

BREVARD

Presidential Search Profile  
April 2020

COLLEGE

# Letter from Chair, Presidential Search

*To lead the institution during a time of dynamic transformation.*

The Brevard College Board of Trustees is seeking a President to lead the college following the retirement of The Rev. Dr. David C. Joyce. On behalf of the Board of Trustees of Brevard College and as the Chair of the Search Committee, I look forward to learning more about you, your previous experience, and how you might contribute to Brevard College's continued growth, economic strength, and academic excellence.

Brevard College is situated in Brevard N.C., a beautiful town of 8,000 residents in the southern mountains of North Carolina. Brevard College is an independent, residential, not-for-profit institution with an historical affiliation to the United Methodist Church. The college has an undergraduate enrollment of approximately 750 undergraduate students with plans for initiating three graduate programs in the next few years. The ten-year reaccreditation by SACSCOC was recently completed with the final outcome to be announced this summer.

The college offers two degree programs, Bachelor of Arts and Bachelor of Science, 20 majors and six pre-professional academic programs with a focus on and commitment to experiential education. With distinctive programs, such as Wilderness Leadership & Experiential Education (WLEE) and Criminal Justice, the Association of Experiential Education honored Brevard College with the Global Institution of the Year for Experiential Education in 2015.

US News and World Report recognized Brevard College as the #1 Undergraduate Teaching College in the Southeast in 2020. The college continues to be recognized for its commitment to the experiential education model of teaching and learning as it is home to 51 extraordinary full-time professors, with 86% of faculty holding a terminal degree.

This presidency affords an exceptional opportunity to lead an institution that has experienced 10 years of balanced budgets, nine years of enrollment growth, and a student persistence rate for first-year students that increased to 69%, an improvement of 15% in three years. The college has invested over \$16.5 million in capital expenditures over the last three years. These investments include the modernization and upgrades on campus in the academic buildings, construction of two residential buildings (Stanback and The Villages) and three new athletic facilities (Ives-Lemel Family Field, stadium and Athletic field house).



Brevard College has achieved a \$20 million increase to the endowment over the past 10 years and donor/alumni giving has significantly increased during this same period.

Brevard College is a member of the USA South Conference in NCAA Division III athletics. The college also is a member of the USA Cycling, and races at the DI level and holds 12 national championships in mountain biking, road cycling, and cyclocross. Approximately half of the student body participate in one (or more) of the 22 intercollegiate athletic programs.

With the college's impressive growth trajectory established, now is the opportunity to leverage the momentum to take us to the next level. "Experiencing New Heights: The Campaign for Brevard College" launched weeks before the news of the Covid-19 pandemic. Due to the unknown circumstances and effects of the pandemic, the board was forced to call for a temporary suspension of the effort. The introduction of a new president will provide the College an opportunity to relaunch this campaign with new vigor, direction, and hope.

Thank you for your time and attention.

Heath Weldon, '75  
Chair, Presidential Search



# Mission, Vision and Values

*The Brevard community aspires to live our mission.*

## OUR MISSION

*Brevard College is committed to an experiential liberal arts education that encourages personal growth and inspires artistic, intellectual, and social action.*



## OUR VISION

Brevard College is distinct among liberal arts colleges because of our strong and historical commitment to experiential education in a highly personalized learning environment. Since our educators “purposefully engage with learners in direct experience and focused reflections in order to increase knowledge, develop skills, and clarify values,” Brevard College will seek innovation in classrooms connected to the world so that our academic programs achieve regional and national recognition.

Brevard College is located in a culturally vibrant community in the Blue Ridge Mountains. Guided by the heritage and traditions of the United Methodist Church and the College’s motto, “*Learn in Order to Serve,*” we encourage purposeful contribution to community and thoughtful stewardship of the environment.

Brevard College will preserve an intimate learning environment while significantly increasing enrollment and endowment. We will attract a diverse, national, and international student body that will graduate at rates exceeding national averages. We will attract and retain appropriately credentialed faculty who will offer an outstanding experiential liberal arts education for our students.

Brevard College will provide a living and learning environment with active, creative programs and facilities that are safe, comfortable, and sustainable with up-to-date technology. The athletic programs will be competitive and complement the total campus experience. Brevard College will educate and inspire students to make positive changes in the world.

## OUR VALUES

**People, Place, Purpose**  
Commit to your community.  
Learn in order to serve society  
and the world.

**Embrace Your Experiences**  
Take advantage of every  
opportunity to learn,  
reflect, and grow from  
your experiences.

**Own Your Actions**  
Do what you say you will do.  
Hold yourself accountable  
for your words, actions,  
and reactions. Approach  
interactions with honesty,  
trust, and accountability.

**Respect Your Environment**  
Recognize the value of  
diversity. Be open-minded  
and respectful of the  
differences that make  
people unique and  
places extraordinary.

**Be the Change**  
Be an agent of social justice  
and social action. Seek out,  
and participate in,  
opportunities to improve  
the world for all people.



# The BC Community

Brevard College community is a tight-knit open community.



BC students define their experience as engaging, challenging, and personal. Faculty know their students, and know them well, they often describe their connections as one big family.

Our community creates and maintains a campus environment that encourages personal growth and inspires artistic, intellectual, and social action. This mission is accomplished through a range of activities, services, and programs. We are committed to creating an atmosphere of community among students, faculty, staff, and the world in which we live. We believe in the healthy development of every member of the community, as we work together to understand and “learn in order to serve.”

In support of the Brevard College motto, “*Learn in Order to Serve*,” we create opportunities to inspire students, faculty, staff, alumni, and community to engage in mutually beneficial service partnerships while raising awareness to various cultural issues. We match the interests of those looking to serve the needs of our community in the areas of service and multicultural awareness. Every Brevard College graduating class averages around 10,000 hours of service to our surrounding community.

Brevard College is a place where students stay involved and active in the campus culture and the surrounding community. With more than 25 student clubs and organizations, 22 athletic teams, 2 yearly expeditions and an active fine arts department, our students are deeply immersed in campus life. Off campus, but in their backyard, students get to enjoy over 250 waterfalls, 2 major rivers, and over 100 mountain bike trails. The surrounding community offers our students serenity, exploration, and adventures in this beautiful place they get to call home.

“The campus faculty, students, and staff, are really what makes Brevard College special.”

- Rebecca Rojas, '21

# The BC Campus

*Nothing can replace the experience of being on campus!*

**Date Founded:** 1853; Oldest college or university in the mountains of North Carolina.

Brevard College is an experiential, liberal arts college located in the mountains of Western North Carolina, 18 miles from the Asheville Regional Airport. The United Methodist college has roots in three regional schools, dating back to 1853, (Rutherford College, Weaver College and Brevard Institute) that merged at the current campus location in the town of Brevard in 1934.

**Student Profile:** over 750 students from 27 states and 11 foreign countries; 55 percent male, 45 percent female. Approximately 99 percent of students receive merit-based and/or need-based scholarships, grants, and loans.

The 130-acre campus—located in a small, beautiful mountain town—offers a safe and comfortable learning environment for the students. The relaxed atmosphere of comfortable living and dining spaces are complemented with a beautiful, park-like campus that's surrounded by mountains.

- 7 Academic Buildings
- 6 Residence Halls
- 4 Staff Housing
- 8 Athletic Facilities
- 3 Dining Facilities
- 7 Support Buildings



**Academic Quad:** Beam Hall, built in 1965, houses many offices including the President's and Admissions' offices. McLarty-Goodson Hall, named after Dr. Emmett McLarty and Bishop Kenneth Goodson, houses the Humanities and Social Sciences Divisions. Moore Science Hall, named after Bryan Moore, houses the Science and Mathematics Division. Moore Science Hall stands on the site of the barracks that housed veterans of World War II. The Weaver Bell Tower, built in 1986, is the home of the Weaver College Bell.



**The Porter Center for Performing Arts:** This state-of-the-art performance space is an outstanding resource for both the College and the community. This is the flagship facility for our well-respected programs in the performing arts. The center houses a 750 seat music hall with superlative acoustical design; an experimental "Black Box" playhouse; and entrance pavilion suitable for chamber performances and much more.



**King's Creek:** Meandering through the center of campus, King's Creek offers a refuge for study, contemplation, and relaxation. Many of our academic programs use King's Creek to examine water quality through invertebrate studies, practice their paddling skills or just to have classes beside a beautiful setting. Stanback Hall, Jones Hall and the athletic fields are outlined by the creek.

# Brevard College At-A-Glance

## Academic Information:

- Brevard College is accredited by the Southern Association of College and Schools Commission on Colleges and The National Association of Schools of Music.
- Brevard College became a four-year college in 1996.
- Eighty-eight percent (86%) of faculty hold a terminal degree or highest degree in their respective fields.
- Student to faculty ratio is 11:1. Average class size is 15.

## Most popular majors (in rank order):

1. Undeclared
2. Criminal Justice
3. Business and Organization Leadership
4. Exercise Science
5. Wilderness Leadership & Experiential Education

## Admissions:

- Brevard College is test optional. Students answer 3 of 5 short answer questions in lieu of submitting a test score.
- The average incoming grade point average (GPA) for First-Year students was a 3.19 (unweighted); the average SAT score was 1063 (Math and Reading); the average ACT composite score was 21.

## Athletics:

### Varsity Sports:

Men's and Women's Cross Country & Track,  
Men's and Women's Tennis,  
Men's and Women's Basketball,  
Men's and Women's Soccer,  
Men's and Women's Cycling  
(12x National Champions),  
Men's and Women's Lacrosse,  
Baseball, Football,  
Softball, Volleyball,  
Cheerleading, Climbing

### Junior Varsity:

Men's Basketball  
Men's Soccer  
Women's Soccer



15

AVERAGE  
CLASS SIZE

11:1

STUDENT TO  
FACULTY RATIO

22

ATHLETIC  
TEAMS

86%

OF FACULTY  
HOLD  
TERMINAL  
DEGREES

NCAA

DIVISION  
III

750

STUDENT  
ENROLLMENT

1853

YEAR  
FOUNDED

12x

CYCLING  
NATIONAL  
CHAMPIONS

20

EXPERIENTIAL  
MAJORS

100%

OF FACULTY  
DEDICATED TO  
TEACHING

# Strategic Planning Overview

*The Strategic Plan provides a once in a generation opportunity to build on existing strengths of Brevard College and sharpen its focus and commitment to experiential education that leads to action.*

## Facilities Master Plan

*Affirming Why We're Here*

Our identity as Brevard College should be reflected in the character of the campus. In turn, campus character should affirm our students' choice to be here, create and maintain the feeling that "this is where I am meant to be."

### Facilities master plan identifies several strategies:

- Ensure that the arrival on campus immerses prospective students and other guests in the life at Brevard.
- Bring the outdoors to the campus in a variety of "micro-environments"- formal and informal gathering, activity, and learning-leading-living spaces.
- Create inviting and interesting indoor learning spaces that reflect the different styles of learning required today, including more adaptable, and collaborative experiences.
- Better represent in space and place Brevard's embrace of a wellness mindset and lifestyle ranging from prominent walking and biking paths to competitive intercollegiate athletic facilities.

## Academic Plan

*Enhance Our Experiential Curriculum*

Brevard College offers academic programs that create 21st century learners who can adapt to an ever changing job market.

### Academic plan identifies several strategies:

- Continued growth on our signature Intensive Learning Opportunities (ILO).
- Add new undergraduate programs. Further Brevard College's standing as a leader in real-world experience by meeting the ever changing education demands for the current job market.
- Create new Graduate Programs. Competitive graduate programs attract students to Brevard College as the institution rises to meet the demands in the job force.
- Enhance Instructional Technology. In the world with technology changing daily, quality equipment and resources are needed in the hands of our students. Providing new technology resources will improve learning college-wide.


## Financial Health Plan

*Strengthen Our Financial Stability*

Continue serving our future students for generations to come, by securing financial stability in the present.

### Financial health plan identifies several strategies:

- Increase and enhance fundraising efforts. Reach out to the community to support higher education and long established local college. Translate community benefit from support of Brevard College and supporting students in Transylvania County.
- Complete a Capital Campaign. Building on the strategic vision that creates lives of action, initiate a capital campaign that enhances the College's bold commitment to student success.
- Grow Alumni Support. Call on alumni to contribute to new improvements on campus and expansion of Brevard College Educational Programs.
- Strengthen the college budget. Thorough and realistic fiscal planning, investment strategy, and elimination of poor-returning investments.



Our college was founded to be the school of opportunity in the mountains for students attracted to active, engaged learning inside and outside the classroom.

# Foundational Phase & Continued Growth

*The Brevard College experience begins with our campus community and the educational setting we create for our students.*

Brevard College's facilities need to allow for growth of our experiential curriculum through academic initiatives and an opportunity to increase our retention to better serve our students' academic and residential needs.

The Board of Trustees approved the updated Facilities Master Plan at the winter meeting in February 2019. This plan outlines the Brevard College's bold commitment to student success by delivering a campus master plan reflective of our beautiful location, the nature of experiential learning, and the need to invest in our infrastructure to deliver our brand promise.

Our capacity to live our mission is grounded in the natural and built environment we call Brevard College. Because, as a community, we share the very human desire for place-making, we value this process of planning for the future of this place. And because so much of who we are is deeply embedded in where we are, we understand that our identity depends on it. Like the Brevard approach to learning, our facilities master plan arises from knowledge, reflection, conceptualization, and action around the following goals:

- a campus that reflects the Brevard story;
- best use of existing assets through strategic upgrades and relocations;
- a campus that affirms Brevard as the right choice for new and returning students;
- campus transformation that supports growth and sustainability.

The following are a few foundational projects that comprise both priorities and steps necessary to pave the way for future endeavors.

- One of our highest priorities is upgrading student residence halls, beginning with student rooms in West and East Beam and Jones Halls. Additional work includes replacing furniture in common spaces, replacing some windows and lighting, and adding air conditioning.
- By constructing a new greenhouse and adding crop demonstration fields on the east side of campus beyond the athletic fields, we will create an experiential site for agricultural education and free space for a future outdoor learning lab.
- Our plan highlights several activity and view corridors in the campus core with better paths, site amenities, and landscaping. One of those focuses on "discovering and rediscovering" Brevard's student life opportunities and includes, in part, the area bounded by Jones and Dunham to the west and Stanback and Beam to the east.



# Qualifications

*Opportunities to stimulate, challenge and grow at Brevard College.*

Working closely with the Board of Trustees, the President of Brevard College functions as the Chief Executive Officer of the College and is responsible for bringing leadership, oversight, and supervision to all areas of the College.

The President will uphold the mission and vision of Brevard College and its current strategic-plan trajectory while creating new solutions for the longevity and future of Brevard College.

The President will have the leadership skills as well as an understanding of higher education divisions such as academics, finance operations, fundraising, and management abilities to effectively oversee the College's Executive Leadership Team (ELT).

The President will live on campus in the President's house to foster community with the campus, the town of Brevard and be a model of the College's values.

While an earned terminal degree is preferred, extensive academic, administrative experience and financial operations are required.



Brevard College experiential education origins can be traced back to the first year of the institution, and the original school motto, “Labor, Learn, Live, “ under the leadership of Brevard’s first president, Eugene Coltrane. Today, Brevard College is still known for its adherence to their founding belief that education is more than just memorization from a book. Brevard’s approach to academics through experiential education produces students that are not just prepared to succeed in the workforce—they’re prepared for a lifetime of self-improvement and higher learning. The 14th president of Brevard College will carry on this mission.

# Application & Nomination Process

*Be a part of something bigger.*

## Contact:

Nominations, applications, or confidential conversations should be sent to Katherine Parnell, Executive Assistant to the President, at [parnelkt@brevard.edu](mailto:parnelkt@brevard.edu).

## Applications

1). Applications should include:

- a. A detailed letter of interest that describes the candidate's interest and alignment with the agenda of leadership,
- b. A current curriculum vitae
- c. A list of five professional references with a current contact information. (References will not be contacted without the permission of the candidate).

2). For consideration, full applications should be submitted no later than May 7, 2021.

3). Submit application to: [parnelkt@brevard.edu](mailto:parnelkt@brevard.edu)

## Nominations

Submit nominations to: [parnelkt@brevard.edu](mailto:parnelkt@brevard.edu) with complete contact and email information for the individual being nominated.

Preferred starting date: January 1, 2022



### **Brevard College is an equal opportunity institution.**

*Brevard College does not discriminate in admissions, educational programs, or employment on the basis of race, color, religion, sex, national origin, sexual orientation, age, disability, or veteran's status and prohibits such discrimination by its students, faculty, and staff. Students, faculty, and staff are assured of participation in college programs and in use of facilities without such discrimination. The College also complies with all applicable federal and North Carolina statutes and regulations prohibiting unlawful discrimination. All members of the student body, faculty, and staff are expected to assist in making this policy valid in fact.*

# BREVARD COLLEGE

## BREVARD, NORTH CAROLINA



### Campus Directory

- |   |  |   |
|---|--|---|
| 1. Admissions Office /<br>Beam Administration Hall          | 11. Guest<br>House                     | 19. Porter Center for<br>the Performing Arts          |
| 2. McLarty-Goodson Hall                                     | 12. President's House                  | 20. Boshamer Hall                                     |
| 3. Moore Science Hall                                       | 13. Stanback Hall                      | 21. The Villages                                      |
| 4. Weaver Bell Tower  | 14. Jones Hall                         | 22. Tornado Hall                                      |
| 5. J.A. Jones Library /<br>Experiential Learning<br>Commons | 15. Stamey Hall                        | 23. Campus Farm                                       |
| 6. Bill's Boiler House                                      | 16. Dunham Hall /<br>Ingram Auditorium | 24. Wilderness Leadership<br>& Experiential Education |
| 7. Myers Hall   | 17. Green Hall                         | 25. Facilities Management                             |
| 8. Coltrane Hall  | 18. Sims Hall /<br>Spiers Art Gallery  | 26. Athletics Fieldhouse                              |
| 9. Beam Residence Hall                                      |  |   |
| 10. Alumni House  |  |   |

### Athletics Facilities

- A. McCoy Tennis Complex
- B. Ives-Lemel Family Field
- C. Gil Coan Baseball Field
- D. Frank Patton Track
- E. Softball Field
- F. Football Practice Field

### Points of Interest

- Pisgah National Forest
- Dupont State Forest
- Gorges State Park
- Blue Ridge Parkway
- Lake Toxaway
- Cedar Mountain
- Lumberyard Arts District
- Brevard Music Center
- Mountain Biking
- Hiking Areas
- Waterfall Areas
- Retail Shops
- Restaurants

