



Raymond A. Mason School of Business

WILLIAM & MARY



Executive Director

Graduate Career Management Center

William & Mary, Raymond A. Mason School of Business

Position Specification

The Raymond A. Mason School of Business: Overview

The Raymond A. Mason School of Business (Mason School of Business or MSOB) has deep roots in the history and traditions that have made William & Mary in Virginia (W&M) one of the most distinguished liberal arts universities in the nation.

Founded in 1693, W&M is the second oldest university in the nation – the first was Harvard – and educated many of the nation’s Founding Fathers and leaders spanning five centuries, thus earning the name “alma mater of a nation.” It ranks consistently among the top ten public universities in the United States. Proud traditions of W&M include the founding of the national honor society Phi Beta Kappa and the student-administered Honor Code that continues to inspire alumni, students and members of the W&M community to lead ethical and moral lives.

This same commitment to scholarship, service, and ethics underscores the mission and curriculum of the Raymond A. Mason School of Business. Via residential, distance, and online education, the School serves approximately 1,400 undergraduate and graduate students, educating the next generation of business leaders by offering a highly personalized, experience-based learning environment that fosters team-building skills, self-reliance, an entrepreneurial spirit, and ethical character. This pledge is expressed in the School's educational mission: "To nurture creativity, to mentor high ideals, and to accelerate ambitions of leadership in our students so that they might imagine the great business opportunities of the day and seize them."

The School has more than 60 full-time faculty and approximately 85 staff.

The Mason School of Business is an active member within MBA-CSEA, an 800+ member global alliance of graduate business career management professionals and employers. According to *Bloomberg Businessweek*, the Mason School of Business was ranked the 30th best business school in the US in 2018, and the 35th best school in the world. For additional rankings, please visit: <https://mason.wm.edu/about/rankings/index.php>.

History

In 1919, William & Mary President Julian A.C. Chandler established the Department of Business while expanding W&M's sphere of services. The study of business grew in popularity over the 20th century, with substantial growth after the end of World War II.

William & Mary established the Master of Business Administration (MBA) Program in 1966. In 1968 the Department of Business became the School of Business, and in 1971, W&M's Board of Visitors approved the addition of the Bachelor of Business Administration (BBA) undergraduate degree. With one in six undergraduate students at W&M majoring or minoring in Business, it is the most popular major on campus.

The School of Business was named in 2005 for W&M alumnus, Raymond A. "Chip" Mason, former Chairman, President, and Chief Executive Officer of Legg Mason. Two years later, the School broke ground on Alan B. Miller Hall, the new home of the Mason School of Business. Named for W&M alumnus Alan B. Miller who is Chairman, CEO, and President of Universal Health Services, Miller Hall stands as the "western gateway to the campus" opposite the Christopher Wren Building, the oldest academic building in the country. Miller Hall opened in the Fall of 2009 to the graduate and undergraduate communities of the School of Business and was officially dedicated on October 2, 2009.

Mission

The mission of the Mason School of Business is to serve the Commonwealth, the nation, and the global community both by offering high-quality educational programs at the undergraduate, graduate, and professional levels and by creating and communicating new knowledge.

We fulfill this mission through:

- Building a faculty whose research, teaching, and service influence students, business leaders, policy makers, and other scholars.
- Engaging students in innovative educational experiences to nurture creativity, to mentor high ideals, and to accelerate ambitions of leadership so that they will imagine the great business opportunities of the day and seize them.

Diversity and Inclusion Vision

The Mason School of Business values and actively nurtures an environment of diversity and inclusiveness where every individual, regardless of how we may differ – for example, but not limited to, with regard to race, religion, gender, ethnic origin, age, socioeconomic status, political preferences, physical abilities, sexual identity, or sexual orientation – is embraced, respected, and afforded the same opportunity to grow, to succeed, and to contribute to the Mason School's success.

Values

The school's values are captured in the following statement, which all students embrace:

As a global citizen and member of the Mason community, I embrace the following values:

- Respect and responsibility for self and others
- A spirit of generosity
- A life dedicated to inquisitive learning and development

My words, actions, and relationships will demonstrate my commitment to these values within the program and throughout my life.

Academic Programs

A degree from MSOB is based on a simple but revolutionary premise: that the most effective way to develop successful business leaders is to provide them with best-in-class instruction and unparalleled opportunities for mentorship and experiential learning.

Graduate Business Degree Programs

The Mason School offers several graduate degrees including the MBA and specialized master's programs that prepare students for the most dynamic emerging business careers:

- **Full-Time MBA Program:** 2-year includes hands-on investment and consulting experiences.
- **Flex MBA Program:** Part-time MBA for working professionals offers evening classes at William & Mary's Peninsula Center, conveniently located just minutes off of I-64 in Newport News.
- **Executive MBA Program:** 19-month program for working professionals meets two weekends per month in Williamsburg and includes two global immersions.
- **Online MBA Program:** 2-year, 49-credit MBA designed for working professionals who need the flexibility of an online program to meet the demands of their busy lives.
- **Master of Accounting Program:** 1-year, full-time MAcc program provides outstanding preparation to immediately pursue this rewarding, in-demand career.

- **MS in Business Analytics Program:** 1-year, accelerated program designed to meet employer demand for analytic experts who are able to harness strategic insights from big data.
- **Online MS in Business Analytics Program:** 15- to 18-month, 40 credit program designed to teach the value of big data and the ethics of working with algorithms as well as how to manage teams, communicate solutions and steer data-driven decision-making.

Undergraduate Business Degree

The Mason School's unique Individual Program of Study allows students to tailor a [bachelor of business degree](#) to personal career goals and combine it in inventive ways with other William & Mary majors and minors.

Corporate Education

The Mason School's [Center for Corporate Education](#) works with businesses and institutions to create customized learning programs for their executives and managers.

Academic Scholarship

William and Mary's Mason School Faculty believe in the teacher-scholar model. Dedication to excellence in teaching is the norm and is expected of all faculty. W&M Mason School faculty members are also dedicated to quality scholarship, and many of them publish in top-tier journals.

Accreditation

The Mason School of Business is accredited by AACSB International (Association to Advance Collegiate Schools of Business). Organized in 1916, AACSB International is the premier accrediting agency for bachelor's, master's, and doctoral degree programs in business administration and accounting. The School of Business is one of only 25 percent of AACSB-accredited business schools worldwide accredited in both business and accounting.

AACSB International accreditation represents the highest standard of achievement for business schools, worldwide. Institutions that earn accreditation confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review. AACSB International accreditation is the hallmark of excellence in management education.

Rankings

The Mason School's faculty and programs are consistently ranked among the best in the country and world.

To view a comprehensive list of national and international rankings, please visit:

http://mason.wm.edu/about/rankings/index.php#site_menu.

Leadership

Lawrence B. Pulley is Dean and T.C. and Elizabeth Clarke professor of the Mason School of Business. A 1974 Phi Beta Kappa graduate of William & Mary, Dean Pulley received his Ph.D. in economics from the University of Virginia.

The Community – Williamsburg, Virginia

Williamsburg, a city of approximately 15,167 people, is in the northern part of the Hampton Roads metropolitan area, which includes Norfolk and Virginia Beach. The Hampton Roads area serves a population of about 1.7 million, making it the 37th-largest metropolitan area in the United States. In recent years, several well-planned developments – including Kingsmill, Governors Land, and Ford’s Colony among others – have been established immediately beyond the Williamsburg city limits, providing attractive suburban environments where many W&M faculty and staff have chosen to reside.

Founded in 1632, Williamsburg holds a storied place in the nation’s early history. Today, the city’s tourism-based economy is driven by Colonial Williamsburg, the restored Historic Area of the city. Along with nearby Jamestown and Yorktown, Williamsburg forms part of the Historic Triangle, which attracts more than four million tourists each year.

Williamsburg is notable for the fact that it attracts a high proportion of affluent city residents, many of them having retired from significant roles in business and industry.

Other highlights of the city include The Williamsburg Winery (Virginia’s largest winery), the Williamsburg Botanical Garden, and the National Center for State Courts. Also located in Williamsburg are two major theme parks, Busch Gardens Williamsburg and Water Country USA, as well as Go-Karts Plus Action Park and two miniature golf courses. With nearby zipline facilities, ample golf clubs, beautiful biking trails, and several state parks there are plenty of recreational options year-round. The 200-acre Williamsburg Pottery Factory shopping complex visited by 3 million people annually is located at nearby Lightfoot, Virginia. Additionally, the region is home to many professional artists/craftsmen and women whose varied talents are marketed throughout the region.

The Opportunity: Executive Director of the Graduate Career Management Center

The Raymond A. Mason School of Business is seeking a strategic, experienced, and resourceful leader to serve as the Executive Director of the Graduate Career Management Center (GCMC).

The GCMC provides high-touch, proactive, comprehensive career planning, recruitment, employer relations, and advising services for 1,000 students in the Full-Time, Flex, Executive and Online MBA programs, the Master's of Accounting, and the Full-Time and Online Master's of Business Analytics programs. The School anticipates impressive growth within its online programs from a current state of 325 students to approximately 1000 students.

Career planning is an important part of the Mason experience. Mason students who have been successful in their career planning have landed opportunities with companies like: Amazon, Microsoft, Nationwide, Deloitte, IBM, 3M, Capital One and the Federal Reserve Bank. Mason's [Employment Data](#) tells the story of its students' career success.

For additional information on the GCMC, please visit:
https://mason.wm.edu/careers/grad_develop/mba/index.php.

The Executive Director will lead the Center, its two divisions (Corporate Relations/Employer Development and Career Advising and Education), eight full-time professionals and several part-time consultants who serve on the team. The ED will manage a budget of approximately \$1.3 million.

The GCMC has met or exceeded its employment and coaching targets over the past few years (https://mason.wm.edu/careers/grad_develop/data/index.php). The next Executive Director will be expected to continue that ascent as the Center and its team continuously work to become truly world-class.

Challenges and Opportunities

Overseeing the strategic plan to market the talents of Mason students to an expanding range of global private and public sector employers, engaging alumni in support of the mission, and growing the number and quality of professional internships and job opportunities through on- and off-campus recruitment initiatives are important priorities of the ED.

Given the expected enrollment growth within the School's online programs, the next ED will need to recognize and plan for the unique needs of that student population. Related, to account for the enrollment growth, the next ED will need to plan for growing the GCMC team.

Leveraging the assets of the School and collaborating closely with the GCMC Team, as well as the alumni, faculty, our Executive Partners, the Office of Development and Alumni Relations, the Center for Corporate Education, the Center for Online Learning, and others are essential as the ED advances efforts to raise the visibility of the Mason brand and expand strategic external relationships.

Internally, the ED will work collaboratively with all senior school officers, as well as with academic program leaders, Admissions, Students Affairs, Marketing Communications, et al. The ED will also work across William & Mary, building and fostering a vitally important relationship with the centralized [Cohen Career Center](#) that serves the University's undergraduate students.

Additional high-level categories of priorities for the next ED include, but are not limited to:

Leadership Providing strategic, positive leadership that guides the GCMC and its team to high-quality, continuously improving, results. Creating and maintaining an upbeat, high-touch, highly professional, inclusive environment where everyone works to succeed and all individuals work to support others. Representing the Center when communicating with students, academic program leaders, school leadership, employers, MBA-CSEA, media and others. Leading the director of corporate relations/employer development and the director of career advising and education to ensure outstanding results. Interacting positively with the Center's staff, consultants and Executive Partners.

Communication/Outreach Serving as the Center's spokesperson. Communicating effectively with important individuals and audiences in terms of delivering updates, sharing metrics, creating and delivering presentations. Communicating in an on-going and continuous manner with the Dean, Associate Deans, Chief Marketing Officer, academic program leaders, Executive Partners, students, employers, alumni, vendors, as well as with other offices and officers at the school. Making occasional presentations to various William & Mary School of Business boards, alumni groups and others. Ensuring school and program leaders feel "in the loop" regarding Center information and metrics. Externally, being involved with, and assuming leadership roles with MBA-CSEA and representing the Center to various groups and individuals.

Coaching Providing leadership and guidance to the director of career advising and the education team. Assisting and advising in terms of best practices and most effective products, services, and assessments. Helping to determine the most efficient and productive ways to coach and advise students. Possibly serving as coach to a small number of students. Teaching in the Full-Time MBA program's career course. Leading workshops throughout the year and assisting in the creation and delivery of career content in the academic programs' orientations events.

Employer Development/Relations Providing leadership and guidance to the director of the corporate relations and employer development team. Partnering with the Director to ensure the strategy in place is effective. Being familiar with the employment landscape for domestic and international students and willing to interact with employers in an effort to obtain opportunities for students.

Rankings/Data Working closely with the school's rankings leader, rankings task force, and program directors to collect and analyze important data pertaining to rankings and the tracking of progress. Contributing strategically and tactically to all rankings efforts as they pertain to career outcomes and job/internship placement. Possessing a solid understanding of the employment/career portion of the rankings methodologies of the various rankings publications. Reporting important career-related data to MBA-CSEA. Carefully studying all career-related data and making strategic decisions to improve outcomes in terms of student and employer satisfaction, placement data, and rankings results.

Qualifications and Characteristics

The next ED must have a master's degree (MBA preferred). The successful candidate will have a track record of delivering outstanding results throughout a progressive career that incorporates administrative experience in higher education, recruitment/talent management, career development, and/or corporate experience-including significant leadership, supervisory, and team-building experience.

The ED should have the following qualifications and attributes:

- A demonstrated facility to cultivate, strengthen, and expand employer and alumni relationships;
- In line with national best practices, the ED will be familiar with career management tools and software, data analytics, the most effective ways to implement systems that track individual students, assess market and employment trends, and provide ready access to comprehensive data for internal planning and external reporting requirements;
- A strong understanding of industry best practices for graduate career services platforms in order to maximize career outcomes for students nationwide and globally;
- An understanding of the graduate business marketplace as well as participation and/or leadership in MBA-CSEA;
- The ability to strategically allocate resources based on data analysis and mission, as well as budget management skills;
- Experience with and effective utilization of technology for communications, marketing, and tracking purposes, including the use of social media and specialized database systems;
- Demonstrated and successful experience working with rankings;
- Strong marketing, collaboration, and communication skills (written and oral);
- The ability to negotiate, listen effectively, and produce results in a dynamic, goal-driven environment;
- A highly professional demeanor, professionalism, and the ability to be self-directed; and,
- A passion for working with students of all backgrounds.

Preferred Qualifications

- Experience working in, or leading, a high-quality career management team at an accredited graduate business school;
- Experience and/or leadership with MBA-CSEA;

- Experience creating relationships with companies and organizations that lead to jobs and internships;
- A servant-leadership approach;
- Background in career coaching and advising;
- Familiarity with the effective career assessment programs and technology being used in the industry today;
- Ability to teach large groups or classes and deliver high quality, audience-centered presentations;
- Expertise with case method interviews and experience in teaching and coaching those about to experience a case interview;
- An understanding and interest in the graduate management education world as well as the world of business and leadership; and,
- A commitment to teamwork and to creating and maintaining a positive culture.

Nominations and Applications

For full consideration, please submit a resume, cover letter, and a list of three references. Review will begin in the near future, and the expected start date is late summer, 2019.

Applications, nominations, and inquiries should be forwarded, in confidence, to:

Susan VanGilder, Partner
Matthew Bunting, Managing Associate
Storbeck/Pimentel & Associates, LP
WMExecDirectorMason@storbecksearch.com

William & Mary values diversity and invites applications from underrepresented groups who will enrich the research, teaching and service missions of the university. William & Mary is an Equal Opportunity/Affirmative Action employer of minorities, women, protected veterans, and individuals with disabilities.