

# PROSPECTUS

ASSOCIATE VICE PRESIDENT  
FOR ONLINE EDUCATION



**Sam Houston**  
State University

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM



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# THE SEARCH

Sam Houston State University (SHSU) invites inquiries, nominations, and applications for the position of Associate Vice President for Online Education. The university seeks a collaborative, strategic, and future-oriented academic leader who will advance the mission and values of the university and is expected to take office no later than August 1, 2026. SHSU's motto, "The measure of a Life is its Service," resonates across the university's nine colleges. Guided by a focused strategic plan, SHSU has expanded beyond its historical roots, advancing through research, creative endeavors, innovative learning, and meaningful community engagement. The new Associate Vice President for Online Education will guide the development and growth of innovative online education offerings, enabling the university to remain entrepreneurial, forward-looking, and responsive to evolving academic and workforce trends. Working closely with deans and key stakeholders, this role helps ensure SHSU's online programs remain relevant and competitive. Will support enrollment growth, student access, and retention by aligning online education initiatives with institutional strategic enrollment and growth objectives. Will also lead collaborative efforts to launch and scale online academic programs, shape marketing and recruitment strategies, and support modern approaches to teaching and learning that anticipate the demands of future industries.



# ABOUT SAM HOUSTON STATE UNIVERSITY <sup>18</sup><sub>79</sub>



With a student population of more than 21,000, Sam Houston State University (SHSU) is located in Huntsville, Texas, with off-site instructional locations in The Woodlands, the College of Osteopathic Medicine and the new Health Professions Building in Conroe, and a robust online presence through SHSU Online. Huntsville is located on the rapidly developing Interstate 45 corridor between Houston and Dallas. SHSU is 70 miles north of downtown Houston and 170 miles south of Dallas, ideally situated between the fourth and ninth largest cities in the country and two of the 10 fastest-growing cities in the U.S. This location presents many strategic opportunities for the future of Sam Houston State University.

For more than 145 years, SHSU has been preparing students for meaningful lives of achievement. Named for Sam Houston, Texas's greatest hero, SHSU continually strives to honor its historical roots through academic excellence and meeting the workforce needs of Texas. While embracing its legacy, SHSU also strives to meet the needs of contemporary students, both traditionally and online. SHSU offers two applied associate degree programs, 93 bachelor's degree programs, 64 master's degree programs, nine doctoral programs, one professional doctorate (DO), and more than 90 online degrees and certificates.

SHSU is classified as a Carnegie doctoral university with high research activity (R2). The university is a Community Engaged University and a proud AACSCU institution, demonstrating a commitment to education for the public good. The university has award-winning online programs, nationally and internationally recognized scholars, and innovative initiatives to help students develop and succeed. SHSU is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).

SHSU is part of the [Texas State University System](#), the first university system established in Texas, composed of seven institutions. The institutions are located throughout the state, stretching from the Texas-Louisiana border to the Big Bend region of West Texas, and offer a broad range of teaching, research, and service opportunities.

## HUNTSVILLE

SHSU's geographic location combines small-town charm, historical importance, nature experiences, and proximity to the greater Houston area. [Huntsville](#) was home to General Sam Houston, who served as the first and third president of the Republic of Texas, governor of Texas, governor of Tennessee, U.S. Senator, and Tennessee congressman. It is centrally located between Houston and Dallas and nestled in the Piney Woods. Huntsville offers an array of outdoor activities and hometown hospitality, from culture and creativity to arts, performances, and natural parks. Huntsville's downtown square boasts an abundance of antique and boutique stores, as well as restaurants and coffee shops. The Cultural District includes museums, art galleries, theaters, and historic sites. The city is home to the Sam Houston Memorial Museum and Republic of Texas Presidential Library, the Texas Prison Museum, the HEARTS Veteran Museum, and the tallest statue of an American hero, the 77-foot statue of Sam Houston, "A Tribute to Courage." Outdoor adventure is close at hand for exploring East Texas in Huntsville State Park, where hiking, fishing, camping, and boating opportunities abound. Small-town appeal, historical distinction, its natural setting, and attractions in nearby Houston, make Huntsville a great place to live and work. Attractive housing options, whether in the small-town atmosphere of Huntsville, surrounding rural areas, or in The Woodlands, offer a range to please any taste.



# ABOUT SAM HOUSTON STATE UNIVERSITY 18 79



## HISTORY

The third oldest institution in Texas, Sam Houston State University was created by the Texas Legislature in 1879 as Sam Houston Normal Institute to educate teachers for the public schools of Texas. The baccalaureate degree was first awarded in 1919, and in 1923, the institution's name was changed to Sam Houston State Teachers College.

Graduate degrees were added in 1936, and the curriculum was expanded to emphasize preparation in a variety of fields. Continued growth and diversity in programming prompted the Texas Legislature to change the institution's name to Sam Houston State College in 1965 and to Sam Houston State University in 1969. The institution offered its first doctorate, a PhD in criminal justice, in the 1970s.

The 1980s and 1990s saw significant investment in academic, athletic, and support facilities. In recent years, the university has increased its program offerings, continued to invest in infrastructure and new facilities, and expanded its reach by offering programs online, at The Woodlands Center, the College of Osteopathic Medicine in Conroe, and at other off-campus sites. The university strives to preserve enduring traditions, promote academic excellence, facilitate student success, and operate efficiently in an innovative-focused environment.

## MOTTO

The measure of a Life is its Service.

## MISSION

Sam Houston State University is a student-centered, community-engaged institution whose mission is to offer an accessible, quality higher education. The university offers a variety of innovative and flexible degree programs at the undergraduate, graduate, and professional levels focused on career readiness, personal and professional development, and service. SHSU provides integrated academic and student success services designed to support traditional and non-traditional students.

**“THE MEASURE OF A LIFE IS ITS SERVICE”**  
SAM HOUSTON STATE UNIVERSITY MOTTO

# CAMPUS & FACILITIES ★

The beautiful and attractive main campus sits on 316 acres in the central area of Huntsville and features a planetarium, an observatory, an 18-hole golf course, and athletic and academic facilities. Campus highlights include: the James & Nancy Gaertner Performing Arts Center, a showcase for artistic talent and creative work in the community and the region; the Lowman Student Center, and the Johnson Coliseum and Bowers Stadium. Additional campus facilities located nearby include:



**The Gibbs Ranch Agricultural Science Education and Research Complex** is a state-of-the-art facility serving as an integral component of hands-on learning and research programs for SHSU's agriculture students and faculty and the home of the university's renowned rodeo team.



**The Woodlands Center**, an impressive 144,000-square-foot, four-story facility of Sam Houston State University, is conveniently located in the heart of Montgomery County, Texas. TWC offers a dynamic range of academic programs at the undergraduate, master's, and doctoral levels. Students can pursue degrees through several SHSU colleges, including the College of Business Administration and the College of Education. The center also proudly hosts the SHSU School of Nursing.



The Sam Houston State University **College of Osteopathic Medicine** is located in Montgomery County's Grand Central Park in Conroe, Texas. This 108,000-square-foot building sits on a 7.3-acre property off I-45 and South Loop 336 and serves as the academic home for the region's first medical school. SHSU-COM is the eighth college of Sam Houston State University, the first medical school in Montgomery County, and the third osteopathic medical school in Texas. The new Health Professions Building was recently constructed next to the College of Osteopathic Medicine building in Conroe. The building will house the new Doctor of Physical Therapy and Physician Assistant Studies programs.

# FACULTY & STUDENT-CENTERED PROGRAMMING ★

Of the university's 1,161 faculty members, 50% are tenure/tenure track. The student-to-faculty ratio is 21:1. SHSU's talented faculty submitted 232 grant proposals and secured 77 sponsored research grants in 2025, from federal, state, and private sources totaling more than \$19 million.

SHSU continually strives to meet the needs of students with new programs and innovative teaching and services that help to maximize student engagement and success. In the past 10 years, SHSU has added three embedded associate degrees, two applied associate degrees, 10 undergraduate degrees, 14 master's degrees, one doctoral degree, one professional doctorate, and 28 certificates.

The university's ***Center for Community Engagement*** certifies Academic Community Engagement (ACE) courses as an essential part of the student's academic experience. This pedagogy encourages students to use the skills, knowledge, and dispositions learned in the classroom to collaborate with community partners to contribute to the public good. SHSU offers hundreds of ACE courses within an academic year. While students attend SHSU, and as they continue their professional and personal lives, they are encouraged and challenged to live out the SHSU motto, "The measure of a Life is its Service."



# ACADEMICS



The ***College of the Arts and Media*** (CAM) offers degrees through the departments of Art, Dance, Mass Communication, and Theatre and Musical Theatre, as well as the School of Music. CAM also offers master's degrees in Arts and Social Practice, Band Studies, Dance, Digital Media Production, Emerging and Social Media, and Music.

The AACSB-accredited ***College of Business Administration*** (COBA) offers a bachelor's of business administration degree in 12 major fields of study, as well as a 4.5-year degree program for qualified students leading to a specialization in PGA Golf Management. At the graduate level, the college offers an MBA, MS in Accounting, MS in Project Management, and an online Executive MBA in Banking and Financial Institutions. COBA is home to three centers: Gibson D. Lewis Center for Business and Economic Development, Small Business Development Center, and the Center for Innovation, Technology, and Entrepreneurship.

Housing one of the largest and oldest criminal justice programs in the nation, the ***College of Criminal Justice*** (COCJ) offers undergraduate and graduate degrees in Criminal Justice and Criminology, Homeland Security Studies, and Victim Studies. Doctorate degrees are offered in Criminal Justice and Forensic Science. The College of Criminal Justice is home to several prestigious training and research institutes dedicated to advancing the criminal justice field through professional development and investigation of key issues.

With its roots as the oldest teacher training institution in the state of Texas, the ***College of Education*** (COE) offers a broad range of programs at the undergraduate and graduate levels in both face-to-face and online formats. Master's and doctoral programs are offered in a variety of fields through the departments of Educational Leadership, Counselor Education, Library Science and Technology, and Teaching and Learning. Teacher certification is also under the purview of the College of Education.

The ***College of Health Sciences*** (COHS) offers a variety of undergraduate and graduate degrees spanning four academic departments: Kinesiology, Family and Consumer Sciences, Public Health, and Nursing. Undergraduate degrees within the college range from Athletic Training, Health Care Administration, and Nursing to Fashion Merchandising and Interior Design. At the graduate level, the college offers master's degrees in Health, Kinesiology, Dietetics, Family and Consumer Sciences, Health Care Quality and Safety, and Sport Management. In addition, physical therapy and physician assistant programs are being developed.

The ***College of Humanities and Social Sciences*** (CHSS) provides the essential components of a liberal arts education. CHSS consists of Communication Studies, English, History, Integrated Studies, Political Science, Psychology & Philosophy, Sociology and World Languages and Cultures. CHSS is home to the APA-accredited doctoral (PhD) in Clinical Psychology and several master's programs.



# ACADEMICS



The **College of Osteopathic Medicine** (COM) located in nearby Conroe, welcomed its inaugural class of medical students during Fall 2020. Designed to address a shortage of primary care doctors in the State of Texas, the college offers the Doctor of Osteopathic Medicine with an emphasis toward primary care, and rural and underserved practice.

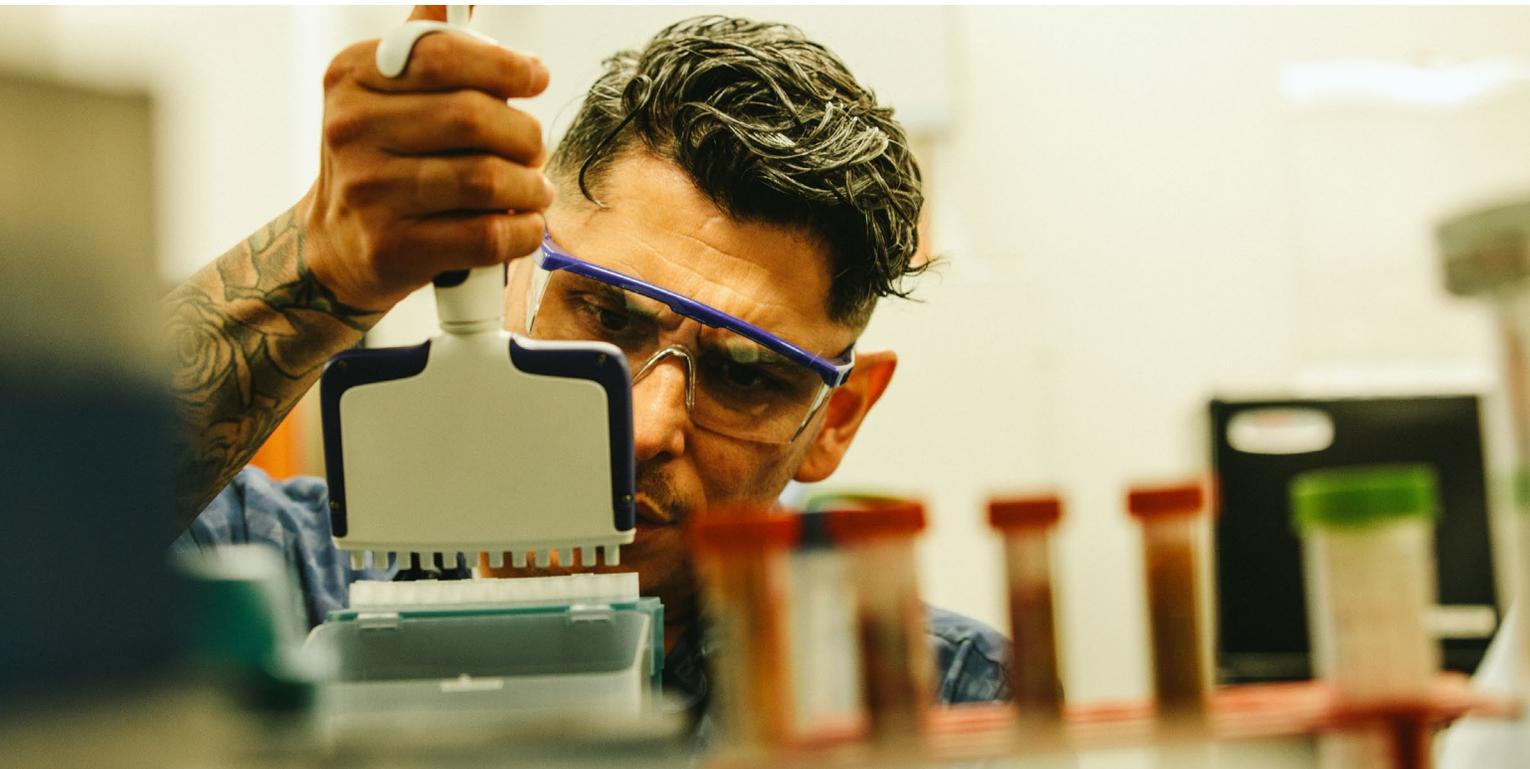
The **College of Science and Engineering Technology** (COSET) offers a wide variety of programs, including undergraduate degrees, master's degrees, and one PhD program. Degrees range from Animal Science and Biology to Construction Management and Physics. Three Pre-Engineering programs are offered as well as degrees leading to entry into professional degree programs in Medicine, Dentistry, Pharmacy, and Veterinary Science. The college is also home to the nationally recognized SHSU rodeo team.

SHSU's newest college, SHSU Polytechnic College or **SamPoly**, is a Polytechnic College designed to immediately equip students with industry-driven skills and workforce-ready training. SamPoly provides Level I and Level II certificates, as well as applied associate degrees, in fields such as Practical AI and Intelligent Automation, Paralegal Studies, and Computer Information Systems and Security. The industry-aligned programs offer practical, applied education that meets current industry demands.

**SHSU Online** offers a variety of award-winning accredited programs, expert faculty, and small class sizes; you'll experience the same high-quality education as on-campus students. These accredited programs are taught by the same faculty who teach on campus.

The **Elliott T. Bowers Honors College** enhances the university experience with intellectual curiosity, critical thinking, and leadership skills through specialized curricula, research opportunities, and community engagement.

The **Student Advising and Mentoring (SAM) Center** in Academic Affairs provides centralized, integrated advising services for SHSU undergraduates. Advisors assist students with holistic, success-based academic advising and support to help with student achievement, retention, and degree completion.



# ACCOLADES & ACCOMPLISHMENTS

The *U.S. News & World Report* Best Colleges rankings highlight SHSU's success in advancing social mobility. The university was listed as No. 231 (out of 436) in National Universities, No. 126 (out of 225) in Top Public Schools and No. 32 (out of 433) nationally in the category of Top Performers on Social Mobility. According to the report, Top Performers on Social Mobility status is given to schools that put a focus on economically disadvantaged students.

Sam Houston State University has been ranked No. 231 in the nation and ninth in Texas in the 2026 Best U.S. Colleges rankings by *The Wall Street Journal* and *College Pulse*. SHSU placed ahead of all other Texas State University System institutions in the annual ranking, which evaluates colleges based on student outcomes and learning environment.

SHSU ranked No. 58 in *Newsweek* Americas Top Online College for 2025.

Student doctors in the College of Osteopathic Medicine's class of 2026 earned a 100% first-time pass rate, placing SHSU-COM first among all 46 colleges of osteopathic medicine nationwide and well above the national average of 90.25%. This marks the second consecutive year SHSU-COM student doctors have led the nation in performance.



# STUDENTS



SHSU welcomed 21,264 students in Fall 2025, spanning a broad range of academic programs. This includes 17,822 undergraduates, 194 post-baccalaureate students, 2,226 master's students, 396 pursuing doctoral degrees, and 626 medical students at the College of Osteopathic Medicine. Students hail from 56 countries, 44 states and the District of Columbia, and 216 counties in Texas. On campus, 4,295 students reside in university housing, contributing to an engaged and thriving university community. For Fall 2025, 4,995 (undergraduate 3,394 & graduate 1,601) students were 100% online.

## STUDENT HEALTH & COUNSELING SUPPORT

Sam Houston State University provides students with comprehensive on-campus health and counseling services, including primary care, mental health support, and case management. Students benefit from in-clinic lab services, over-the-counter medications, and flexible counseling options. Additionally, all students have 24/7 access to virtual mental health resources through TimelyCare for real-time support and self-help tools.

## STUDENT LIFE

Sam Houston State University offers a vibrant student life with over 250 student clubs and organizations, including honor societies, religious and spiritual groups, and a wide array of interest clubs spanning business, politics, fitness, culture, music, and community service. The campus also boasts a dynamic Greek Life, with more than 1,000 students involved in one of the 32 fraternities or sororities.



# STUDENTS

## SPORTS

The Bearkats compete in 18 NCAA Division I sports in Conference USA. Women's teams include basketball, bowling, cross country, golf, indoor and outdoor track & field, soccer, softball, tennis, volleyball, and beach volleyball. Men's teams include baseball, basketball, cross country, football, golf, and indoor and outdoor track & field.

## RECREATION

Students can participate in recreational sports through intramurals, outdoor recreational programming, fitness classes, or by joining one of more than 18 club sports, including women's lacrosse, men's volleyball, e-sports, soccer, wrestling, rugby, and even Quidditch.

A newly renovated Recreational Sports Center is available to all faculty, staff, and students. The facility offers a weight room, cardio area, 34-foot climbing and bouldering walls, a swimming pool, an indoor track, and basketball and volleyball courts. Additional facilities include the Johnson Coliseum – home to SHSU Volleyball as well as the SHSU Men's and Women's Basketball teams, the University Camp – located on 345 acres of land approximately 15 miles from Huntsville, the Bearkat Course – an 18-hole daily-fee course managed by the Sam Houston State PGA Golf Management program, as well as tennis courts, pickleball courts, a turf field, sand volleyball courts, and more.



# ADMINISTRATIVE STRUCTURE

Sam Houston State University is a member of the ***Texas State University System***. The system is governed by a nine-member Board of Regents appointed by the governor. A non-voting student regent is also appointed to the board annually. The system is led by a board-appointed chancellor, and the president of Sam Houston State University reports directly to the Chancellor.

SHSU President's Cabinet includes the Provost and Senior Vice President for Academic Affairs, the Chief Financial Officer and Senior Vice President for Operations, the Senior Vice President for Strategic Enrollment and Innovation and Chief Information Officer, the Vice President for University Advancement, the Vice President for Student Affairs, the Chief Strategy Officer, the Director of Athletics, and the Deputy to the President. The President's Extended Cabinet also includes, the Vice Provost for Faculty & Student Excellence, Vice Provost for Academic & Career Pathways, the Vice President for Research & Sponsored Programs, the Vice President for Enrollment Success, the Chief Marketing Officer and Public Information Officer, the Vice President for Medical Affairs and Dean of the College of Osteopathic Medicine, the Vice President for Administration, the Vice President for Facilities Management, and the Associate Vice President for Student Affairs and Chief Retention Officer.

Other leadership bodies include the Faculty Senate, Council of Academic Deans, Academic Affairs Council, and Staff Senate.

# UNIVERSITY LEADERSHIP

Alisa White assumed the presidency of SHSU in 2020. Dr. White, a Texas native, previously served as president of Austin Peay State University, as provost and senior vice president for academic affairs at the University of Texas at Tyler, and provost and vice president for academic affairs at Midwestern State University. Dr. White earned a Ph.D. in Mass Communication and an M.S.L.S. degree from the University of Tennessee in Knoxville, and a B.A. in Business from Lee College (now Lee University) in Cleveland, Tennessee. In addition to her experience in Tennessee and Texas, she has held faculty and leadership positions in Alaska, Louisiana, and Georgia.

# FINANCIAL RESOURCES

The annual operating budget of Sam Houston State University is \$516 million, with assets totaling \$1.365 billion as of the most recent year-end. Net tuition revenue was \$146 million, and state appropriations totaled about \$133 million. The Composite Financial Index for the university has ranged from 1.09 to 3.42 in the most recent five years. The endowment is valued at about \$192 million.



# ASSOCIATE VICE PRESIDENT FOR ONLINE EDUCATION

The Associate Vice President for Online Education, reporting to the Vice Provost of Academic & Career Pathways in the Division of Academic Affairs, provides administrative leadership and oversight for online and hybrid programs and initiatives across the university. The position supports deans, department chairs, and faculty in the development and delivery of high quality online and hybrid degree programs and courses. The Associate Vice President represents the university through active participation in regional and national professional associations related to online learning and contributes to academic policy development through service on the Academic Affairs Council. Working collaboratively with faculty and academic leadership, the role provides strategic guidance for short- and long-range planning in online education and ensures effective communication with relevant reporting and accrediting agencies. In addition, the Associate Vice President provides strategic leadership for SHSU Online and advances partnerships with local and regional stakeholders to support innovation and excellence in online and hybrid teaching and learning.

## RESPONSIBILITIES

The Associate Vice President for Online Education, in collaboration with academic leadership, the enrollment management team, and institutional partners, provides strategic leadership to advance enrollment growth, student access, and retention by aligning online education initiatives with the university's strategic enrollment and growth goals. The role leads the creation and oversight of a centralized distance learning support team and provides leadership and coordination with academic departments to develop, expand, and sustain high-demand degree programs and courses offered online and in hybrid formats that support enrollment growth and market responsiveness. The position manages the university's continued migration toward leading-edge technologies in synchronous and asynchronous delivery to enhance scalability, quality, and student experience. The Associate Vice President provides oversight of online learning operations, instructional design, digital learning technologies, faculty development related to online instruction, and the overall student experience in digital environments. The role also oversees videoconferencing, video production, graphics, video streaming, and multimedia production units that support online programs and courses. Additionally, the Associate Vice President leads strategic planning and budget management for SHSU Online; develops and negotiates collaborative partnerships in the public and private sectors; and prepares and negotiates requests for proposals (RFPs) and grant proposals with contracting organizations and third-party service providers to expand asynchronous course production and online program capacity using emerging media technologies.

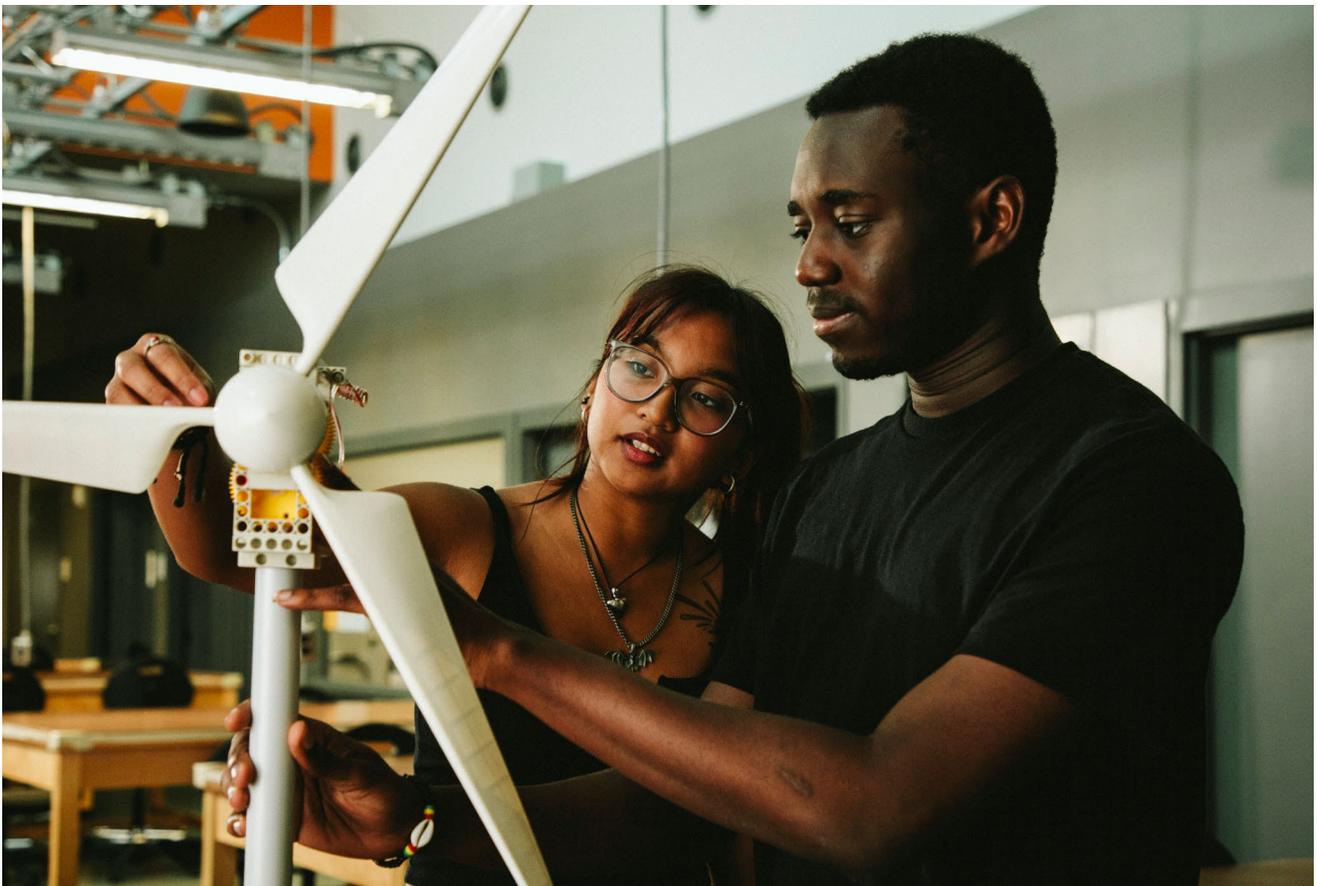
## QUALIFICATIONS

The Associate Vice President for Online Education must possess a bachelor's degree in information technology or a related field; a graduate degree is preferred. Applicants must demonstrate leadership and substantive executive management experience in a centralized distance-learning unit at a university or considerable executive management and technical experience in a corporate or higher education setting in distance learning course design, development, production, and delivery. Executive management experience with national educational networks or credit granting higher education institutions is preferred. Strong communication and interpersonal skills are required to establish and maintain a team environment where mentoring and information sharing are key to success. A successful candidate should have real-world knowledge of the theory and application of state-of-the-art software and hardware systems ranging from asynchronous course production using new media authoring and Internet tools to television and video program production. In addition, considerable understanding of course delivery technologies (satellite, cable, streaming video, fiber optics, Internet, etc.) is desired.

# ASSOCIATE VICE PRESIDENT FOR ONLINE EDUCATION

## LEADERSHIP AGENDA

The Associate Vice President for Online Education provides strategic direction for the university's online and hybrid education enterprise, with a central focus on advancing enrollment growth, expanding access, and improving student retention. Working collaboratively with academic leadership, enrollment management, and institutional partners, this leader aligns online education strategy with the university's strategic enrollment and growth priorities. The successful candidate will bring demonstrated experience leading centralized distance-learning operations and partnering with academic units to develop, scale, and sustain high-demand online and hybrid degree programs. The Associate Vice President builds and leads a high-performing team that supports instructional design, faculty development, digital learning technologies, and a high-quality student experience across digital environments. This role requires the ability to balance strategic vision with operational execution to enhance quality, scalability, and market responsiveness. The Associate Vice President also provides strong fiscal and organizational leadership through strategic planning and budget management for SHSU Online and serves as an external-facing leader who develops and negotiates partnerships with public and private sector organizations. The ideal candidate will leverage innovation, collaboration, and data-informed decision-making to position online education as a key driver of enrollment growth and institutional sustainability.



# HOW TO APPLY

The position is open until it is filled, but applications received by **Friday, May 1, 2026**, will be given full consideration. Applications should include: 1) a detailed letter of interest; 2) a current curriculum vitae (CV); and 3) a list of five professional references with contact information. References will not be contacted without explicit permission from the candidate. Inquiries, nominations, and applications may be sent in confidence to: [AVPOnlineEd@anthemexecutive.com](mailto:AVPOnlineEd@anthemexecutive.com)

Sam Houston State University is being assisted by Anthem Executive. Confidential discussions may be arranged by contacting Michael Ballew, Scott Watson, JR Wheless, or Florene Stawowy: [AVPOnlineEd@anthemexecutive.com](mailto:AVPOnlineEd@anthemexecutive.com)

*Sam Houston State University is an Equal Employment Opportunity Employer and Smoke/ Drug-Free Workplace. All qualified applicants will receive consideration for employment without regard to race, creed, ancestry, marital status, citizenship, color, national origin, sex, religion, age, disability, or protected veteran status. The University takes seriously the initiative to ensure equal opportunity in the workforce and to comply with Title VII as interpreted by the U.S. Supreme Court. Sam Houston State University is an "at will" employer. Employees with a contract will have additional terms and conditions. Security-sensitive positions at SHSU require background checks in accordance with Education Code §51.215.*

