POSITION AND CANDIDATE SPECIFICATION

BASTYR UNIVERSITY

PRESIDENT

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Assignment: 51926-001

Date: August 2014

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POSITION SPECIFICATION

Client Organization

Founded in 1978, Bastyr University is internationally recognized as a pioneer in natural medicine. As the largest accredited university for natural health arts and sciences in the United States, Bastyr’s campus located near Seattle, Washington, offers more than 18 degree and certificate programs in fields such as naturopathic medicine, acupuncture, midwifery and whole-food nutrition.

The University now includes a second campus in San Diego, Bastyr University California, and is the state’s first and only accredited school of naturopathic medicine. Bastyr University also operates a leading-edge research facility (the Bastyr University Research Institute) and provides outstanding clinical training at its two teaching clinics, Bastyr Center for Natural Health in Seattle and Bastyr University Clinic in San Diego.

Unique among its peers, Bastyr University is a remarkable community of scholars, health experts, students, and staff with deep roots in natural healing, an exceptional passion for science, and a shared set of cherished principles. With a reputation as a world-class institution known for the breadth and rigor of its curricula, Bastyr University is dedicated to shaping students into well-educated, thoughtful natural health leaders who are motivated to transform the health and well-being of the human community.

For more on Bastyr University, please visit www.bastyr.edu.

The Opportunity for the Next President

Defining and exciting challenges and opportunities await the next President of Bastyr University who will lead the university during a pivotal time in the history of academic medicine and from a platform of strength will have the unique opportunity to focus on the following:

- Lead Bastyr as a pioneer in the national convergence of healthcare policy, with the University playing a vital role as a leading and influential voice in the discussion of important changes within the healthcare ecosystem.

- Guide the expansion of California’s first accredited school of naturopathic medicine addressing the immediate need to expand the physical footprint to meet demand, and shape the continued evolution of the campus as a local academic institutional leader.
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- Aggressively develop and expand Bastyr University's philanthropic resources and reputation providing a substantial platform of support for both the long and short term, and ensuring its ability to influence the sector for generations to come.

- Provide motivating leadership and vision for the future of Bastyr University consonant with its mission, history and culture while building a common understanding of and consensus for how Bastyr University will continue to be relevant and influential in a changing world.

CANDIDATE SPECIFICATION: KEY SELECTION CRITERIA

Ideal Experience

Bastyr University’s President must be committed to intellectual excellence and rigor, in the context of and with a deep commitment to the field of natural health arts and sciences academic medicine.

He or she will be able to plan for and execute continued growth in the teaching, clinical care, and research excellence and stature of Bastyr University as the preeminent leader in its field, while advancing the University’s programs to provide broad access to and equity for students from all socioeconomic levels.

The successful candidate will exhibit an ability to engage and direct the energy and vitality of the faculty, students, and staff with creativity and innovation, and he or she will demonstrate a commitment to Bastyr’s role as a major leader in the natural health sciences.

The President should have appropriate academic credentials and a significant track record of visionary and collaborative leadership. The President also plays a leadership role in the changing arena in higher education, generally, and natural health sciences medical education, specifically.

Essential qualities for success in this role include the ability to create effective linkages with internal and external constituents and alumni. In addition, he or she will demonstrate:

- A leadership role within academic, natural health arts and sciences medicine; equivalent role in industry, major non-profit organizations, or the public sector may be acceptable if combined with a demonstrated commitment to the field of natural health arts and sciences and integrative medicine.

- A clear and compelling vision of the future of higher education and academic medicine during a pivotal period of transformation within healthcare, and a demonstrated understanding of its impact on a private research and teaching university in a way that will inspire — and enable — institutional growth, change, and influence.
• A strong appreciation for clinical care and understanding of the elements that contribute to excellence in clinical practice and patient care, as well as clinical research.

• An ability to establish and cultivate relationships with a broad range of stakeholders, including alumni, donors and friends, faculty, other universities, public officials, staff, students, and the extended Bastyr community.

• Exceptional management and business/operational skills, ideally successfully applied in a complex multi-site organizational context. Responsibility for the recruitment, development, and retention of personnel. Additionally, responsibility in the areas of finances/budgets, strategic planning, growth, and expansion is an important attribute.

• Experience playing a central role in attracting and securing major financial resources from institutions and individuals through both formal and informal fundraising efforts.

• A keen understanding of the importance of effectively using current technology in support of daily institutional goals, as well as the need to be knowledgeable concerning technological trends as they relate to academia.

• An aptitude for constructively interacting with the media and with public officials.

• An estimable record of effective commitment to progress in equity and inclusion.

• The ability to inspire and draw out the high-quality talents of senior administrative staff and inculcate a sense of esprit de corps within the leadership team.

Critical Competencies for Success

Academic and Institutional Vision: The President will work with faculty, staff, students, and the Board of Trustees to articulate a compelling and ambitious vision that guides the future of Bastyr University. This vision will express a clear sense of purpose and direction for the University and will guide how Bastyr can grow and improve in ways that enhance its renowned academic and clinical programs and continue to attract and retain world-class faculty, high-caliber staff, and outstanding students.

As a leader who will see and embrace a vision for what Bastyr University can be, the President will lead the campus community to important decisions on how Bastyr University should invest its human and financial resources. This will require the new President to present a bold institutional vision, while also respecting Bastyr’s operating ethos and
demonstrating commitment to its core values. Therefore, the successful candidate must demonstrate communication and operational skills that have enabled him/her to provide vision and direction to a large group of highly committed, focused, successful, and passionate professionals across a broad range of disciplines.

**Resource Development:** As the institutional leader, the President will need to think creatively and courageously about new funding opportunities and models. To achieve Bastyr’s ambitious goals, the next President will work closely with current and prospective donors to build philanthropic support and will be actively engaged in identifying and realizing new sources of revenue. He or she must build on past successes and comfortably and effectively represent the institution with a range of diverse audiences and constituencies.

This individual will have demonstrated capability as a fundraiser, including the ability to expand funding levels and identify and cultivate new sources of income. He or she will also be an effective communicator and an influential advocate for the value of Bastyr’s teaching, research, and clinical missions.

**Leadership beyond the Campus:** The President must exhibit exceptional acumen for advocacy and community building and an eagerness to be the public face of Bastyr University. In doing so, the President will foster trust and confidence and earn support from the University’s external constituencies locally, as well as at the state and federal levels. As a prominent advocate for the sector, the President will need to successfully navigate the current changing healthcare environment by engaging in coalition building and encouraging greater coherence and connectivity with internal and external colleagues, such as the University of Washington system, the University of California System, the Pacific Northwest and San Diego communities, and other local, national, and international partners.

**Managerial Abilities:** The President must have the managerial abilities to capitalize on the strengths, synergies, and identities of Bastyr’s geographically dispersed organizational structure and its physical presence in Kenmore, Washington, Seattle, Washington, and San Diego, California. He or she will demonstrate the financial acumen and capability to develop managerial and governance systems to ensure that in the multi-site context, Bastyr University continues to operate with one cultural ethos and with continued focus on quality and outcomes. This individual will understand the business of education and have a demonstrated commitment to the educational outcomes of Bastyr’s graduates. He or she will demonstrate an appreciation for and eagerness to support and leverage the latest technology in support of daily institutional goals.

**Other Personal Characteristics**

- A deep personal passion for and commitment to all components of Bastyr University’s three-part mission: natural health education, clinical care, and research.
• Intercultural competence and a global perspective coupled with a record of achievement in advancing diversity and inclusiveness.

• Diplomacy; a facilitator and problem-solver, who earns the trust of a community by instilling a sense of “fair play” and placing the goals of the organization ahead of those of any individual, group, or department.

• An opportunistic and entrepreneurial sensibility coupled with excellent managerial abilities.

• A careful listener and an influential and inspirational communicator; a source of calm in the face of inevitable challenges, with the ability to engage a wide variety of audiences and effectively communicate with both highly technical and lay audiences.

• Leadership style that is open, direct, communicative, inclusive, and approachable.

• Transparent and visible as a leader on campus.

SEARCH PROCESS

If you wish to submit application materials or nominate someone to serve as the next President of Bastyr University, please send an email with supporting materials to Bastyrpresident@spencerstuart.com.