



DELAWARE  
COLLEGE OF ART  
AND DESIGN

## **PRESIDENT**

### **POSITION PROSPECTUS**

#### **INTRODUCTION**

Delaware College of Art and Design (DCAD) seeks an innovative, energetic, collegial, and collaborative leader to assume the position of President. The President serves as the chief executive officer of this two-year college and reports to the DCAD Board of Trustees. As the chief executive, the President is responsible for the successful operation of all areas, including fundraising, admissions, academic affairs, student services, and finance and operations. He or she serves as the college's primary liaison with the community.



#### **DELAWARE COLLEGE OF ART AND DESIGN (DCAD)**

In 1996, Pratt Institute and the Corcoran College of Art and Design came together in an innovative partnership that formed the bedrock of Delaware College of Art and Design, in response to an invitation by the Wilmington community to establish Delaware's only art and design school. Pratt Institute in New York City and the Corcoran College of Art and Design in Washington, D.C. are two of America's oldest and most distinguished visual arts colleges, and, through this partnership, helped create the foundation for the Delaware College of Art and Design. Now operating as an independent institution, an education at DCAD provides one of the richest opportunities available in American art and design education today. The Delaware College of Art and Design is accredited by the Middle States Commission on Higher Education (MSCHE) and the National Association of Schools of Art and Design (NASAD).

For more information about DCAD, please visit: [www.dcad.edu](http://www.dcad.edu)

## DCAD MISSION AND VISION

### *Mission*

DCAD's mission is to educate talented and dedicated students to become art makers, idea generators, problem solvers, and visual communicators who can redefine the way we perceive and experience the world around us. It also serves as a visible stakeholder, cultural anchor, and catalyst for the revitalization of downtown Wilmington.

### *Vision*

Distinguished by an exemplary living/learning community that fosters visual creativity, DCAD is well positioned for further growth, development, and leadership in educating artists and designers. DCAD continues to be a first choice for students in the Mid-Atlantic region beginning their art and design education, with articulated baccalaureate options available for transfer upon completion of the AFA degree. The quality of DCAD's programming attracts students from across the nation and abroad. Affirming that a strong cultural presence can be a powerful force for change, DCAD's downtown urban campus continues to be an area of vibrant activity at all times, with the goal of increasing the appeal of city life for students, faculty, staff, and visitors, as well as the local community.



## DCAD ACADEMIC PROGRAMS

DCAD offers a two-year Associate of Fine Arts Degree (AFA) that combines studio courses in art and design and liberal arts courses. Upon successful completion of the program, students earn their Associate of Fine Arts Degree in one of six majors: Animation, Fine Arts, Graphic Design, Illustration, Interior Design or Photography.

Graduates of DCAD have the opportunity to complete their BFA at a multitude of art and design colleges nationwide. Due to DCAD's founding and commitment to maintaining a rigorous course of study, a growing list of articulation agreements with art and design colleges offers successful DCAD graduates to transfer as qualified and prepared juniors. DCAD's curriculum follows a similar outline to other art school curricula, thus DCAD's credits and classes transfer easily. DCAD's faculty advisors and Student Services staff work one-on-one with each student to prepare and present impressive portfolios when they apply to transfer to other schools. DCAD graduates routinely receive transfer scholarships to complete their Bachelor of Fine Arts degrees.

The Continuing Education Program at DCAD is dedicated to providing the community with dynamic courses that foster professional and personal growth. A wide range of art and design classes and workshops are offered each semester in the following areas: Graphic & Web Design, Fine Arts, Interior Design, Jewelry Design, and Photography. DCAD also offers structured learning through certificate programs that enable students to gain the creative and technical skills needed to excel in the areas of Art & Design,

Graphic Design, Interior Design, Photography, and Web Design, as well as a Combined Certificate in Web & Graphic Design.



#### DCAD STUDENT SUCCESS FACTS: 2014-2015

- 90% of DCAD students return after their first year as compared to 80%, which is the average of four-year art schools.
- DCAD's graduation rate is 69% compared to 52%, the average of four-year art and design schools. DCAD's graduation rate is above the national average for both two- and four-year colleges.
- DCAD graduates who transfer to a four-year art and design school have significantly higher graduation rates than students who began at a four-year art and design school—87% vs. 57% at one of DCAD's top transfer schools.
- On average, for students who borrow from the federal government, DCAD's median borrowing rate per month is \$90 less than the average of four-year art and design schools.
- DCAD's graduation rate for first generation students is 60%, compared to 27% for four-year colleges.

## DCAD HISTORY

- DCAD was developed in response to a request for proposals by Wilmington 2000 (now Wilmington Renaissance Corporation) and the City of Wilmington.
- The College was founded through a creative partnership of the Pratt Institute (Brooklyn, NY) and the Corcoran College of Art and Design (Washington, DC). The partners brought a combined total of more than 250 years' experience in art and design to the establishment of DCAD and its curriculum.
- Opened September 1997, DCAD's main building is located in a 1932 historic Art Deco building that had served as the headquarters of Delmarva Power and Light.
- DCAD's first entering class had 50 full-time degree students.

## DCAD SELECTED FACTS

- Current endowment is approximately \$1.7 million.
- Student/Faculty ratio is approximately 11:1.
- Annual operational budget has ranged from \$4 to \$6 million.
- DCAD employs seven full-time faculty, approximately 45 adjunct faculty, and 21 staff members.
- Enrollment in 2016-17 was approximately 165 students.
- DCAD has established articulation agreements with: The Pratt Institute, Monserrat College of Art, Moore College of Art and Design, Watkins College of Art, Design, and Film, and the University of the Arts.



[707 Café](#) which serves a varied and well-rounded meal plan for both residents and commuting students.

## STUDENT LIFE

The DCAD Admissions team and our Student Ambassadors worked together to capture the diverse and vibrant campus community with a video that provides a thorough perspective of the campus and our resources. This video highlights the close personal collaboration of DCAD's students and faculty: <https://vimeo.com/210643601>

DCAD's residential campus has two nearby living quarters: The [Saville Residence Hall](#), which is also home to the Tatiana Copeland Student Center, and the [707 Residence Hall](#), that is home to the



## WILMINGTON, DELAWARE



DCAD is located in downtown Wilmington, a culturally progressive city approximately 30 miles southwest of Philadelphia and midway between New York and Washington, DC. One third of the nation's population and income is within a 350-mile radius of the city, which is home to more than 72,000 people of diverse backgrounds. The unique synergism that exists between government, business, education, and the arts has successfully addressed the issue of infrastructure rebuilding, leading the city to its position as financial, governmental, and corporate hub of the state and region.

DCAD draws upon the rich and diverse artistic history of the Brandywine Valley. Often referred to as the birthplace of American Illustration, it was in Chadds Ford, Pennsylvania that renowned illustrator Howard Pyle taught many students bringing them to his studio in Wilmington. Most commonly known as the Brandywine School, these artists' went on to become some of the greatest artists and illustrators of the 19<sup>th</sup> and 20<sup>th</sup> centuries.

While Wilmington is known for business, it also offers a lively and welcoming environment for creative artists and designers, including:

- "Art Loops," where local businesses, galleries, and organizations stay open in the evening for monthly exhibits by local and regional artists;
- Live Nation's Queen Theatre, located within walking distance of DCAD, the Queen Theater provides various entertainment opportunities, concerts, and open mic nights for all;
- The Grand Opera House and Playhouse on Rodney Square, located just north of DCAD on Market Street, host a variety of shows including music, performing arts, and also the annual commencement exercises;
- Delaware History Museum, located adjacent to campus, features permanent and rotating exhibitions, and also maintains classroom and auditorium space where DCAD occasionally holds lectures and special events;
- Delaware Art Museum, which houses an important collection of 19<sup>th</sup> and 20<sup>th</sup> century art;
- The Delaware Contemporary, a downtown contemporary art museum within walking distance of DCAD that houses seven galleries and 26 working artist studios exploring new ideas in art, design and technology;

- Winterthur Museum, Garden & Library, the premier museum of American decorative arts.



## THE OPPORTUNITY

### Essential Qualifications

- Either an earned terminal degree in a discipline appropriate to DCAD, or an advanced degree with significant commensurate senior executive experience
- A substantial record of leadership in either academic or other settings
- Demonstrated success in fundraising and securing external funding
- Demonstrated understanding of admissions, enrollment management and marketing
- Excellent interpersonal and communication skills

### Preferred Qualifications

- Substantial evidence of experience in strategic planning and charting institutional vision
- Experience in complex budgetary planning and execution
- Proven success in collaborative decision-making
- Experience in building partnerships involving public and private sector organizations, and leaders and organizations in the community, region, and state
- Understanding of the role that a private arts college plays in enhancing the vitality of the city, state, and region
- Experience with accreditation—regional or programmatic
- An understanding of, and appreciation for art and the creative process



## **INTO THE FUTURE--STRATEGIC PRIORITIES FOR THE NEXT PRESIDENT**

The Delaware College of Art and Design seeks a creative, energetic, unifying, and respected leader to build on its considerable strengths by:

### **PROVIDING INSPIRING, COLLABORATIVE LEADERSHIP**

Along with the Board of Trustees, the president will have the opportunity to continue to shape a distinctive educational model for DCAD—both through its associate degree programs, continuing education, and other opportunities. At DCAD, there is a strong commitment to maintaining a student-centered, creatively stimulating experience. Accordingly, the president must have the experience and insight to provide passionate leadership and advocacy for DCAD. Likewise, she or he will need to possess the managerial experience and expertise to prioritize budget and other expectations within a constantly evolving fiscal climate. Finally, after consideration of myriad viewpoints on issues facing the college, the president will need to make timely decisions and monitor progress effectively.

### **RESPECTING THE DISTINCTIVE MISSION OF DCAD**

The president must champion the importance and value of DCAD's distinctive mission—preparing students for the AFA degree to encourage transfer to BFA programs. He or she must nurture a vibrant and diverse community of teachers, scholars, and creative artists who, through their work provide significant value to DCAD.

### **VALUING A VIBRANT AND DIVERSE FACULTY, ADMINISTRATION, AND STAFF**

The president will work with the campus community to value faculty and staff excellence and to recruit and retain a diverse and exemplary faculty and staff. Moreover, the president will continue to assist in recruiting and retaining an enthusiastic, diverse, and skilled team who will effectively contribute to and enhance the overall mission of DCAD.

### **NURTURING COMMUNITY RELATIONSHIPS AND PARTNERSHIPS**

The president will work within the local Wilmington community and throughout the region to enhance DCAD's standing. This may include participating on boards and service organizations, developing partnerships, and fostering positive relations and trust with local business leaders, other institutions of higher education, other creative organizations (i.e., Delaware Contemporary, House Industries, Delaware Art Museum, and Christina Cultural Arts Center), Wilmington Leadership Alliance, foundations, and alumni. The president will be an enthusiastic spokesperson for DCAD while continually advancing its mission.

### **FOSTERING STUDENT SUCCESS AND INVOLVEMENT**

The students of DCAD generate a vibrant downtown campus, through their academic and studio experiences and their presence in the local community. In close collaboration with the Board of Trustees, administration, faculty and staff, the president must foster an environment that cultivates student success, holistic development, and involvement. He or she should feel comfortable in working directly with students, to be involved in their activities on campus, and to be welcoming to their thoughts and ideas.



**GROWING THE STUDENT BODY**

The president must work diligently with admissions, student services and faculty to develop a plan for enrollment growth. In recent years, DCAD has had smaller entering classes than planned, and like many private colleges, it relies on tuition to fund the majority of its annual budget.

**EVOLVING THE CURRICULUM**

The president will work in partnership with the Academic Dean to evolve the art and design curriculum and to ensure the ability of continually updated technologies that are appropriate for the AFA program.

**STRENGTHENING INTERNAL AND EXTERNAL FUNDING**

The president will be charged with overseeing budget proposals and securing necessary funding for all DCAD operations. Experience with complex budgets will be particularly valuable in this regard. Furthermore, alongside DCAD's development director, the president will lead in building a robust fundraising effort to support its DCAD's mission. This will involve planning with the Board of Trustees, faculty, other senior administrators, staff, alumni and the community to establish fundraising priorities, identify potential grants, friends, and donors, and to encourage their engagement and support.

**BUILDING A BRIGHT FUTURE FOR DCAD**

To be successful at DCAD, it is vitally important that the president be an ethical, compassionate, creative, communicative, and energetic individual who can join forces with all constituencies, internal and external, to lead the mission of DCAD toward its full potential.



## APPLICATION AND NOMINATION PROCESS

Assisting the search will be: Garry W. Owens, Ph.D., Executive Search Consultant, AGB Search, [garry.owens@agbsearch.com](mailto:garry.owens@agbsearch.com), 806.239.3049 (mobile), and Ellen L. Meyer, Executive Search Consultant, AGB Search, [ellen.meyer@agbsearch.com](mailto:ellen.meyer@agbsearch.com), 404.808.2903 (phone).

Prospective candidates are encouraged to start a conversation about this opportunity through an initial email contact with either Dr. Owens or Ms. Meyer prior to submitting materials. Nominations and application materials should be submitted by the target date of **November 6, 2017**, although expressions of interest may be considered until the position is filled. Application materials must include: 1) a letter of interest stating how the candidate's experiences and qualifications connect with the required/preferred characteristics and strategic priorities expressed in the position prospectus; 2) a curriculum vitae; and 3) the names, addresses, telephone numbers, and email addresses of five references for future contact — please also include your professional relationship with each reference listed. All candidate names will remain confidential, except for those individuals invited to final interviews. Application and nomination materials should be submitted electronically to: [DCADPres@agbsearch.com](mailto:DCADPres@agbsearch.com).



**DELAWARE COLLEGE OF ART AND DESIGN  
PRESIDENTIAL SEARCH COMMITTEE MEMBERS**

- Tom Shopa, DCAD Board of Trustees President (Search Committee Co-Chair)
- Denison Hatch—Wilmington community member and art patron (Search Committee Co-Chair)
- Mati Bonetti de Buccini—Executive Director, Atelier Delaware
- Jay Headley—Wilmington community member and art patron
- Jason Mokar—Director of Student Services, DCAD
- Katy Matich Ro—Academic Dean, DCAD
- Lou Rosenberg—Wilmington community member and art patron
- Edmund Rutkowski—DCAD Board of Trustees Treasurer
- Eric Saul—Director of Finance and Operations, DCAD
- Alfred Spencer—Delivery Executive, Competitive Capabilities International

*The Delaware College of Art and Design is dedicated to providing an academic and work environment that is racially and culturally diverse. Intellectual, artistic, and professional growth is enhanced in an atmosphere that supports and encourages mutual respect for individual differences.*



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**AGB  
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