

# PRESIDENT SEARCH PROFILE

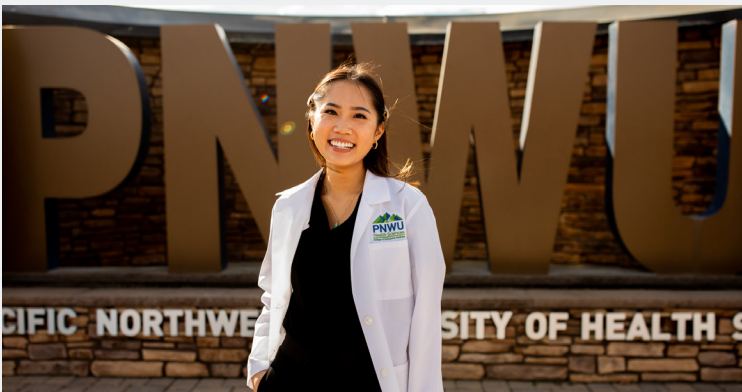
2024-2025  
Yakima, WA



# WELCOME

# TO

# PNWU



## Overview

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Pacific Northwest University (PNWU) was established as a grassroots initiative—created by our community, for our community.

Responding to a pressing healthcare crisis, PNWU became Washington's first new medical school in 60 years, driven by a mission to address the needs of rural and underserved populations.



# MISSION, VISION, AND VALUES



## OUR MISSION

Pacific Northwest University of Health Sciences educates and trains health care professionals emphasizing service among rural and medically underserved communities throughout the Northwest.

## MISSION FULFILLMENT GOALS

Student matriculation reflects the rural, Northwest, and medically underserved communities we serve.

Students achieve academic success.

Graduates achieve postgraduate success culminating in service to rural, Northwest, and medically underserved communities.



## OUR VISION: REVOLUTIONIZING COMMUNITY HEALTH



## OUR VALUES

### Mission-Driven

Committed to create, sustain, and improve quality educational programs specifically for rural and medically underserved communities.

### Compassionate

Every individual is respected and treated with consideration, kindness, and understanding.

### Student-Focused

Unwavering support for every student empowers all to realize their full potential.

### Collaborative

Working together with thoughtful actions, efforts, and concerns to meet each opportunity, issue, or challenge presented.

### Genuine

Real people providing real solutions which have direct impact on community health, resources, and outcomes.

### Healthy

At PNWU, you will learn what it means to be part of a healthy community, and how you thrive by being part of it.

## History and Growth

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Since graduating our inaugural class of 70 Doctors of Osteopathic Medicine in 2012, PNWU has achieved substantial growth, with five health science programs designed to meet the needs of rural and medically underserved communities.

Our College of Osteopathic Medicine, School of Physical Therapy, School of Occupational Therapy, our upcoming School of Dental Medicine, and our Master of Arts in Medical Sciences program are all focused on producing healthcare professionals who reflect and serve our communities.





# FIVE PROGRAMS

# ONE MISSION

PNWU's 70-acre interprofessional campus is uniquely dedicated to health sciences. With 665 students across five health programs, 44 full-time faculty members, and 151 staff, PNWU is a hub of collaboration and innovation.

Driven by a commitment to interprofessional education, our health science students work closely with each other, as well as future nurses and pharmacists from Washington State University's School of Nursing and Pharmacy, engaging in dynamic, hands-on training designed to prepare them to work cohesively in healthcare teams in rural and medically underserved areas.



## College of Osteopathic Medicine

- Over 1,400 osteopathic physicians (DOs) graduated, with more than 50% going on to residencies in primary care specialties.
- Leading the nation in graduates practicing in primary care specialties, rural areas, and Health Professional Shortage Areas.



## Master of Arts in Medical Sciences

- A one-year program introducing students to a broad range of health care topics while strengthening academic credentials for admission to health care professional programs
- 100% graduation rate, with 92% of graduates advancing to a health professional school or career.



## School of Physical Therapy

- Focused on training movement system experts to serve rural and underserved communities.
- Students participate in integrated clinical experiences serving underinsured clients starting in their first year.



## School of Occupational Therapy

- Prepares occupational therapists as leaders, scholars, and change agents to serve rural and underserved communities.
- Inclusive admissions process designed to lower barriers to entry.



## School of Dental Medicine

- Washington State Dental Association calls the program "one of the most innovative in the country."
- Students gain real-world experience at one of three FQHCs during years two-through-four.



## WSU's Colleges of Nursing and Pharmacy

- Longtime academic partner WSU hosts their nursing and pharmacy programs on PNWU's Yakima campus.
- Students at PNWU benefit from working alongside WSU nursing and pharmacy students.

# MISSION FULFILLMENT

PNWU is a national leader in healthcare education, producing graduates who are committed to serving rural and medically underserved communities.

Our diverse student body is a reflection of our mission to train healthcare professionals who are prepared to meet the needs of our communities.



## Leading the Nation

PNWU-COM ranks third for graduates practicing in primary care fields (45.2%) and fourth for those serving rural areas (20.7%) according to U.S. News and World Report.



## Inclusive Education

Underrepresented minorities make up 22.8% of our Fall 2024 matriculants, and women make up 62.9%.



## Diverse Alumni

74.9% of PNWU's 1,552 graduates hail from the Pacific Northwest. 36.9% are from rural areas, and 28.5% are from Medically Underserved Areas.





# COMMUNITY CONNECTIONS

PNWU was designed to serve underserved populations through strong community partnerships, student volunteerism, and inclusive campus initiatives. Our collaborations with local health centers and community clinics provide vital healthcare to those in need.

PNWU students engage in service that directly impacts our communities, with programs aimed at connecting our campus with the next generation of health science students, fostering growth, mentorship, and cultural exchange.

## Partnerships

Collaborating with local health centers like Yakima Neighborhood Health Services and Yakima Valley Farm Workers Clinic to provide care to underserved populations.



## Volunteering

Students engage in numerous community service, including clinics that serve the uninsured, contributing vital healthcare services where they are most needed.

## Inclusive Student Life

With over 40 active student clubs and an engaged Student Government Association, our students foster a culture of support and community involvement.



## Roots to Wings

A transformative co-mentoring pathway program, Roots to Wings brings PNWU health sciences students together with local Native American and Mexican-American students to explore the wonders of science, culture, health, community, and tradition.



# WELCOME TO YAKIMA

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Located in the heart of Central Washington's fertile and sun-soaked Yakima Valley, PNWU's Yakima campus is designed to foster the kind of teamwork that leads to better patient outcomes.

Yakima is home to a diverse population, including a large Hispanic/Latino community. The surrounding area offers outdoor adventures, from hiking and skiing to fishing, all with the stunning backdrop of Mount Rainier and the Cascade Mountains.

Drenched in Yakima's famous "300 days of sunshine," PNWU boasts innovative medical simulation centers, a comprehensive anatomy lab, and collaborative study spaces, enabling diverse backgrounds and personal and professional perspectives to gather at the same table, ensuring that healthcare—truly a team sport—is practiced at the highest level.

Learn more about Yakima at [www.visityakima.com](http://www.visityakima.com).



YAKIMA





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# President of PNWU

The President has the overall responsibility for the University. The President reports to the Board of Trustees and works with the Board in establishing policies to guide the University.

The President is ultimately responsible to the Board for the supervision and administration of all matters pertaining to the University and its colleges and programs. The president fosters communication with and among all trustees; respects the priorities and furthers the initiatives of the Board; engages the Board in the formulation and implementation of strategic and budget plans to advance the University's goals; consults with the Board and considers alternative views of trustees and staff in the development of major policies; and keeps the Board apprised of significant issues and conditions that have implications for the University.

The University President shall serve in an ex-officio capacity (without vote) to the Board of Trustees and all board committees.

## Dr. Michael Lawler

Dr. Michael Lawler, the longest-serving President of PNWU, passed away in August 2024 after a courageous battle with cancer.

Under his leadership, PNWU transformed from a single-program institution into a thriving health sciences university with five mission-driven programs. With over 35 years of experience in health and human services, Dr. Lawler's vision and compassion were pivotal in advancing healthcare education and serving rural and underserved communities.

# THE OPPORTUNITY

The next President of PNWU will have the opportunity to lead a distinguished academic community dedicated to the highest standards of excellence in health sciences education. PNWU's focused and impactful mission, committed and talented faculty and staff, motivated students, dedicated and loyal trustees and alumni, well-maintained campus, and beautiful Yakima Valley location provide a strong foundation for the next President.



# LEADERSHIP PRIORITIES

## Mission-Focused Leadership

The PNWU community is aligned in its deep and unwavering commitment to our mission. That unique and focused mission drives every institutional decision and is the foundation for PNWU's current and future success.

To ensure a continued alignment to mission, key priorities for the next President will include focusing on promoting, supporting, and advancing the institution's mission of educating health professionals to serve rural and medically underserved areas; deepening the PNWU community's commitment to impactful, community-focused healthcare education and expanding current collaborative care models to address critical provider shortages across the Pacific Northwest; leading marketing, enrollment, and retention initiatives to attract students who are deeply mission-aligned; providing the necessary resources and support to be successful; and ensuring that they graduate and enter the workforce as committed and holistic practitioners.

## Financial Sustainability

PNWU, while fiscally stable, faces financial pressures typical of health sciences institutions today. More specifically, these challenges include tuition-dependence; increased competition for students, faculty, and staff; and rising scholarship demands.

Key priorities for the next President include developing a long-term strategy focused on sustainable growth, including growing the endowment, strengthening financial resources, making courageous expense-related decisions, and creating new revenue initiatives and philanthropic opportunities.

## Operational Efficiencies

PNWU is at an inflection point in its 20-year history. Having achieved significant entrepreneurial growth, the University must now focus on long-term sustainability.

Maintaining the institution's entrepreneurial spirit and creativity, the new President will foster a proactive, intentional, and communicative team-oriented approach with a focus on operational efficiencies, collaboration, and best practices in policies, processes, and procedures.

## Academic Excellence

The next President will work closely with PNWU's provost, who oversees all academic programs, to ensure that accreditation standards are met, that faculty can balance teaching, research, and service, and that student support and success structures are in place.

## **Community & Culture**

PNWU has experienced significant growth in recent years, expanding academic programs and strengthening its campus community.

The new President will foster unity, meaningful engagement, and transparency, creating an environment where all students, staff, and faculty feel valued and heard. With a focus on shared governance and investing in operational support, the new leader will ensure PNWU thrives as a cohesive, interconnected university committed to the success of every member of its community.

## **Increase Enrollment**

With a clear mission, visionary founders, strong academic programs, and talented faculty and staff, PNWU has achieved substantial growth. Sustainably increasing enrollment will be a key strategic priority for the next President.

The next President will strengthen PNWU's market share in core recruiting areas throughout the Pacific Northwest. Enhancing PNWU's branding and marketing strategies, the President will work with other executive leaders to develop and execute a comprehensive plan to support student recruitment and enrollment, graduation, and job placements.

## **A Unifying Vision**

The next President, in collaboration with PNWU's constituents, will be entrusted with shaping a bold, forward-thinking, unifying vision that strengthens the University's brand and identity as a premier institution for healthcare education and ensures that it remains competitive, innovative, and impactful within the health sciences education landscape.

This vision will address key strategic priorities such as enhancing student enrollment and student experience. Continuing to attract top-tier faculty to drive teaching and research excellence and expanding clinical rotations and residency opportunities for PNWU students is also a priority.

## **Advance the Strategic Plan**

Together with the Board and University leadership, the President will establish critical directions and priorities for 2025 and beyond, using the Strategic Plan as a foundational guide to inspire further conversations about the evolving landscape of health sciences education and the goal of expanding healthcare access to rural and medically underserved communities.

Operating within the University's model of shared governance, the President will work to drive appropriate innovation in program development, student services, marketing, partnerships, and other key initiatives.

## **External Engagement & Strategic Partnerships**

The next President of PNWU will lead efforts to increase and strengthen external relationships, with a primary focus on effective fundraising and building collaborative partnerships.

Key priorities for the next President will include identifying and creating strategic alliances with PNWU supporters, corporations, nonprofit organizations, and academic institutions to drive resource development and create shared initiatives; elevating PNWU's brand impact and visibility; and diversifying funding sources and external revenue streams.

# QUALIFICATIONS & ATTRIBUTES

Pacific Northwest University's (PNWU) next president will model servant leadership and demonstrate a genuine desire to commit to the University's mission. A terminal degree or equivalent and a record of distinction in progressively responsible leadership roles are also required. The president will possess an understanding of the challenges facing 21st century higher education preferably in the health sciences. Being inspiring, bold, collaborative, and approachable with emotional intelligence and an uncompromising work ethic are also required.

Key qualifications and attributes for PNWU's next President include:

**A Mission-Driven Visionary** who understands, embraces, and is energized by PNWU's mission to address the health care needs of rural and underserved communities. This leader will communicate the mission effectively and passionately to all constituents, inspiring diverse stakeholders by fostering inclusivity, trust, and shared support around a compelling and unifying vision for the University's future.

**An Empowering Executive** with the aptitude, insight and organizational skills needed to effectively lead PNWU by supporting and inspiring staff, faculty, and administrators; thoughtfully identifying, mentoring, and retaining talent; building mission-focused teams; engaging in strategic succession planning; and promoting and demonstrating a culture of accountability.

**An Accomplished Administrator** who models transparency and accountability; demonstrates courageous decision-making; encourages mutual respect through transparency; understands organizational best practices, policies, and procedures; values shared governance; and champions new technologies and pedagogies to enhance teaching, learning, and research to support faculty and ensure student success.

**A Strategic Thinker and Analytical Decision-Maker** who can identify initiatives to further PNWU's strategic goals by balancing competing needs, defining key performance indicators and benchmarks. This also includes establishing mutual accountability for timely implementation to create operational efficiencies while envisioning new opportunities for the future.

**A Culturally Aware Leader** with a proven track record of working in a diverse community; advocacy for, and support of, traditionally under-represented populations; and a demonstrated commitment to promoting diversity, equity, inclusion, and belonging.

**A Skilled Communicator** with excellent listening abilities and a talent for engaging meaningfully with individuals from diverse backgrounds. This leader will be energized by the role of chief spokesperson, possessing a comfortable public presence and exceptional written, oral, and interpersonal communication abilities to enthusiastically promote the mission, vision, and visibility of PNWU.

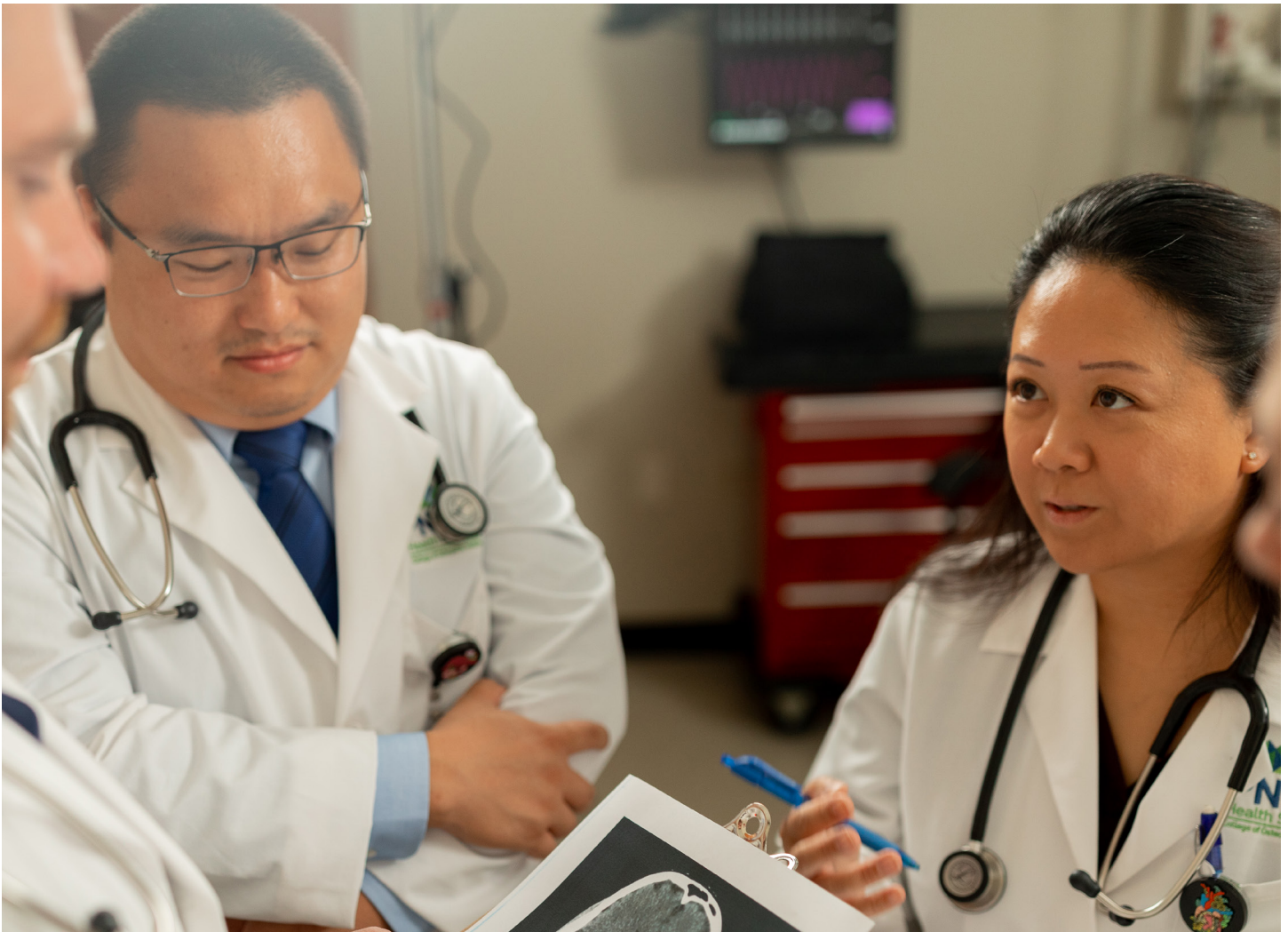
**Financially Competent** with a deep understanding of the fiscal complexities of a tuition-driven academic institution. This leader will bring experience in managing annual operations with budgets of comparable size and complexity; long-term financial planning focused on sustainability; and making necessary choices to allocate resources among competing needs.

**An Innovative Thinker** with a demonstrated ability to explore entrepreneurial ideas and envision new models of education in health sciences. Working with the PNWU community, the new President will explore mission-aligned alternative sources of revenue and create and strengthen partnerships to ensure long-term financial sustainability.

**An Effective Fundraiser** who will represent the institution, plan future initiatives, engage a diverse group of stakeholders, and create a long-term culture of robust philanthropy in partnership with PNWU's Office of Development.

**A Trusted Partner to the Board of Trustees** who will foster an open and collaborative relationship with our dedicated and engaged Trustees. This leader will be committed to advancing governance best practices, leveraging their experience, and strengthening the Board's impact on PNWU's future.

**A Community Leader** strongly committed to the President's external role of building meaningful relationships throughout the Yakima Valley, Washington State, and the Pacific Northwest. This leader will be a passionate advocate for our mission and promote strategic external relationships, including clinical training opportunities, corporate and non-profit partnerships, philanthropy, and community engagement.



# APPLICATIONS, NOMINATIONS AND EXPRESSIONS OF INTEREST

To assure full consideration, applications should be received by **February 14th, 2025** and must include:

- A letter of interest addressing the strategic objectives and qualifications identified in this profile;
- A current curriculum vitae or resume; and
- The contact information (email and phone) for five professional references, including their relationship to the candidate. References will not be contacted without prior authorization from the candidate.

Anticipated annual salary range for the presidential opportunity is \$495,000 to \$544,000, commensurate with experience and qualifications. Relocation assistance available. Benefits include medical, dental, retirement, and paid time off. Full details: [PNWU Employee Benefits](#).

Pacific Northwest University of Health Sciences is being assisted by AGB Search, LLC. Application materials should be submitted in PDF format through the AGB Search portal using this link: [PNWU-President](#).

Please direct any nominations, expressions of interest, or questions regarding the application process to either [PNWUPresident@agbsearch.com](mailto:PNWUPresident@agbsearch.com) or the AGB Search team:

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**Pacific Northwest  
University** of Health Sciences



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[www.pnwu.edu](http://www.pnwu.edu)

*PNWU is an equal opportunity employer and makes employment and student application decisions on the basis of merit. The University shall not discriminate against faculty, staff, volunteers, students, or applicants on the basis of race, ethnicity, color, religion, sex, gender, national origin, age, disability, sexual orientation or gender identity, marital status, or any other characteristic protected by law for any reason including recruitment, selection, and promotion. As well, PNWU prohibits all forms of harassment by students, employees, guests, or volunteers whether intentional or unintentional, on campus or at other owned or contracted facilities.*