



# PRESIDENTIAL PROSPECTUS

Bradley University was founded in 1897 by Lydia Moss Bradley. A visionary in her own right, she brushed off convention to create a school the world needed.

Today, Bradley University continues to evolve and embrace progress, leading through innovation and excellence.

**BE AUTHENTIC  
BE BRAVE  
BE CURIOUS**

WHATEVER YOU DO,

**BE YOU**



**BRADLEY**  
University

# WE ARE BRADLEY

Bradley University is a nationally recognized, private university in Peoria, Illinois. As a comprehensive university, Bradley offers more than 100 programs across five colleges, including psychology, nursing, computer science, engineering, biology, game design, music performance, sociology, kinesiology, and more.

With an 11:1 student to faculty ratio, all students get personalized attention from their instructors who serve as mentors throughout their academic journey.

## Campus Logistics

- 87 buildings on an 97-acre campus
- Located in the historic West Bluff residential neighborhood
- One mile from downtown Peoria
- Eight miles from the Peoria International Airport

## Financial Strengths

- Endowment as of May 31, 2024: \$380 million
- FY 2024 budget: \$153 million
- Undergraduate Cost of Attendance
- Graduate Cost of Attendance
- More than 90% of Bradley students receive financial assistance awards



**100+**  
ACADEMIC  
PROGRAMS



**11:1** STUDENT  
FACULTY RATIO



**200+**  
STUDENT  
ORGANIZATIONS



EXPERIENTIAL  
LEARNING FOR  
**100%** of students



**93%**  
CAREER PLACEMENT RATE





# AWARDS AND RECOGNITION

Bradley University consistently earns national recognition, and is named among the best colleges in the country by prestigious publications.

**The U.S. News and World Report** 2025 Best Colleges List distinguished Bradley in multiple categories, including:

- #189 on National Best Colleges List, and #8 in Illinois
- #37 Best Value for National Universities
- #30 Best Undergraduate Engineering Programs nationally
- #1 in Illinois Best Undergraduate Engineering for schools not offering a doctorate

**Princeton Review** featured Bradley multiple times in its Best 390 Colleges for 2025 publication, including:

- Best Value Colleges
- Best Midwest
- Lots of Greek Life - #15 nationally
- Top 20 Best Schools for Internships *Private Schools*
- Top 50 Game Design: Undergrad - #18 nationally
- Top Midwest Game Design: Undergrad - #2

**The Wall Street Journal** listed Bradley 118th nationally on The America's Best Colleges 2025 ranking, and Bradley was also listed among the country's top 500 schools on the Forbes Top Colleges List.





# STRATEGIC PLAN

We deliver an engaging education that transcends traditional boundaries through scholarly and practical experiences in a diverse, caring and inclusive environment to prepare purpose-driven leaders who achieve success and build a better world.

*Bradley University: An investment in the life you want.*

## University Priorities

### **Welcoming, Caring, Diverse and Inclusive**

We are committed to understanding and creating a community within and beyond campus that allows you to feel welcome and included in your ability to participate in the learning experience.

### **Personalized Life Path**

We provide clear, supportive and flexible paths with an array of enriching opportunities to realize the life you want.

### **Return on Educational Investment**

As one of our graduates, you can expect short-term benefits through career outcomes and long-term happiness from your investment.

### **Boundary-Breaking Innovations**

We will help you realize a purposeful plan to create the career and life you want by delivering engaged learning beyond your major and beyond the classroom.

### **Financial Strength and Operational Excellence**

Execution of the plan requires a strong foundation of financial strength and operational excellence.



# PREPARING STUDENTS FOR THE REAL WORLD

All students complete at least two career-ready experiences before graduation including internships, supervised research, and study abroad. Our integrated approach to learning creates opportunities for personal growth and preparation for a lifetime of achievements, applicable to any area of interest.

The Bradley University Smith Career Center empowers students to achieve positive career outcomes through career development, experiential education, and learning opportunities.

BRADLEY UNIVERSITY



TOP 20   
best schools for internships  
in the nation | PRIVATE SCHOOLS  
PRINCETON REVIEW

# EXPLORE OUR FIVE COLLEGES



## Caterpillar College of Engineering and Technology

Students gain practical experience and build a strong foundation for their future careers as they learn in state-of-the-art facilities with world-class faculty guiding their journeys. It's where innovation meets excellence. Continuously ranked in the top 30 engineering programs nationwide, Bradley Engineering offers unparalleled opportunities for growth and success in the field.

[Learn more.](#)



## College of Education and Health Sciences

Aspiring nurses, teachers, physical therapists, and nutritionists find their path here. College of Education and Health Sciences students have some of the highest pass rates on their individual licensing exams in the country. Our classrooms offer the best of traditional learning, modern technology, and new tools, including a high-fidelity multi-patient nursing simulation lab.

[Learn more.](#)



## College of Liberal Arts and Sciences

The College of Liberal Arts and Sciences allows students to explore learning across boundaries in the social sciences, the natural and computational sciences, and the humanities. Our programs offer students opportunities to work in diverse teams to solve important problems in new ways, developing the skills that enable students to excel in any career field.

[Learn more.](#)



## Foster College of Business

The Foster College prepares students to make an immediate impact on the world. Through immersive real-world practice, students learn critical thinking, communication, and leadership skills. The college is home to the Center for Cybersecurity and the Turner Center for Entrepreneurship, allowing it to be a resource organization in the community.

[Learn more.](#)



## Slane College of Communications and Fine Arts

Students have a myriad of opportunities to explore many career options through hands-on, experiential learning. Programs in art, communications, interactive media, music and theatre challenge students to be their best. And programs like the Hollywood Semester and Study Abroad, provide unique opportunities for once-in-a-lifetime experiences.

[Learn more.](#)



## CAMPUS LIFE AND LIVING

Whether it's a snack in Michel Student Center, a concert at Renaissance Coliseum, games with friends at Late Night BU, multicultural activities or a student organization service project, Bradley University's campus is always busy with fun activities.

Bradley students participate in **over 200 student organizations** — or start their own. We boast the nation's most-winning speech program, as well as Greek life (including six of the Divine 9), student leadership groups, community service organizations, and over a dozen diverse religious organizations. *Princeton Review* recently ranked Bradley #20 nationally on its "Lots of Greek Life" list.

**Students give 50,000 hours each year to nonprofits** through weekend community service, alternative spring break trips, and projects coordinated through student organizations.

**More than 90% of first-year students live on campus.** Bradley offers both on- and off-campus housing for students. Dining options include traditional cafeterias and in-demand options like Chick-fil-A and Moe's Southwest Grill.



## 15 DIVISION 1 NCAA TEAMS

With 15 Division 1 NCAA teams, we excel in the classroom and beyond. The Bradley Braves Men's Basketball team finished in the top three in the Missouri Valley Conference for the second consecutive year.

BASEBALL  
MEN'S BASKETBALL  
WOMEN'S BASKETBALL  
CROSS COUNTRY

MEN'S GOLF  
WOMEN'S GOLF  
SOCCER  
TENNIS

TRACK & FIELD  
VOLLEYBALL  
SOFTBALL  
[LEARN MORE](#)





# WELCOME TO PEORIA

Centrally located in the heart of the Midwest, Greater Peoria offers an abundance of opportunities to live life the way you want. Why choose to put down roots here? Low cost of living. Neighborhoods to suit every lifestyle. World-class healthcare and education close at hand. And easy access to travel across the country and around the world.

- #1 Best Place to live in Illinois by U.S. News Best Places 2022-23
- Four-Time all America City, recognized by the National Civic League for civic engagement, collaboration, inclusiveness and innovation
- #9 Best Affordable Place to live in the U.S. by U.S. News Best Places 2022-23
- World Class Museums, Professional Sports and Fine Dining
- Three hours from Chicago, St. Louis, and Indianapolis

The Peoria International Airport provides nonstop service on three airlines: Allegiant, American, and United. With free parking and shuttle service, PIA is a stress-free way to connect to the world.

To learn more about the Peoria area, please visit [Discover Peoria](#).





## THE ROLE

The President of Bradley University, reporting to the Board of Trustees, will lead a talented senior leadership team and a committed campus community by providing an “engaging education that transcends traditional boundaries through scholarly and practical experiences in a diverse, caring, and inclusive environment to prepare purpose-driven leaders who achieve success and build a better world.” With a commitment to fresh thinking, innovation and academic excellence, the next president will build trust-centered relationships with faculty, staff, students and alumni, and collaborate with the City of Peoria, Illinois, and the greater business and civic community of Central Illinois.

The president leads the management of the University and oversees a senior leadership team that includes the following positions:

- Provost and Senior Vice President for Academic Affairs
- Vice President for Finance and Administration
- Vice President for Advancement
- Vice President for Enrollment Marketing and Communications
- Vice President for Intercollegiate Athletics
- Vice President for Legal Affairs and General Counsel
- Vice President for Diversity, Equity, and Inclusion
- Vice President for Student Affairs



# OPPORTUNITIES

The next president will have an opportunity to build on Bradley's strengths and lead students, parents, faculty, alumni, staff, and regional business and civic collaborations. The president's opportunities will be focused on the following priorities:

## Providing decisive and nimble leadership

- Concentrate on financial sustainability, including fundraising, tuition revenue, and endowment growth
- Lead the campus community with a sense of authentic optimism and realism, and a commitment to integrity, transparency, open communication, and ethical decision-making
- Foster a culture of academic and co-curricular excellence
- Act innovatively with regards to enrollment and retention strategies
- Build strong senior leadership teams and nurture talented individuals for greater responsibilities
- Budget expenditures appropriately to meet current realities

## Champion unique opportunities

- Differentiate what attributes set Bradley apart in higher education
- Increase the institutional prestige and recognition
- Serve as a local and regional leader in the civic and business community
- Build and strengthen mutually beneficial public and private sector relationships, especially in Peoria and at the regional and state levels
- Improve key campus facilities in alignment with infrastructure improvement goals
- Develop innovative collaborations that enhance the University's offerings and create opportunities for student internships and careers
- Communicate as a national and regional voice on critical issues facing higher education

## Build a university for success

- Cultivate a positive working environment to attract and retain talented faculty, administrators, and staff
- Prioritize student success and the academic and co-curricular experiences
- Support diversity and sense of belonging in the campus community
- Strengthen relationships with alumni, foundations, corporations and other grant-making entities, and lead ambitious fundraising efforts to support the University's mission
- Align financial resources, recruiting strategies, and retention planning efforts
- Work closely with the Board of Trustees and Bradley stakeholders with transparency and honesty
- Commit to Bradley's tradition of shared governance



# QUALIFICATIONS

Because the president must embody Bradley's mission of "empower[ing] students for immediate and sustained success in their personal and professional endeavors by combining professional preparation, liberal arts and sciences, and co-curricular experiences," candidates are expected to demonstrate evidence of a deep understanding and appreciation of the challenges and opportunities facing 21st century higher education. Candidates for the Bradley presidency would demonstrate the following attributes:

## Thoughtful Executive Decision-Making

- Significant experience as a strategic leader of complex organizations
- A strong moral compass and the highest level of integrity
- Emotional intelligence, including humility, empathy, and authenticity
- Demonstrated success in managing the financial and business operations and budgeting as well as the ability to communicate financial information clearly to the Bradley community
- Recruit, select, and support exceptional talent and promote professional development throughout the university

## Innovative and Creative Thinking

- Substantial knowledge of higher education admissions and retention issues
- A demonstrated appreciation of the importance of higher education
- A record of success and commitment to diversity, inclusion, and belonging
- Possess a strategic mindset to anticipate Bradley's future needs

## Consultative Leadership Approach

- A transparent style of decision making that inspires trust
- Experience operating in a shared governance model of higher education
- Demonstrated success in setting priorities and leading organizations or teams to successful outcomes
- Listens and genuinely solicits the ideas and opinions of others, and is comfortable with the healthy exchange of opinions, to make well-informed decisions
- Acts in a collaborative and forthcoming manner that values collegiality

## Effective and Authentic Communication

- Persuasive in articulating the value of a higher education
- A proven track record of successful fundraising, or comparable work efforts which demonstrate potential for success in this area
- An appreciation of the Midwest, Central Illinois, and Peoria
- Displays effective communication skills, both written and verbal, and will be charismatic and effective in public speaking, in front of the media, and in all other aspects of public communication
- A reputation for being accessible and approachable to the student body, faculty, staff, and community



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## Contact

Inquiries, nominations, and expressions of interest should be directed to [bradley@russellreynolds.com](mailto:bradley@russellreynolds.com)

Though all materials received will be reviewed, for priority consideration, submission of a CV and an (optional) cover letter by **January 3, 2025** is suggested.

*Bradley University is committed to a policy of non-discrimination and the promotion of equal opportunities for all persons regardless of age, color, creed, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation, gender identity and expression or veteran status. The university is also committed to compliance with all applicable laws regarding non-discrimination, harassment, and affirmative action.*