



Driven by purpose.  
Defined by results.

2024 PRESIDENTIAL PROSPECTUS



# ABOUT BALDWIN WALLACE

With a rich tradition of academic excellence that spans nearly 180 years, Baldwin Wallace University (BW) offers undergraduate and graduate training in the liberal arts and pre-professional programs that prepare students for the 21st century. Located in Berea, Ohio, a suburb of Cleveland, BW's 150-acre campus blends scenic walkways, open green spaces, historic sandstone structures, and contemporary buildings.

## A Meaningful Education

At Baldwin Wallace, education is more than just academics; it's about fostering personal and professional growth through meaningful experiences. Our holistic approach ensures that every facet of student life contributes to a robust foundation for success and fulfillment.

## A Continued Commitment to Inclusivity

Since its inception in 1845, BW has been a pioneer in inclusivity, being among the first institutions to admit students regardless of race or gender before the Civil War. Today, this commitment endures as we embrace our diverse campus community, reflecting a broad spectrum of backgrounds and perspectives.

This vibrant, inclusive environment fosters a sense of belonging and supports varied experiences that enhance the educational journey.

**#6**  
Best in the Midwest  
Regional Universities.  
U.S. News & World  
Report.

**25%**  
of our student  
body identifies as  
ethnically diverse.

**30%**  
are the first in  
their families to  
attend college.

**96%**  
of our graduates are  
employed or enter  
graduate school within  
six months of graduation.



# PURPOSE DRIVEN LEARNING

At BW, we believe in a purpose-driven educational experience that combines effort with intentionality. Our students are encouraged to understand the deeper reasons behind their actions and to see how they contribute to broader goals. We view education as a lifelong journey, with alumni often describing their connection to BW as a lasting bond, encapsulated in our tagline: “Yellow Jackets for Life.”

*US News and World Report* has consistently ranked BW as a “Best for Social Mobility” and a Best Value” university, reflecting BW’s success in graduating and first-generation college students, and its commitment. BW’s commitment to providing generous scholarships and financial support has helped make college affordable for students from all backgrounds.

As one of the first colleges in Ohio to earn the state’s Collegiate Purple Star award and regular recipient of *GI Jobs Magazine’s* Gold Military Friendly recognition, this rise to the top of this U.S. News list both validates our work and inspires us to keep working hard for military student success.

*Our Purpose:  
BW transforms lives for the betterment of all.*

**BEST**  
COLLEGE FOR  
**VETERANS**  
#1 IN THE MIDWEST  
2023



*For the 30th straight year, Baldwin Wallace University again achieved high marks in U.S. News and World Report’s Best Colleges survey. And received accolades for Best Undergraduate Teaching, Most Innovative Schools, Social Mobility, and Best Value.*





75+  
undergraduate  
programs of study

Carmel Boyer School of Business  
School of Humanities, Education & Social Sciences  
School of Science & Engineering  
School of Health Sciences  
Conservatory of Performing Arts

11:1  
student-to-faculty  
ratio and average  
class size of 18.

## PROGRAMS OF STUDY

### Mentorship and Holistic Growth

Our commitment to focused, purposeful education is exemplified through our four schools: the Carmel Boyer School of Business, the School of Education and Health Sciences, the School of Humanities and Social Sciences, School of Science and Engineering and the Conservatory of Performing Arts. Each offers a structured approach to learning that emphasizes holistic development, preparing students not only for careers but for meaningful, impactful lives.

BW offers students opportunities to pursue their purpose through both the BW Advantage competency curriculum, and more than 75 undergraduate and more than 10 graduate degree programs.

Among BW's many examples of academic excellence is the honors program, a community of scholars dedicated to leadership development and community engagement. The STEM Scholars program prepares students for careers in science, technology, engineering, and mathematics by providing them with exceptional hands-on learning experiences and mentoring.

### Personalized Attention

Mentorship plays a crucial role in this process. Our dedicated faculty bring a wealth of knowledge and experience to their teaching. This close-knit academic community enhances the student experience, ensuring that every student receives individualized support and opportunities for growth.

At Baldwin Wallace University, we are dedicated to creating a meaningful, inclusive, and purposeful educational experience that empowers students to excel both personally and professionally.





28  
varsity sports  
(14 men, 14 women)

100+  
clubs and  
organizations

## A COMMUNITY WITH PURPOSE

With more than 100 clubs and organizations for students, there are endless opportunities to discover where you belong in the BW community. Intellectual, social, and holistic growth in a community that provides comprehensive co-curricular engagement opportunities that are inclusive and welcoming.

When you become a Yellow Jacket, you are joining a thriving community where you can find a unique place to belong.

### Yellow Jacket Grit since 1845

Generations of student-athletes have played for pride in Baldwin Wallace and love of their sport. Our scholar athletes compete in the classroom and in competition at a high level. They graduate with the BW Grit that has helped build our lasting Culture of Champions. BW is a founding member of the Ohio Athletic Conference (OAC), BW is a part of NCAA Division III. The Yellow Jackets offer 28 varsity sports (14 men and 14 women), of which 23 compete under the OAC banner.

BW's student-athletes excel in their respective sports and in the classroom. Since 1969, BW has had 129 student-athletes selected as Academic All-Americans — most in the OAC and 13th nationally among NCAA Division III colleges.

The Yellow Jacket athletic teams have demonstrated a long-standing tradition of excellence in the classroom and in athletic competition.

Women's Cross Country: 2019 NCAA Division III Great Lakes Regional champions. Men's Wrestling: Ohio Athletic Conference (OAC) champions for the past seven seasons. Women's Basketball: 30 consecutive winning seasons and four "Elite 8" appearances. Women's Track & Field: 2016 NCAA Division III Women's Indoor Track & Field national champions and 2016 NCAA Division III Women's Outdoor Track & Field runner-up. Football: 55 winning seasons in the last 60 years.



# STRATEGIC PLAN

## Our Mission:

BW strives to fulfill its enduring purpose by being a diverse, innovative, and caring educational community that empowers and accompanies each individual as they realize their potential for a life well-lived.

Baldwin Wallace University stands on a solid foundation, poised to thrive in the increasingly complex and competitive higher education landscape. However, the incoming president will have a unique opportunity to craft their own strategy, guiding the university into a future that balances tradition with innovation.

BW's strategic thinking centers around three interrelated pillars. These pillars form the bedrock of BW's mission to create systems that ensure students' successful transition from college to career, strengthen their resilience and engagement, and make education affordable.

**1. Career Preparation:** BW is committed to building a comprehensive system that supports students from the moment they step on campus until they secure meaningful employment or pursue further education. Leveraging research, BW recognizes the importance of meaningful relationships with professors, professional experiences, and mentorship. The university already has a strong experiential education requirement that aligns with these principles, but the opportunity lies in expanding and integrating these elements into a cohesive system that reaches every student.

**2. Character Development:** BW emphasizes the role of character in student success. Drawing from research, BW focuses on developing students' resilience through the cultivation of virtues like trust, compassion, and courage. By creating systems that monitor and encourage deliberate practice of these virtues, BW aims to prepare students not just for professional success, but for a life of significant contribution.

**3. Affordability:** BW understands that affordability is crucial for student retention and success. The university is committed to ensuring students graduate with manageable debt, aligned with their anticipated income. This includes enhancing financial literacy, offering paid internships, and prioritizing scholarships.



*These pillars reflect BW's dedication to student success, offering a strong foundation for the university's future. Yet, the new president will have the opportunity to innovate within this framework, leading BW confidently into an increasingly challenging higher education environment.*



# ONE COMMUNITY

## YJ4L

Yellow Jackets For Life

A new president joins a united campus that delivers a vibrant academic culture and student experience that align with our mission. As one BW community, our shared responsibility is to ensure that BW continues its mission and remains the top choice for students. We hope to build on the momentum that has been established in many areas of campus. By focusing on the core structure and functions of the university, we aim to strengthen outcomes and build a foundation for future success. This is needed now more than ever in a challenging higher education market.

The correlation between what we do as a university and the quality of people's lives is universally important to every generation. It necessitates celebrating all that makes us distinctive and making decisions that build on our unique assets and strengths. Finally, it means being recognized consistently as one of the top private comprehensive universities in our region.

700

Average first-year  
class size.

100%

Awarded  
Financial Aid

68%

graduates choose to  
remain in Ohio

3,325

Total undergraduate  
and graduate student  
enrollment

3.80

Weighted  
entrance GPA

54,000

Alumni worldwide

### Top programs

Business 22%

Performing Arts 21%

Science & Technology 19%

Health Sciences 15%

Social Sciences & Humanities 13%





# WELCOME TO OUR HISTORIC CAMPUS

BW's picturesque, welcoming campus is a blend of history and innovation, of new thinking and classic principles. Here, students walk the halls of majestic stone buildings that recall the University's and city's historic founding, as well as ultramodern facilities that meet the needs of 21st-century students. Almost 60 buildings are clustered on 100 park-like acres.

Students enjoy a compact, walkable campus with some 1,700 undergraduates choosing to live on campus. On the north quad, campus activities happen under towering native hardwood trees that have been here for generations. On south campus, stroll the wide pedestrian walkway of Grand Street.

## Hometown of Berea

Just steps away from the south campus, you'll find Berea's charming center of town called the Triangle, with shops and restaurants, as well as Coe Lake Park with trails, water sports, and summer concerts. Berea and campus are closely connected to the Cleveland Metroparks "Emerald Necklace": which circles Greater Cleveland with biking, and recreation among preserved nature habitats.

BW's commitment to sustainability was rewarded in 2019 with the prestigious STARS Silver rating from the International Association for the Advancement of Sustainability in Higher Education (AASHE). Campus sustainability efforts include five geothermal fields - including the first for a college residence hall - that heat and cool campus buildings. Two buildings are LEED certified. The campus is home to more than 1,500 trees, most native to Northeast Ohio, and Fullmer Arboretum. BW has been designated a Tree Campus USA® by the Arbor Day Foundation.



BW



BW



BW



COE LAKE, BEREA



DOWNTOWN, BEREA



CLEVELAND BROWNS HEADQUARTERS



## BIG CITY OPPORTUNITIES

Baldwin Wallace University's location offers both relaxed suburban living and exciting, big city opportunities. Our tree-lined campus is surrounded by a safe, residential neighborhood, historic town (population 19,900) with restaurants and shops, plus miles of park trails, rivers and lakes.

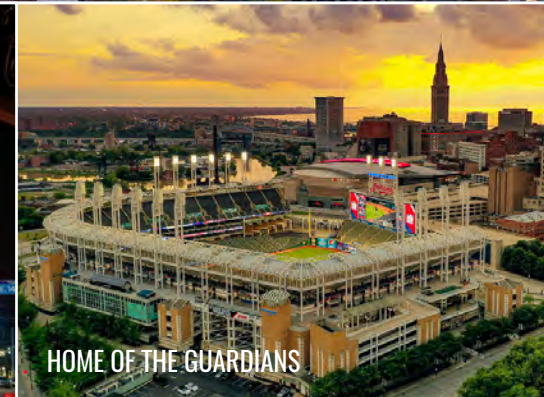
Just 12 miles up the road (a 20-minute drive), you'll find the "All-American City" of Cleveland. BW students take full advantage of all that this thriving major metropolitan area has to offer. The city is our classroom, workplace and playground and attracts students from across the midwest and across the country.

BW grads help Northeast Ohio win. The success of the three major league teams and numerous minor league organizations in northeast Ohio are fueled by the efforts of BW alumni at the Cleveland Guardians, Cavs, and Browns. BW faculty include members of the renowned Cleveland Orchestra. You will see BW alumni in Broadway traveling shows at Playhouse Square, the second largest performing arts center in the nation.

BW helps business grow with C-level BW grads in every Fortune 500 company in Northeast Ohio. In every county in northeast Ohio, you will find graduates from the BW School of Education providing critical leadership and thoughtful guidance to school districts large and small, urban and rural.

Cleveland boasts a 23,000-acre "Emerald Necklace" of the Cleveland Metroparks that circle the city and a robust foodie-scene with nationally-recognized chefs, and restaurants.

And while Cleveland is listed as one of the top travel destinations in multiple travel industry-leading media, Northeast Ohio is also a great place to live, learn, play and stay. 86% of BW grads choose to stay in Northeast Ohio after graduation.





# PRESIDENT'S RESIDENCE

Located on the north end of campus is a Georgian Colonial home, built in 1935 and renovated in 2006, the 7,820 square-foot President's House serves as a comfortable, central home for the College president. It has traditionally served as an entertaining hub for student, faculty, staff, alumni and external constituent events throughout the year.

7 bedrooms.

5.5 bath.

Finished basement.

Private guest quarters.

900 sq. foot solarium that converts into entertaining space.

900 sq. foot patio.

2 car garage and circular drive.

The President's residence provides walking distance to all areas of campus and downtown Berea. Located centrally provides convenient access to major interstates and downtown Cleveland.





# THE NEXT PRESIDENT OF BW

## The Role

The president of Baldwin Wallace University, reporting to the Board of Trustees, will boldly lead a senior leadership team and an engaged campus community to achieve continued institutional excellence. Unafraid of innovation and change, the next president will build strong relationships with faculty, staff, students, and alumni, and collaborate with the City of Berea, Ohio, and the greater Northeastern Ohio community in moving the University forward successfully. Serving as the chief fundraiser and spokesperson, the president leads the management of the University, and oversees a cabinet responsible for the following functions: academics, finance, operations, philanthropy and alumni engagement, student affairs, enrollment management, diversity & inclusion, corporate & organizational engagement, and human resources.

## Opportunities for the Next President

The next president will have an opportunity to build on Baldwin Wallace's strengths and lead a dynamic, diverse constituency of students, parents, faculty, alumni, staff and regional collaborations in the dynamic Northeast Ohio region. The president will focus on the following priorities:

### Providing visionary and executive leadership

- Lead the campus community with a sense of realistic optimism, integrity and ethical decision-making;
- Enhance a culture of academic and co-curricular excellence;
- Bolster long-term financial sustainability, including fundraising and endowment growth;
- Shape enrollment and retention strategies during a time of demographic shifts;
- Build strong senior leadership teams and develop talented individuals for greater responsibilities;
- Act decisively, after seeking critical input from relevant constituencies;
- Enhance operational efficiencies and appropriately adjust expenditures to budgetary realities; and
- Examine creative avenues of new revenue generation.





# THE NEXT PRESIDENT OF BW (CONT'D)



## Increase visibility and resources

- Articulate what makes Baldwin Wallace unique and increase brand recognition to a wider audience regionally and nationally;
- Serve as a leader in the local and regional civic and business community;
- Build and strengthen mutually beneficial relationships, especially at the local level and regional levels;
- Improve facilities in alignment with strategic goals;
- Strengthen relationships with alumni, foundations, corporations, and other grant-making entities and lead ambitious fundraising efforts to support the University's mission; and
- Function as a national and regional voice on critical issues facing higher education.

## Build organizational capacity and culture

- Cultivate a positive working environment to attract and retain talented faculty, administrators, and staff;
- Prioritize student growth and development and their academic and co-curricular experiences;
- Support the long-standing diversity and sense of belonging in the campus community;
- Enhance organizational sustainability by aligning financial resources, recruiting strategies, and retention planning efforts;
- Develop innovative external collaborations that enhance the University's effectiveness and offerings and create student employability;
- Work closely with the Board of Trustees with transparency and creativity; and
- Commit to Baldwin Wallace's tradition of shared governance.

## Qualifications

Because the president must embody the values of Baldwin Wallace and a commitment to its academic excellence, candidates are expected to demonstrate strong credentials and evidence of a deep understanding and appreciation for the professional work of higher education. Highly qualified candidates for the Baldwin Wallace presidency would demonstrate the following attributes:

- Experience as a strategic leader of complex organizations;
- A strong moral compass and impeccable integrity;
- High emotional intelligence, including humility, empathy, and authenticity;
- Persuasiveness in articulating the value of a higher education;
- Knowledge of financial and business operations and budgeting;
- A fundraising history, or the personality traits that suggest strong potential for success in this area;
- An understanding of the importance of authenticity in leadership style;
- A knowledge of higher education admissions and retention trends;
- A consultative, innovative, and transparent style of decision making that inspires trust;
- Superb communication skills, especially public speaking, and writing;
- An appreciation of the Midwest and Ohio;
- A reputation for being accessible and approachable to the student body, faculty, staff, and community;
- A record of success and commitment to diversity, inclusion, and belonging; and
- A leadership history that appreciates resiliency and curiosity about emerging trends in higher education.

# CONTACT INFORMATION

All inquiries, expressions of interest, and nominations should be sent to:

**[baldwinwallace@russellreynolds.com](mailto:baldwinwallace@russellreynolds.com)**

Baldwin Wallace University is an equal opportunity employer. The University prohibits discrimination on the basis of race, gender, gender identity or expression, sex, sexual orientation, religion, age, color, creed, national or ethnic origin, veteran status, marital or parental status, pregnancy, disability, or genetic information in student admissions, financial aid, educational or athletic programs, or employment as now or may hereafter be required by university policy and federal or state law.

