional economic development.

Leadership Opportunities

Identify Growth Opportunities

The White Lodging School of Hospitality & Tourism Management has a strong presence and reputation in northwest Indiana. The next director will look for ways to expand this reach into areas of high potential, such as Chicagoland and beyond (Madison, Milwaukee, Indianapolis, etc.). In addition, the director will explore the possibilities of programmatic growth to strengthen the offerings of the School

to meet market demands. This includes a breadth of options in the culinary and tourism realms. Overall, the director will work collaboratively with the faculty and other important stakeholders to build on the strong foundation and reputation of the school and take it to the next level.

Foster Interdisciplinarity and Collaboration across PNW

The White Lodging School is a leading program within the College of Business, and its offerings are interdisciplinary by nature. The School is in the midst of adapting the curriculum to better connect HTM students to the resources and expertise available from faculty and staff in the College, particularly in the areas of management and finance. The director will also look for opportunities to continue to work across disciplines and create additional interdisciplinary experiences that will benefit the students and broaden their horizons.

Expand Scholarship and Applied Research

The programs at The White Lodging School are known for their strength in preparing students for success in their careers, giving them the tools to be able to make an immediate impact after graduation. The School wants to enhance this reputation for practical application by incorporating the most innovative practices in the industry. The director will look for ways to work with current faculty to broaden and deepen their expertise while also hiring new faculty who can bring different perspectives and applied research to enrich HTM programs and the student experience.

Cultivate Donor Relations

The White Lodging School of Hospitality & Tourism Management has benefited from the generosity of donors who believe in the School's mission and provide their support. From the naming of the School to the naming of its key meeting spaces and resources, the School has developed strong relationships with corporate sponsors and other donors. The director will continue to cultivate these relationships and identify new partnerships that will be mutually beneficial.

Qualifications

The successful candidate will possess the following skills and qualifications:

- A minimum of a master's degree from an accredited institution; PhD in a related field is preferred;
- The qualifications to earn the rank of Professor or Associate Professor within the School coupled with a record of teaching and applied scholarship;
- Experience working in the hospitality and/or tourism industries;
- Experience with community engagement and the cultivation of relationships with external constituencies;
- Experience with fundraising, including building and maintaining relationships with donors;

- Strong communication and perceptive interpersonal skills, including excellent oral and written communication skills and the ability to listen and express respect for diverse viewpoints;
- Energetic advocacy for the mission and vision of an organization;
- Entrepreneurial leadership skills;
- A personality that embodies hospitality: friendly, personable, approachable, self-starting and resourceful;
- A passion for working with students and the ability to motivate them to achieve their best; and
- A demonstrated commitment to promoting diversity and inclusiveness among the School's community.

Nomination and Application Process

Review of candidates will begin immediately. To be considered for this role, please send a résumé and letter of interest to the email address listed below. For best consideration, please send all confidential nominations, inquiries, and expressions of interest by January 31, 2019 to:

Ms. Julie E. Tea, Partner
Ms. Lindsay Allison, Associate
Storbeck/Pimentel & Associates, LP
PNWDirectorHTM@storbecksearch.com

Purdue University Northwest prohibits discrimination against any member of the University community on the basis of race, religion, color, sex, age, national origin or ancestry, genetic information, marital status, parental status, sexual orientation, gender identity and expression, disability, or status as a veteran. The University will conduct its programs, services and activities consistent with applicable federal, state and local laws, regulations and orders and in conformance with the procedures and limitations as set forth in Purdue's Equal Opportunity, Equal Access and Affirmative Action policy which provides specific contractual rights and remedies. Additionally, the University promotes the full realization of equal employment opportunity for women, minorities, persons with disabilities and veterans through its affirmative action program. For more information, please see:
www.purdue.edu/ethics/policies/FosteringRespect_accessible.pdf