

President Search Profile

2024-2025 | Baton Rouge, LA



FRANCISCAN
MISSIONARIES OF OUR LADY
UNIVERSITY



FRANCISCAN MISSIONARIES OF OUR LADY UNIVERSITY

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University Mission

The Mission of Franciscan Missionaries of Our Lady University is to educate and form Franciscan servant leaders of all faiths. We honor and preserve the legacy of our founders by preparing highly skilled professionals, integrated thinkers, and faith-filled citizens. Inspired by the Franciscan Missionaries of Our Lady to be a living witness to Jesus Christ and the Gospel message, the University is in communion with the teachings of the Catholic Church.

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Our Core Values

Service

Reverence & Love for All of Life

Joyfulness of Spirit

Humility

Justice



The Opportunity

The fifth President & CEO of Franciscan Missionaries of Our Lady University (FranU) will have the opportunity to lead a highly mission-focused, student-centered, welcoming and inclusive community to its next level of transformative student success, academic achievement and financial strength through strategic vision, transparent servant leadership, and a lived commitment to its Franciscan Catholic mission and core values.



About Our University

Located in Baton Rouge, LA, Franciscan Missionaries of Our Lady University (FranU) is a small, private, faith-based, not-for-profit institution with a healthcare emphasis. The University began in 1923 as a school of nursing with the purpose of serving the workforce needs of its affiliated hospital. The school of nursing has since become a university that educates and forms service-minded professionals in a broad array of high-demand fields.

Today FranU offers degrees in nursing, health sciences, humanities, behavioral sciences and natural sciences. With 17 degree programs and five certificate programs, the University is organized among three schools, the School of Arts and Sciences, the School of Nursing, and the School of Health Professions. The enrollment of about 1200 consists primarily of Louisiana residents, though graduate programs attract a growing number of students throughout the country.

Though FranU is a private university, it meets the public's needs. The University's mission is to educate and form servant leaders, and the curricula address not only that which is needed to graduate highly skilled professionals, but all programs also include a rigorous core that prepares integrated thinkers and faith-filled citizens. Additionally, all curricula and co-curricula are designed to meet the needs of the broader community. Programs are developed in close collaboration with community partners, especially those organizations that hire FranU graduates, host interns and benefit from students' service learning activities.

Our Catholic and Franciscan Identity

Our institution was founded by the Franciscan Missionaries of Our Lady. Led by their faith, the Franciscan Missionaries were a group of religious women who came to Louisiana with a mission to build a sanitarium. Over a century later, their legacy lives on through the numerous institutions they brought to fruition.

Healing is at the core of the Franciscan mission. Serving others and taking part in the healing process is emblematic of the purpose put forth by St. Francis of Assisi, a purpose that motivates us to continue the tradition of faith and academic excellence.

The office of Campus Ministry at FranU offers ways for students to encounter Christ through Bible Study, Mass, prayer, Spiritual Direction, retreats and a Pilgrimage to Assisi/Rome--an immersion into the life, spirituality and culture of St. Francis and St. Clare.

FranU students have opportunities to develop deeper connections with their own faith and the faith of their community. Events such as Finding Common Ground, Agape Dinners, ministry at Student Government Association gatherings and Franciscan Nights allow students to come together for a common purpose and engage meaningfully. Other organizations like the Franciscan Student Fellowship and Catholic College Student Association provide opportunities for further spiritual, intellectual and social growth. Students are able to live their faith through service, whether it's volunteering for Habitat for Humanity, a local soup kitchen, or a shelter; FranU students are encouraged to get involved in hands-on work within their community.

Reflecting on Ethics and Catholic Healthcare (REACH) was established in 2019 and was developed as an initiative to increase students' knowledge of Catholic healthcare ethics.

The Chapel of St. Francis at La Verna is a sacred space for students, faculty, and staff to experience God and have a place of peace on Campus. The San Damiano Crucifix hangs as the centerpiece of the chapel, which holds a significant place in the hearts of many, as it is associated with the profound moment when St. Francis of Assisi received a divine call from Christ to rebuild His Church.

The University also takes great pride in its partnership with the Diocese of Baton Rouge for Diaconate Formation, formation for those with the goal of becoming a spiritual director and the Dominus Project, which is the hub of intellectual and pastoral formation for the Catholic Diocese of Baton Rouge.



The Chapel of St. Francis at La Verna located in St. Francis Hall

Welcome to the Red Stick

The University's location in the capital city of Louisiana, one hour west of New Orleans on Interstate 10, offers distinct advantages. Baton Rouge's urban environment provides faculty, staff, and students with theatre, music, dance, art, festivals, sports, and the region's world-renowned Cajun cuisine – as well as a variety of multi-ethnic cuisines and restaurants. When darkness falls, Baton Rouge nightlife comes alive, filled with a musical heritage that includes jazz, blues, rock and Cajun music.

Baton Rouge is Louisiana's economic engine. As the most cost-friendly mid-sized city for business in the country (KPMG 2016), Baton Rouge is attracting global players with major operations to the area. Baton Rouge is also situated in the state with the No. 1 workforce training program in the U.S. (LED FastStart®) and is home to one of the most productive workforces in the Southeast.

Franciscan Missionaries of Our Lady University is the only Catholic University in the state outside of New Orleans.



Louisiana State Capitol Located in Downtown Baton Rouge



Holistic Teaching

Associate of Science

Physical Therapist Assistant
Radiologic Technology

Bachelor of Science

Biology
Medical Laboratory Science
Nursing
Respiratory Therapy

Bachelor of Arts

Great Books
Psychology
Theology

Bachelor of Business Administration

Business Administration

Master's

Applied Behavior Analysis
Family Nurse Practitioner
Health Administration
Nutritional Sciences
Physician Assistant

Doctoral

Nurse Anesthesia
Physical Therapy

School of Arts & Sciences

We are proud to provide a variety of programs at the associate degree, baccalaureate degree and graduate degree levels that prepare graduates to pursue employment in a variety of healthcare settings or seek advanced degree opportunities. Passionate about their subject area, the School of Arts & Sciences faculty at FranU lead with a strong sense of ethics and a commitment to positively impact their community. As educators and mentors, they offer individualized attention to students and guide them toward their goals.

School of Health Professions

The School of Health Professions encompasses all of the Allied Health programs at the University. Students will discover a curriculum designed to prepare them to promote, restore, and optimize the health and well-being of the communities they serve. Whether a student aspires to become a Medical Lab Scientist, Nutritional Scientist, Physical Therapist, Physical Therapy Assistant, Physician Assistant, Radiologic Technologist or Respiratory Therapist, the school provides an environment where they can grow and thrive. Our faculty and staff are dedicated to their success, offering mentorship, guidance, and support every step of the way.

School of Nursing

The FranU School of Nursing provides rigorous, patient-centered training for nurses. Whether they are taking the first steps to become a registered nurse or are advancing their career with a graduate degree, our education aligns with a Catholic social justice framework focused on a spirit of service, community needs and holistic care. The nursing faculty at FranU represent the region's diversity and have extensive real-world experience in a variety of healthcare settings. As scholars in their field, they conduct advanced research and actively engage in their community. As educators, they are mentors and role models who emphasize service.



Engaged Relationships

Our tight-knit campus community is a welcoming environment where academic excellence meets impactful leadership. With a wealth of service-learning opportunities, FranU students actively engage and provide service to their community.

Students build lasting connections with peers in our student-run clubs and organizations. On FranU's campus, there are more than 15 student organizations that aim to foster student development and leadership skills. These organizations include the Student Government, preprofessional organizations and societies and faith-based activity groups. Student clubs include the Student Nurses Association, the Art Club, Psychology Club and more. Students also have the opportunity to create their very own organization or club.

Student life at FranU is all the more engaging through the Division of Student Affairs, which connects students with a variety of on-campus events and programs, including annual activities like Oktoberfest, the Turkey Bowl and the Spring Crawfish Boil. There are also many other events happening on FranU's campus throughout the year, ranging from pizza with the provost to Catholic Q&A sessions to lecture series.



Purposeful Growth

In May 2023, Franciscan Missionaries of Our Lady University completed its first major building project in the history of the University. The 75,000-square-foot, three-story building is dedicated to academic and student development functions at both the undergraduate and graduate levels.

St. Francis Hall represents the initial step in the development of the University's campus master plan. Located at the corner of Brittany Drive and Picardy Avenue, this building serves as the front door to a cohesive and identifiable campus.

Driven by the University's mission, the facility provides an interactive and student-centered environment. The building contains modular spaces that can support multiple educational activities and social events of varied sizes. Learning outside of the classroom is facilitated by interactive student spaces adjacent to instructional spaces, promoting ongoing synergies between formal and informal learning and enhancing the relationship-based education characteristic of a Franciscan University.

St Francis Hall also houses the Simulated Environment Teaching Hospital (SETH), an estimated 19,000-square-foot state-of-the-art simulated learning environment offering resources to advance a comprehensive simulation healthcare education program.

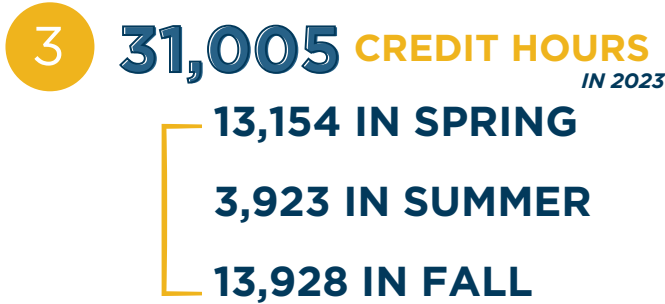
STATISTICAL PROFILE

CALENDAR YEAR 2023

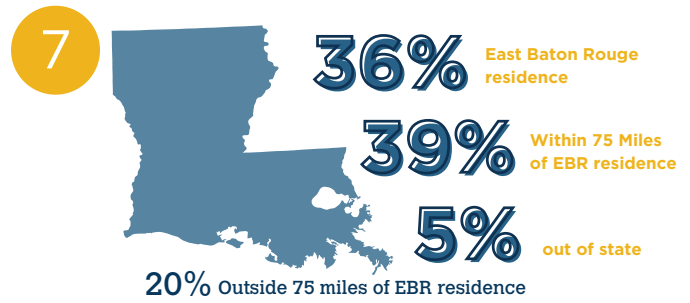
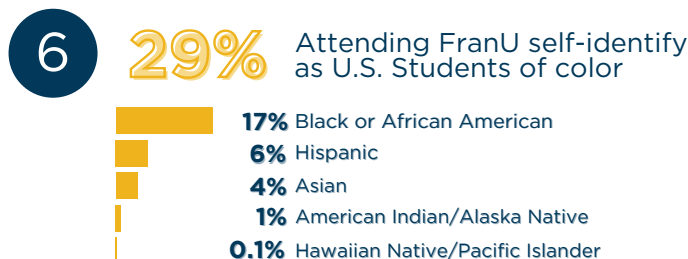


2 **STUDENT ENROLLMENT**

	# STUDENTS	% F/M
SPRING	1172	80/20
SUMMER	577	80/20
FALL	1205	80/20



4 During the Fall semester, **70%** of students were enrolled in undergraduate academic degree programs, **29%** were in graduate degree programs, and **1%** was enrolled in certificate programs. **52%** of students were enrolled as majors in the School of Nursing; **15%** in the School of Arts and Sciences, and **33%** in the School of Health Professions (this includes enrollment in non-degree programs).



8 **297 DEGREES** CONFERRED IN 2022



9 FranU employed **93** full-time faculty members (both 10-month and 12-month contract laboratory instructors/coordinators) and drew as needed from a pool of well-qualified adjunct faculty professionals.

10 FranU constituencies are served by **74** professional and support staff members in enrollment services, academic affairs, counseling, financial aid, business affairs, development, institutional effectiveness, library, technology, and administrative support positions.



12 The University occupies twelve buildings near Our Lady of the Lake Regional Medical Center in South Baton Rouge.

Pass Rates

100%

Nursing (FNP)
Nursing (BSN-Accelerated)
Radiologic Technology
Physician Assistant
Medical Lab Science

Franciscan Missionaries of Our Lady University's 2022-2023 Student Achievement data showed **7** out of **11** clinical programs had **100** percent of their graduates employed within **12** months of graduation.

Those programs include Nurse Anesthesia, Physical Therapy, Physician Assistant, Nursing (Accelerated and Traditional Tracks), Respiratory Therapy and Radiologic Technology.

Medical Lab Science had a **90** percent job placement rate, Nutritional Sciences was at **92** percent, and Physical Therapy Assistant was **90** percent. Data for the Family Nurse Practitioner program has not yet been provided, but was at **100** percent the last academic year.

The Presidency Of FranU

The President & CEO

Reporting directly to FranU's Board of Trustees, the President is the Chief Executive Officer of the University. In accordance with Board policy, the President & CEO has the general overall management responsibility of the University's affairs. The President of the University acts as the duly authorized representative of the University Board of Trustees in all matters in which the Board of Trustees has not formally designated some other person to so act. In accordance with the University's by-laws, the President & CEO is an officer of the University Board of Trustees and a member of the Executive Committee of the Board of Trustees.

Direct reports to the President & CEO include: the Provost & Vice President for Academic Affairs, Vice President for Enrollment Management, Vice President for Institutional Advancement, Vice President for Operations & Finance, Vice President for Mission, and the Executive Assistant to the President.

Current President



Dr. Tina S. Holland, FranU's fourth President, will retire in the summer of 2025 after 11 years of transformative servant leadership. During Dr. Holland's tenure, FranU grew in its mission integration both internally and with its partners in the community; it developed sophisticated enrollment management strategies that allowed it to compete successfully in a shrinking market; it continued its engagement with the community in serving those most in need; it grew its programs in response to the needs of its community while achieving record high academic outcomes; and it greatly improved its fundraising capabilities and results.

Prior to assuming the presidency of FranU, Dr. Holland served for more than 22 years at Holy Cross College at Notre Dame, Indiana, where she was a member of the mathematics faculty, served as a program director for at-risk students, as Vice President for Student Affairs, and ultimately as Executive Vice President and Provost.

In addition to her career in academic leadership, Dr. Holland has also been engaged in external leadership regionally and nationally. She is a trustee of the Southern Association of Colleges and Schools Commission on Colleges and is a regional accreditation consultant evaluator with expertise in organizational mission and governance. She also serves on numerous boards, including the Association of Catholic Colleges and Universities, Cristo Rey National Network, Association of Franciscan Colleges and Universities, Louisiana Association of Independent Colleges and Universities, and the University of Holy Cross in New Orleans.

A proud graduate of the United States Naval Academy, Dr. Holland served in the U.S. Marine Corps from 1983-1986 as Landing Force Intelligence Officers Course, Norfolk, VA, Third Marine Aircraft Wing, El Toro, CA and VMFP-3 Squadron Intelligence Officer, El Toro, CA.

Strategic Priorities

The Board of Trustees and the FranU community have great optimism for the future of the institution. Strategic priorities for the incoming President will be grounded in moving the institution to its next level of success by building on the innovative and transformational leadership of Dr. Tina Holland.

In collaboration with the Board of Trustees and campus community, the incoming President will leverage FranU's positive momentum and financial strength to look to the future while honoring its foundational mission and core values, unique relationship with the Franciscan Missionaries of Our Lady Sisters, and transformative impact on students' lives.

Specifically, the next President will:

- Reaffirm and strengthen the institution's commitment to provide all students with high-quality, transformative academic experience;
- Work collaboratively and collegially with the leadership of the Franciscan Missionaries of Our Lady (FMOL) Sisters, FMOL Health System, and Our Lady of the Lake (Lake) Regional Medical Center to affirm FranU's value proposition as a private, comprehensive four-year institution of higher education;
- Partner with the FMOL Health System – as well as other regional health systems – to identify opportunities that are mutually beneficial, including strategic financial investment to ensure institutional sustainability; student support and success; and expanding the workforce development pipeline from FranU to those health systems;
- Constructively engage with FMOL Sisters' Public Juridic Person and the Boards of Directors of the FMOL Health System and Lake Regional Medical Center to ensure that FranU's governance structure is mutually beneficial and aligned with best practices;
- Be a passionate brand ambassador for FranU's unique identity as a highly student-focused, four-year, health-care-focused comprehensive institution that is the only Catholic institution in the State of Louisiana outside of New Orleans;
- Continue strategic academic program development in both the Health Sciences and the Liberal Arts and Sciences at the undergraduate and graduate levels to ensure sustainable enrollment growth and fiscal strength;
- Build on the successful tenure of President Holland to reimagine FranU's campus footprint; continue to address deferred maintenance; and create additional space for students, faculty and staff;
- Develop additional external resources – through both “friend-raising” and fundraising – to continue to grow the endowment, enhance student success, address the campus master plan, and ensure equitable faculty and staff compensation;
- Increase FranU's brand awareness and visibility in Baton Rouge and Louisiana by engaging with a loyal alumni base, enterprise partners, corporations, foundations, and non-profits;
- Work closely with the local Ordinary and the Catholic Diocese of Baton Rouge to celebrate FranU's inclusive Franciscan Catholic mission and values, ensuring that the institution is a “caring community where compassion for others and freedom of thought and expression are valued;” and
- Be a passionate and articulate advocate for FranU's mission and its Franciscan Catholic identity, values, and traditions of the FMOL Sisters, both internally and externally.

Qualifications

The Board of Trustees and the FranU community seek an experienced, visionary, and strategic leader who possesses the following qualifications and qualities:

Professional

- Has a demonstrated record of successful servant leadership at an institution of higher education, healthcare-related organization, and/or related field;
- Is strongly committed to the institution's Franciscan Catholic mission of a high-quality, transformative academic experience for all students and the complementary relationship of the health sciences and the liberal arts and sciences;
- Has the demonstrated ability to be forward-thinking and innovative while valuing FranU's foundational values and history;
- Displays strong interpersonal communication skills, particularly listening; has the desire and ability to work effectively with all constituencies; and models transparency, collaboration, collegiality, and servant leadership;
- Has the demonstrated ability to be a passionate advocate for the institution, including its students – particularly those from traditionally underserved communities – and their engagement and success;
- Understands the key issues for an institution of higher education similar to FranU, including enrollment, retention, and persistence; budgeting and finance; and academic program development;
- Has a proven track record of, or demonstrated acumen for, working externally, including fundraising, "friend-raising," alumni engagement, brand awareness, and the identification of creative partnerships and collaborations to increase resource development and support student success;
- Has strong financial acumen and understands the budgetary complexities of a tuition-driven, healthcare-focused comprehensive institution;
- Exhibits an understanding of, and deep commitment to, the mission and core values of the FMOL Sisters including service, reverence and love for all life, joyfulness of spirit, humility, and justice; and
- Holds an advanced degree from an accredited institution of higher education, with a terminal degree strongly preferred.

Personal

- Is a practicing Roman Catholic;
- Is a person of high energy, enthusiasm, and optimism;
- Is present, engaged, visible, and aspires to create meaningful connections;
- Is committed to transparency and dialogue with all constituencies;
- Is welcoming, inclusive, and affirms the unique dignity of all persons;
- Has the strength of character to stand up for what is just;
- Is a peacemaker who is flexible and values mutually beneficial compromise;
- Exhibits collegiality, integrity, and ethical leadership; and
- Has a high level of emotional intelligence and a sense of humor.

Application Process

The Franciscan Missionaries of Our Lady University Search Committee will begin the review of applications immediately and continue until an appointment is made.

To ensure full consideration, applications should be received by November 1, 2024. Application materials should be submitted through this link to the AGB Search portal system: [FranU President](#) and must include the following:

- A letter of interest addressing the strategic objectives and qualifications identified in the profile;
- A curriculum vitae or resume; and
- Contact information for five professional references, including email address, phone number and relationship to the candidate.

The Franciscan Missionaries of Our Lady University Presidential Search is being assisted by AGB Search. Nominations and confidential inquiries should be sent to FranUPres@agbsearch.com or one of the AGB Search Principals below.

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Advancing Higher Education Leadership



Let's Connect

