

ACADEMIC DIRECTOR
THE CHINESE FLAGSHIP PROGRAM
WESTERN KENTUCKY UNIVERSITY



“A Leading American University With International Reach”

SUMMARY OF THE OPPORTUNITY: WKU seeks an experienced and visionary Chinese language professional to lead, manage, and expand its Chinese Language Flagship Program, an important institutional priority. Partly funded by generous grants from the National Security Education Program, Flagship Programs represent a new and exciting paradigm for advanced education in critical languages, in which universities, the federal government, businesses, and K-12 school systems partner to assist students in developing advanced language proficiency. WKU’s Flagship Program is one of only eleven Chinese Flagships in the United States. It is also a key component of the University’s overall “China strategy,” which also includes the University’s serving as home to Kentucky’s first Confucius Institute (2013’s “*Confucius Institute of the Year*”), a dedicated Chinese Learning Center, partnerships with Chinese universities, and a rigorous recruitment program for Chinese students.

There are currently 65 students in WKU’s Chinese Flagship, and the University aspires to grow enrollment to approximately 100-120. Flagship students at WKU do not major in Chinese, but rather study the language in addition to their major and minor courses of study. All are also enrolled in WKU’s highly competitive Honors College. Flagship students typically begin the Program with no prior training in Chinese, yet attain advanced and superior levels of proficiency. Many participate in a Capstone Year in China, enrolling in Nanjing University or Tianjin Normal University, and also undertaking internships in China. WKU Flagship graduates have attained considerable success in competing for Fulbright, State Department Critical Language, Boren, Gilman, Goldwater, and NSF scholarships and fellowships, and move on to distinguished graduate and professional programs or begin careers in which Chinese language proficiency is a crucial advantage.

The Academic Director is both a 12 month administrative position, somewhat analogous to that of an academic department chair, and a tenure track faculty appointment. The University seeks a Director who offers both the administrative and financial wherewithal to guide and manage the program, and the intellectual accomplishment necessary for providing academic leadership. The Director will teach one course per semester, with opportunities for additional teaching in study abroad programs in January and the summer. Key responsibilities include appointing, supervising, and training and mentoring the Program’s teaching and administrative staff; providing leadership in addressing matters related to the current NSEP grant; investigating and pursuing possibilities for additional external support; managing K-12 relations; and developing strategy for and supervising the recruitment of students.

The Academic Director reports directly to Dr. Craig Cobane, the Executive Director of the Honors College and WKU’s Chief International Officer. The person appointed will also function as a key member of WKU’s Global Learning Leadership team, and will be expected to contribute to the development and enhancement of the University’s overall China strategy, and to its vision regarding comprehensive campus globalization.

PROFESSIONAL CAPABILITIES AND PERSONAL QUALITIES SOUGHT: The Academic Director will function as the University’s principal leader regarding the promotion and teaching of Chinese language and culture. The person appointed will be responsible for ongoing curriculum development and for enhancing an academic culture of high standards and robust assessment. He or she should be passionately dedicated to the education of undergraduate students, and a willing and selfless mentor of the Program’s teachers and staff. The Director should be able to inspire others, and to integrate the highest levels of excellence with continued enrollment growth.

The individual appointed should offer an outstanding command of both Mandarin Chinese and English and a demonstrated track record of leading students to high levels of proficiency in Chinese. Previous experience in a National Security Education Program Flagship is desirable, but not essential. Other desirable credentials include a record of grantsmanship and scholarly achievement in the field of Chinese language acquisition.

In evaluating applications, the University's search committee will give greatest weight to the following qualifications:

- **An earned doctorate in Chinese, second language acquisition, applied linguistics, or a related field, and at least five years of relevant academic and/or administrative experience**
- **Demonstrated leadership and accomplishment in the field of Chinese language education, e.g., teaching, curriculum design and development, assessment, or teacher training**
- **Native or near native fluency in Mandarin, and experience with both traditional and simplified characters**
- **Evidence of superior teaching effectiveness, including experience teaching in an intensive setting at the Advanced and Superior levels**
- **Substantial academic achievement (e.g., teaching, scholarship, grantsmanship, service)**
- **Effective communication skills in spoken and written English**
- **Expertise in language assessment, assessment tools, and curriculum development**

The anticipated start date for this appointment is July 1, 2015. Compensation is competitive and dependent on experience and credentials. The University's benefits package is generous. WKU is also open to considering a secondary appointment for an appropriately qualified trailing spouse or partner.

ABOUT THE UNIVERSITY: WKU is a thriving institution of some 20,000 students offering baccalaureate, masters, and selected doctoral programs through six Colleges, the Honors College, and three extended campus locations. Over the past fifteen years especially, under the leadership of President Gary A. Ransdell, WKU has experienced tremendous enrollment growth, campus expansion, and academic enrichment. At the heart of much of the University's transformation is an institution-wide commitment to international education. The University has also conducted two successful capital campaigns that raised more than \$300 million, and invested \$600 million in physical facilities, including a state of the art new international center.

Bowling Green, the third largest city in the state, is a one-hour drive from Nashville. A diverse and international city and the center of a metropolitan area of 130,000, it combines a rich history with an increasingly knowledge-based, technology-driven economy. It offers safety, affordable housing, good schools, quality medical care, excellent dining and shopping, and diverse cultural and recreational opportunities.

THE APPLICATION PROCESS: The University is being assisted in this search by **STRATEGIC CONSULTING: THE WYLY / KELLOGG INTERNATIONAL GROUP**, a national higher education consulting firm specializing in institutional strategy, international education, and searches for leadership positions. Questions and nominations can be directed to **DR. THOMAS J. WYLY** (tomwyly@juno.com, 617-489-2673 or 617-279-3914) or **DR. EARL D. KELLOGG** (earlkellogg@gmail.com, 217-621-3856). A fuller description of the University and the Chinese Flagship Program is available at http://www.wku.edu/chinese/flagship/prospectus_director_search.pdf.

To apply, please submit (i) a cv/résumé, (ii) a cover letter relating the applicant's experience to the responsibilities involved, (iii) salary expectations, and (iv) the names of at least three references to both Dr. Wyly and Dr. Kellogg at the email addresses provided above, *preferably by February 27, 2015*. Only electronic applications can be considered. ***Referees will not be contacted without prior consultation with applicants.*** Tom and Earl will also conduct preliminary interviews at the **Annual AIEA Meeting, Marriott Wardman Park Hotel, Washington, DC, February 15-18, 2015**.

Western Kentucky University does not discriminate on the basis of race, color, national origin, sex, sexual orientation, disability, age, religion, or marital status in admission to career and technical education programs and/or activities, or employment practices in accordance with Title VI and VII of the Civil Rights Act of 1964, Title IX of the Educational Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, Revised 1992, and the Americans with Disabilities Act of 1990.

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