



Position Brief Provost LIM College

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Letter from Elizabeth S. Marcuse, President of LIM College

More than eight decades ago, my grandfather Maxwell F. Marcuse, an authority and pioneer in the fields of education and retail, was asked by leading retailers to create an educational institution for the business of fashion and merchandising. In 1939 he founded what was originally known as the Laboratory Institute of Merchandising (LIM) and in 2009 became LIM College.

In 2001, after a 16-year career in fashion retailing and apparel manufacturing, I joined LIM College as Chief Operating Officer, becoming President in 2002 upon the retirement of my father, Adrian G. Marcuse. Adrian served as President for 30 years, taking LIM from being a one-year, all-female certificate program to a co-ed, Middle States-accredited college that offered bachelor's degrees.

Today, embracing an era of increased globalization, technological advancement, and rapidly emerging new industries, as well as a renewed commitment to diversity, equity and inclusion, LIM College is a female led and owned master's degree-granting institution that continues to evolve and thrive while remaining true to its original mission to educate and prepare students for successful careers.

Going forward, the Provost will play a critical role in the continued success of LIM College and the undergraduate and graduate students it serves, shaping a great deal of the institution's future.

In an era of increased competition in higher education, in which the practical applicability of an academic degree and graduates' career-readiness are of paramount importance, I am looking for an individual to ensure that the College's academic offerings meet high academic standards, while also successfully navigating the realities of the business of education.

As Provost, you will need to be enrollment-focused from recruitment through retention and graduation, with an ability to apply sound business principles, implement an innovative vision for the delivery of higher education, and build consensus for growth and change. You will also be proactive in forming professional partnerships and forging new collaborative arrangements with industry partners and other academic institutions.

This a time of exciting opportunity for all of us and I look forward to meeting you!



Elizabeth S. Marcuse
President, LIM College



About LIM College

Located in midtown Manhattan since 1939, LIM College is a female-led and owned institution focused on the business of fashion and lifestyle. With associate, bachelor's, and master's degree programs in majors ranging from Fashion Media and Fashion Merchandising to The Business of Cannabis, Consumer Analytics, and more, LIM educates and prepares students for career success via an approach grounded in real-world experience and learning by doing.

Through both on-campus and fully online programs, LIM provides students with tools to explore careers, gain real-world experience, and build professional skills. Courses are offered in a variety of formats (including in-person, virtual, synchronous/asynchronous, and hybrid), and are taught by a cadre of industry-experienced faculty and other subject matter experts. Students benefit from a steady stream of required internships, collaborative industry projects, networking opportunities, career workshops, and recruiting events. The College's close-knit community offers students incredible access to alumni, industry partners, and professional networks.

LIM College's educational approach results in outstanding graduate outcomes. In fact, 96% of the College's Class of 2022 were working in the business of fashion and its related fields or continuing their education within 6 months of graduation. Alumni hold leadership positions at top companies and brands throughout the business of fashion and lifestyle, including Ralph Lauren, Salvatore Ferragamo, Hasbro, Nike, Saks Fifth Avenue, Macy's, Microsoft, Ross Stores, and Ulta Beauty.

Accreditation

LIM College is accredited by the Middle States Commission on Higher Education. LIM College's business degree programs (Associate of Applied Science in Fashion Merchandising and Management, Bachelor of Business Administration degrees in Fashion Merchandising, Management, Fashion Marketing, and Visual Studies, Bachelor of Science in International Business, and Bachelor of Professional Studies in Fashion Merchandising) are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

Enrollment

As of Fall 2022, undergraduate on-campus enrollment was 919 students and on-campus graduate enrollment was 141 students. Additionally, 162 students were enrolled in online undergraduate programs and 92 students were enrolled in online graduate programs.

Core Values

- Collaborative Spirit: Foster a culture of shared understanding, trust, and belonging.
- Academic Engagement: Empower students to thrive academically, personally, and professionally.
- Respectful Community: Champion Diversity, Equity, Inclusion, and Sustainability.
- Ethical Mindset: Act with honesty, integrity, and accountability.
- Student Focus: Keep students at the heart of everything we do.



The Position

Overview

Reporting to the President, the Provost is the Chief Academic Officer, with supervision over Academic Affairs for the College. The Provost develops and articulates a clear vision for LIM College's academic future direction that supports the College's enrollment growth and retention goals, consistent with the institution's strategic direction. They establish and sustain the highest standards of academic engagement in teaching, all curricular academic co-curricular activities; and comprehensive extra-curricular programs of broad interest to undergraduate and graduate students. Provide leadership to all members of the Academic Affairs team, from the faculty to the academic support staff; serve as mentor to junior administrators and faculty; lead high level discussions about the future use of academic technology, shifting pedagogical models, and the general discourse on academic excellence.

Essential Functions & Basic Duties

- Leadership and Strategic Planning
 - Establish a strong relationship with the President and EVP, Finance and Operations, Treasurer to develop and communicate a long-term vision for Academic Affairs.
 - Serve as the chief advisor to the President on matters related to curriculum, faculty, attainment of academic engagement and teaching excellence.
 - In collaboration with the President and Executive Vice President, Finance and Operations, Treasurer lead and execute the inclusive college wide strategic planning efforts. Direct these efforts towards the College's commitment to continuous improvement, enrollment growth, and retention. Provide leadership and direction for those areas of the strategic plan that fall within the Provost's purview.
 - Meet with the Faculty Council leadership once per semester to gather information that may need to be brought forward to leadership.
 - Lead with the College's Core Values in mind.
 - Serve as a member of the President's Cabinet.
- Academic Affairs and Experiential Learning
 - Provide direct supervision and leadership to the Dean of Undergraduate Studies, Director of Learning Innovation, Dean of Graduate Studies, Assistant Vice President of Career and Internship Services, Assistant to the Provost and Dean of Academic Administration. Lead the formation of new degree programs for both online and on-ground delivery; identify other opportunities to provide educational programming to a variety of industry-related constituencies.
 - Work with the Dean of Undergraduate Studies, Dean of Graduate Studies, Department Chairs and the Assistant Vice President of Career and Internship Services team to ensure alignment of curriculum and the industry needs for 21st century skills.
 - Collaborate with the Dean of Undergraduate and Graduate Studies in the formation of new or enhanced study/internship abroad opportunities for LIM College's undergraduate and graduate students; explore unique



opportunities to establish joint ventures with foreign academic institutions, professional organizations, and employers abroad.

- In collaboration with the appropriate departments, support and help develop academic co-curricular activities.
- Lead the Provost's Council, which will serve as the principal forum for information sharing and policy development across all departments that fall broadly within Academic Affairs. Establish a culture of engagement in teaching and learning, through professional development, setting of expectations and accountabilities, and leading by example.
- Provide overall strategic vision and leadership to the Assistant Vice President of Career and Internship Services of the College's undergraduate and graduate students (both brick-and-mortar and fully online), including the development and modification of experiential curricula.
- Academic Administration, Assessment and Accreditation
 - Collaborate with the Dean of Academic Administration in developing and executing a results-oriented system of undergraduate and graduate student learning outcomes and institutional assessment.
 - Ensure successful continuance of regional and specialized accreditation for the College, including the peer review process through educational quality improvement initiatives and ongoing institutional and learning outcomes assessment.
- Key Partnerships and Collaborations:
 - Enrollment
 - Articulate a clear vision for LIM College's academic future direction that supports the College's enrollment growth and retention goals, consistent with the institution's strategic direction.
 - Work with the Vice President of Enrollment Services, to understand the enrollment trends in each degree program and ensure that institutional enrollment goals are met.
 - Oversee effective program assessment to ensure student success from enrollment through graduation and beyond.
 - Marketing and Communications
 - Work with the Vice President of Marketing and Communications ensuring the quality of storytelling about all the college's academic programs.
 - Industry
 - Create and sustain quality and productive professional partnerships, joint ventures, and collaborations with industry and other academic institutions in the US and abroad.
 - Students and Student Affairs
 - Serve as an advocate for students and their success at LIM and beyond.
 - Support students by developing relationships and attending signature student events.
 - Collaborate with the Dean of Undergraduate Studies and Graduate Studies and other colleagues from Student Affairs and Student Life to create meaningful extracurricular activities for both undergraduate and graduate students.



- Participate in appropriate campus-wide events.
- Online Learning
 - Collaborate with the Vice President of Online Learning on the strategic vision for the college’s online degree programs and the online student experience.
 - In support of the College’s mission, vision, and strategic goals work with the Vice President of Online Learning and the Director of Learning Innovation and other colleagues at the College to formulate a long-term strategy for the purposeful integration of technology both current and future, into all aspects of the College’s expanding curriculum and to develop a system of professional development for faculty in the use of technology as a tool for teaching and learn.
- Finance and Operations
 - Work with the Vice President of Finance and Controller to effectively gather and analyze data regarding academic performance, such as attendance and modality trends.
 - Oversee the development of and management of the annual operating budgets for those departments that fall within the Academic Affairs unit.
- Miscellaneous
 - Maintain one’s own professional development through appropriate development opportunities.
 - Perform other duties assigned by the President, or President’s designee.
 - Lead with the College’s Core Values in mind.

Performance Measures

- The efficient and effective functioning of each unit within the Provost’s purview.
- Measurable excellence in teaching and learning, as well as a demonstrable commitment to maintaining a productive relationship with student affairs.
- Improved retention and persistence rates.
- Measurable progress towards reaching goals set out in the strategic plan that relate to the Academic Affairs unit.
- Manage Academic Affairs budget to achieve savings without compromising the quality of an LIM education.
- The public image of LIM, its programs, students, faculty, and alumni/ae.
- LIM’s position in national rankings, where necessary.
- LIM’s position as a thought leader in the business of fashion and lifestyle.
- The performance and professional growth of personnel who report to the provost.
- Development and implementation of new academic programs with eye towards increased revenue generation.
- The number, quality, and productivity of professional partnerships, joint ventures, and collaborations with industry and other academic institutions in the US and abroad.



The Candidate

Essential Qualifications

Education / Certification

- Earned doctorate or appropriate terminal degree from a regionally accredited institution in a discipline taught at the College.

Required Knowledge

- Demonstrable skill in each area of the Provost's portfolio, as described under "essential functions and basic duties."

Experience Required

- A minimum of five years of progressively greater levels of responsibility in a higher education setting at the level of dean, director, or higher.
- Teaching experience and scholarly production sufficient to merit a full-time position on the faculty.
- Relevant business experience preferred, but not required.

Skills / Abilities

- Proven ability to think and act strategically and analytically.
- Ability to manage multiple complex tasks simultaneously.
- Demonstrable experience in strategic planning and budget management.
- An entrepreneurial leader with an ambitious willingness to take measured risk in the interest of advancing institutional vision.
- Ability to translate a vision into planning and goal setting, and the ability to build consensus around that vision and to articulate it to a wide variety of institutional stakeholders.
- A thorough understanding of the American higher education landscape, and an appreciation of the nuances related to the proprietary college sector.
- Able to make, when necessary, difficult, or unpopular decisions.
- Demonstrable ability to lead senior managers with transparency and collegiality.
- Ability to effectively collaborate with faculty to bring forward innovative ideas and contribute to an environment of continuous improvement.
- Ability to anticipate opportunities and challenges and proactively bring forward issues to Leadership for consideration.
- Ability to inform and motivate faculty regarding their role in meeting the college's enrollment goals.
- Demonstrable commitment and dedication to student success.
- Demonstrable track record of building successful professional partnerships, collaborations with industry and/or other academic institutions.
- Superior written, oral, and presentation skills.



- Exceptional interpersonal skills.
- An unwavering commitment to the ideals and values of LIM College.

Personality / Characteristics

- A balance of confidence with humility, vision with pragmatism, and leadership with hands-on execution that lends itself to effective change management.
- A strong appreciation for internal and external customer service., and a reputation for being a good active listener.
- Inspirational, with a motivational approach, to developing goals- and outcomes-focused initiatives.
- An understanding of what it means to be a “brand ambassador,” and comfort facilitating external partnerships and representing the college at industry events.
- Strong belief in the value of experiential learning and entrepreneurship.
- A good sense of humor and positive demeanor.

How to Express Interest

We appreciate all expressions of interest, referrals, or nominations for this role. A comprehensive CV along with a cover letter which sets out your motivation to take on such a role and encapsulates the aspects of your experience relevant to the required criteria would be appreciated.

To do so, or to arrange for a conversation in confidence, please contact:

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