MINNESOTA STATE UNIVERSITY MOORHEAD

Located in Moorhead, Minnesota, MSUM delivers a distinctive student experience that fosters imagination, celebrates curiosity, expects critical thinking, and withholds judgment. We encourage students to push their boundaries and unfollow convention. Our graduates learn to question the status quo, are challenged by visionary professors, and emerge energized in their learning and convictions. We create this nurturing exploratory environment that is uniquely distinctive through our strategic priorities.

STRATEGIC PRIORITIES

Academic Distinctiveness  
Equity and Inclusion  
Community Engagement

MSUM’s mission, vision and values are enduring and unwavering, guiding all that we do. By providing a distinctive student experience focused on our strategic priorities, MSUM strives to fulfill our purpose of transforming lives. From the time MSU Moorhead was known as the Moorhead Normal School, Dragons showed grit, humility and heart—our core values that are enduring throughout time. MSUM is committed to the Minnesota State system of colleges and universities top priority of Equity 2030: eliminating educational equity gaps for underserved students by the year 2030.

Read more about MSUM’s history.
PURPOSE
Our purpose is to transform the world by transforming lives.

MISSION
Minnesota State University Moorhead is a caring community promising all students the opportunity to discover their passions, the rigor to develop intellectually and the versatility to shape a changing world.

CORE VALUES

Grit
We are “scrappy” and resourceful.
We have big goals and the tenacity to achieve them.
We have the courage to do what’s right.

Humility
We’re all on the same team and everyone’s role is important.
We seek the best ideas and know they can come from anywhere and anyone in our campus community.
We don’t take ourselves too seriously.

Heart
We go the extra mile for our students and each other.
We are passionate about our purpose.
We are fiercely loyal to MSUM.

STRATEGIC ANCHORS

Our Students: Focusing relentlessly on student achievement and students’ return on investment.

Our University: Creating a campus that is diverse, inclusive, globally aware, and just.

Our World: Being indispensable to the social, cultural and economic advancement of Moorhead and the surrounding communities.
ENROLLMENT

FALL 2022
ENROLLMENT NUMBERS*

Total Headcount: 4,679
Undergraduate: 3,720
Graduate: 880
International: 141
Minnesota Residents: 3,221
Out-of-State: 1,314
Female: 3,007
Male: 1,644
Other/Gender Not Reported: 28
Students living on campus: 970

FINANCIALS

Expenditures
Total: $72 million

- Personnel $56 million
- Other $16 million

Revenues
Total: $70 million

- State Appropriations $28 million
- Other $2.5 million
- Tuition and Fees $39.5 million

July 1, 2021 – June 30, 2022

*30th day enrollment
DIVERSITY

Equity 2030
Minnesota State’s Equity 2030 is a bold, strategic vision that aims to close the educational equity gaps across race and ethnicity, socioeconomic status, and geographic location by the end of the decade at every Minnesota State college and university. The focus of this work includes:

▸ Enhancing access and student success
▸ Providing Minnesota with the talent it needs
▸ Anchoring the communities and regions we serve

Diversity as an MSUM Strategic Anchor
We will achieve our purpose by anchoring our work with three key strategies. While we may prioritize these strategic anchors differently at different times, the anchors themselves will remain constant for the foreseeable future. These are the strategies that will enable us to achieve our purpose of transforming the world by transforming lives:

We will create a campus community that is diverse, inclusive, globally aware, and just. We will:

▸ Create a campus community that reflects the diversity of society
▸ Ensure MSUM is accessible and welcoming to students and employees who have historically been under-served by higher education
▸ Create a campus culture that values and celebrates diversity of ideas, perspectives, and people
▸ Create a campus community that is just and equitable

MSUM Diversity & Inclusion Offices, Centers & Resources

▸ Access, Opportunity & Success Scholars Program
▸ Accessibility Resources
▸ American Indian Center
▸ Center for Global Engagement
▸ Chaplain
▸ Diplomat Program
▸ English Language Program
▸ Gender inclusive housing
▸ Gender neutral restrooms
▸ Intercultural Center
▸ International Student & Scholar Services
▸ It’s On Us
▸ Lactation & meditation spaces
▸ CARE Team
▸ Counseling Services
▸ Office of Diversity & Inclusion
▸ Preferred name program
▸ Pulse mentorship
▸ Rainbow Dragon Center
▸ Regional Assistive Technology Center
▸ Safe Zone training
▸ Sexual assault & relationship violence
▸ SMART Start Program
▸ Speech, Language & Hearing Clinic
▸ Title IX
▸ Additional diversity events & initiatives

Diversity/Social Justice Organizations
19

Identity Centers
4

14.9% Students of color
12.6% Employees of Color
Minnesota State University Moorhead offers a tradition in the liberal arts combined with innovation and technology for today’s challenging careers. MSUM enjoys a national reputation for programs in education, business, film/animation, social work, biosciences, nursing, and project management.

**MSUM’s largest majors:**
- Elementary inclusive education
- Business administration
- Psychology
- Social work
- Nursing (RN-BSN)
- Health medical sciences
- Criminal justice
- Exercise science
- Educational leadership (master’s)
- Speech language hearing sciences

**ENROLLMENT BY COLLEGE**
We offer more than 100 areas of study across four colleges and graduate studies:

- **College of Arts & Humanities**
  > 589

- **College of Business, Analytics & Communication**
  > 1,008

- **College of Education & Human Services**
  > 778

- **College of Science, Health & the Environment**
  > 981

- **Graduate Studies**
  > 880

**Student Success (2021-2022)**
- 92.6% Graduate Success Rate
- 73.4% Graduates Employed in Field
- 19.2% Graduates Continuing Education
At MSUM, we believe that a vibrant, active community cultivates lifelong friendships, creates a sense of home and kindles Dragon Pride.

From welcome week to graduation, our student life team is committed to helping students get the most out of their university experience. Nearly one in two MSUM students is a member of a student organization and more than 700 students hold student leadership positions each year.
The MSUM Foundation Board is made up of 24 MSUM former faculty, alumni and friends committed to ensuring MSUM can secure the resources needed to provide a margin of excellence and access to MSUM. In 2019, we publicly launched MSU Moorhead’s first-ever comprehensive fundraising campaign. The $50 million goal was surpassed with a campaign total of $59 million. The next President will have the opportunity to plan and lead the campus through our next comprehensive campaign. Recent fundraising highlights include:

- **MSUM Giving Day** - In 2022, we raised a record $443,000 through from 833 donors in just 24 hours.

- **George Soule American Indian Center** - Minnesota State Trustee George Soule has deep connections to MSUM. His generous gift supports scholarships for American Indian students and supports the [George Soule American Indian Center](#).

- **Tom & Adrienne Bahr Center for the Arts**. Alumnus Thomas Peter Von Bahr gifted his entire estate to MSUM. His initial estate gift of $4.3 million is one of the largest gifts ever made to MSUM. It will fund scholarships for arts and humanities students and fund a center named for Thomas's parents.

- **Alumni Center**. In Spring 2022, MSUM broke ground on a new Alumni Center that will serve as an anchor for alumni returning to campus and a space for students and community members to interact.
ATHLETICS

A member of the Northern Sun Intercollegiate Conference (NSIC), one of the largest and most competitive conferences in the nation, Dragon Athletics is poised to achieve the next level of excellence. With a strong and stable administrative team, continuity in its head coaching staff (including several conference and regional Coaches of the Year), and a culture focused on student success and the student-athlete experience, Dragon Athletics enjoys strong support from the campus and surrounding communities. With a reputation of outperforming expectations, Dragon athletes and teams consistently earn conference, regional, and national honors. Recent facilities improvements include the installation of Scheels Field and a state-of-the-art strength training room, both funded through generous donor support. A recent increase in university support for athletics scholarships will strengthen the ability of Dragon Athletics to compete for top regional talent.

WOMEN’S TEAMS: basketball, soccer, softball, swimming and diving, tennis, volleyball, cross country, track and field, and golf.

MEN’S TEAMS: football, basketball, wrestling, track and field, and cross country.

MSUMDRAGONS.COM
Moorhead, Minn. and Fargo and West Fargo, N.D. are central to a thriving regional center with a population of 252,000 and growing for the Metropolitan Statistical Area. Higher education is a major community enterprise, with more than 23,000 students contributing to an atmosphere rich in arts, culture, sports and social activities. The communities enjoy a major concert venue; three universities; independent and community theatres; symphony orchestra; jazz concerts; annual film festivals; civic opera; art galleries and museums; and numerous family attractions and events.

Unemployment rates for Minnesota and North Dakota hover around 2% (09/2022), below the national average of 3.5% (09/2022). The average one-way commute in Fargo is 15 minutes, shorter than the U.S. average of 27.6 minutes.

Moorhead public schools serve more than 7,000 students (2022) in an area recognized for superior student academic achievement and far-reaching extracurricular activities.

Minnesota ranks 3rd (48.8%) nationally in the percentage of its population (aged 25 to 64) with an associate degree or higher.

Fargo's Hector International Airport is served by Allegiant Air, American Airlines, Delta, Frontier and United to these cities: Chicago, Dallas, Denver, Las Vegas, Los Angeles, Minneapolis, Nashville, Orlando, Phoenix and St. Pete–Clearwater.

The Fargo-Moorhead-West Fargo community is among the best places in the country to live, work, attend school and conduct business. Recent community accolades:

▸ #8 Best Places to Live (Livability, 2020)
▸ #23 Best Places to Live (Money, 2020-21)
▸ #5 Best Places to Raise Kids (SmartAsset, 2020)
▸ #1 Hottest Job Market (ZipRecruiter, 2020)
▸ #1 Best Cities to Start a Career (Zippia, 2020)
▸ #5 Best Cities to Live After the Pandemic (Business Insider, 2020)
▸ Top 25 Best Places to Retire (Forbes, 2021)
ABOUT MINNESOTA STATE

At Minnesota State we provide the opportunity for all Minnesotans to create a better future for themselves, for their families, and for their communities.

With 26 community and technical colleges and seven state universities on 54 campuses, Minnesota State serves nearly two-thirds of the entire state’s undergraduate student population, and we serve more Black, Indigenous, and students of color than all higher education providers in the state, combined.

We are committed to equitable outcomes for all our students, and in 2019 committed to eliminating educational equity gaps at every Minnesota State college and university by the year 2030. Achieving this goal, called Equity 2030, is a moral imperative, and an economic imperative for our state as our population continues to grow more diverse, and will ensure Minnesota has the workforce it needs for generations to come. We are working toward meeting our Equity 2030 goal through hard work, robust data analysis, targeted programs to improve outcomes, and partnerships with community organizations, employers, and the state legislature.

Minnesota State employs more than 14,500 people, most of whom are represented by one of several bargaining units and personnel plans. The bargaining units include:

» Inter Faculty Organization
» Minnesota State College Faculty
» Minnesota State University Association of Administrative and Service Faculty

» American Federation of State, County, and Municipal Employees
» Minnesota Association of Professional Employees
» Minnesota Government Engineers Council
» Middle Management Association
» Minnesota Nurses Association

Governance
The 15-member Board of Trustees of the Minnesota State Colleges and Universities is appointed by the Governor and has policy responsibility for system planning, academic programs, fiscal management, personnel, admissions requirements, tuition and fees, and rules and regulations. Learn more on the Board of Trustees page at MinnState.edu/board.

Chancellor
Under the direction of the Board of Trustees, the chancellor is the executive officer of Minnesota State and is responsible for providing educational leadership to the 33 colleges and universities of Minnesota State, ensuring effective and efficient management and operation so that Minnesota State can meet the current and long-term educational and workforce development needs of all Minnesotans. Learn more on the Chancellor’s Office page at MinnState.edu/system/chancellor.
STATS AND FACTS

Minnesota State is the third largest system of state colleges and universities in the United States and the largest in the state with 26 colleges, 7 universities, and 54 campuses

We serve 300,000 students each year, with more Black and Indigenous students, as well as students of color, attending our colleges and universities than all other higher education providers in Minnesota combined.

We offer the lowest tuition in Minnesota, with 62% of our college students and 65% of our university students who receive financial aid.

We employ more than 14,400 dedicated faculty and staff focused on student success.

We provide 4,023 academic programs, including 893 fully online programs.

We have more than 9,950 customized and specialized training, occupational, and professional classes.

We award more than 36,000+ degrees, certificates, and diplomas annually.

63% of Minnesota resident students who are pursuing an undergraduate credential are doing so at a Minnesota State college or university.

84.5% of Minnesota State students place jobs in a related field of study.

We have 7,000+ employer partnerships across Minnesota State colleges and universities.

Minnesota State contributes over $8.0 billion to the state’s economy.
MINNESOTA STATE EQUITY 2030

In June 2019, we set a critical goal: By 2030, Minnesota State will eliminate the educational equity gaps at every Minnesota State college and university.

Equity 2030 serves as the organizing principle across all campuses – for all our work, our operational structures, policies and procedures, and for the inclusive, safe, and anti-racist organizational ethos we strive to reach.

Only by addressing systemic inequities in educational access and outcomes, can we build a better future for students, families, and our communities. It is both a moral imperative and the path to economic prosperity.

The pandemic further magnified persistent racial disparities across the country and in Minnesota, and we have doubled down on our commitment, advancing Equity 2030 with a strong sense of urgency and united resolve.

The Minnesota State Equity 2030 goal is working towards a day when all Minnesotans can see a bright future and a path to the middle class by participating in our diverse economy, ultimately sustaining the prosperity of Minnesota. Our approach to meeting this goal coordinates key initiatives across Minnesota State focused on the following six Strategic Dimensions:

» Enhanced Access
» Student Academic Success
» Student Success: Engagement and Support
» Data-Guided Decision Making
» Financial Resources and Support
» Workforce Diversity

For more information about Equity 2030, visit MinnState.edu/Equity2030.
LEADERSHIP OPPORTUNITY

Minnesota State University Moorhead (MSUM) seeks an authentic and visionary president with the experience and passion to lead a strong institution into its next phase of growth and success. Reporting to the Chancellor of Minnesota State, the president serves as the chief executive officer of the university, embracing the core values of grit, humility and heart that are exemplified across the institution.

Accredited by the Higher Learning Commission and serving over 5,500 students, MSUM is an affordable, mid-sized, four-year public university which provides exceptional education to its students. The university offers more than 75 undergraduate areas of study and 14 graduate degrees encompassing arts, sciences and select pre-professional programs, all with an average class size of 18 students.

Situated in the thriving community that encompasses Fargo, North Dakota, and Moorhead, Minnesota, MSUM is located on a beautiful campus that contributes to the quintessential college town ambiance. The community radiates a youthful energy and welcoming persona that continues to draw startups and industry, boasting strong future job growth. Robust community connections as well as a stable and forward-thinking mindset has positioned the next president of MSUM to build on this positive momentum for the next phase of the institution’s history.

VISIONARY AND COLLABORATIVE
MSUM welcomes a visionary president who will continue the institution’s passionate purpose to transform lives to shape a changing world. Always keeping a student-centric mindset, the president should lead in a way that reflects the dynamic economy, while building on the exceptionality of existing liberal arts and professional education programs. The president should be a person who fosters an open environment that promotes the value and cultivation of big ideas and collaboration. The president’s leadership should garner respect and be valued at both the campus and system level.

ENROLLMENT AND STUDENT SUPPORT
The president should be respectful and responsive to student input and needs. The president should be on the front lines with students, engaging in student life and valuing the student voice. A president who prioritizes superior student services, accessibility, and resources is desired. As one of the most reasonably priced four-year residential universities in Minnesota, the president should be able to articulate the unique value proposition of MSUM, driving enrollment and developing programs according to the evolving needs of the greater community and workforce.

DIVERSITY & INCLUSION
MSUM is attracting a growing population of diverse students and strives to embed equity work into all areas of the campus culture. The president should lead in a way that is accessible and welcoming to students and employees of all backgrounds and should foster an environment that celebrates diversity of ideas, perspectives, and people. The president should be genuine in leadership and action, setting clear expectations. Accomplishing the Minnesota State Equity 2030 vision to close the educational equity gaps across race and ethnicity, socioeconomic status, and geographic location by the end of the decade should be a strong anchor to the strategic positioning of the university.

TRANSPARENT AND ACCESSIBLE
MSUM seeks a president who will maximize the institution’s strong history of collective shared governance and who can use the energy of the stakeholders to bring together all under a shared vision. The new president should be accessible and authentic, having the ability and the desire to work with individuals all levels and valuing listening and learning from within and without the campus communities. Additionally, the president should prioritize transparency, demonstrating thoughtful capability in judgment and action.

RESOURCE & COMMUNITY DEVELOPMENT
MSUM has developed strong relationships and partnerships with the surrounding communities, and seeks to be indispensable to the social, cultural, and economic advancement of the area. To continue this commitment, the president will need to build on existing relationships and expand connections with regional businesses, local and state governments, and other institutions within the Minnesota State system. The president should seek outside support to advance the infrastructure, programs and scholarships to support students and programs. Additionally, the president should engage alumni, donors and friends in ways that stimulate a fierce loyalty to the institution and its mission.
QUALIFICATIONS

PRESIDENTIAL SEARCH QUALIFICATIONS AND CHARACTERISTICS

The successful candidate will demonstrate most, if not all, of these qualifications:

▸ Strong leadership skills necessary to provide vision and direction to MSUM
▸ A reputation as a leader with vision for the future of higher education
▸ Progressively responsible experience in higher education administration or other extraordinary leadership experiences at a complex organization
▸ Experience and leadership with shared governance, demonstrating a collegial and collaborative management style
▸ Willingness to work in a collective bargaining environment
▸ An appropriate combination of education, training and experience in program and curriculum development, fundraising, governmental relations, accreditation process, as well as budget and fiscal management
▸ A record of actions reflecting concern for the success and well-being of students
▸ Fosters and promotes public/private partnerships between education and business and industry, community leaders, and organizations
▸ Demonstrated ability to lead in an innovative environment and encourage out-of-the-box thinking
▸ Success in data-based decision making
▸ Ability to lead the campus in an authentic, collaborative and transparent manner with integrity and respect
▸ Demonstrated experience advancing diversity and inclusion
▸ Proven track record of being a visible, engaged and accessible presence with students, alumni, community leaders, and friends

▸ Willingness to work with K-12 systems and other colleges
▸ Exceptional oral and written communication skills effective with broad range of audiences
▸ An earned doctorate is preferred but not required

HOW TO APPLY

Greenwood/Asher & Associates, Inc. is assisting Minnesota State University Moorhead in this search. Applications and nominations are now being accepted. Confidential inquiries, nominations and application materials should be directed to Greenwood/Asher & Associates. For a full application package please provide a cover letter, CV, and list of five references. Submission of application materials as PDF attachments is strongly encouraged. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

Please direct inquiries nominations, and application materials to:

Betty Asher, Co-Founder, Greenwood Asher & Associates and Vice President & Managing Partner, Kelly
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