



# **Vice Provost, Institutional Effectiveness & Academic Planning**

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## **Position Prospectus**

**UAB** The University of  
Alabama at Birmingham.

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# The Opportunity

The [University of Alabama at Birmingham](#) (UAB) seeks a Vice Provost for Institutional Effectiveness & Academic Planning (IEAP) to provide senior leadership at a critical point in the University's continued evolution as a leading public research institution and academic medical center. Reporting to the Provost and Senior Vice Provost for Faculty Affairs, the Vice Provost for IEAP will play a central role in shaping how data, analytics, and academic planning inform institutional priorities, resource allocation, and long-term strategy.

Since its founding just over 50 years ago, UAB has achieved extraordinary distinction in research, education, clinical care, and public service. The University's rapid ascent has been marked by sustained growth, national recognition, and a culture of innovation that spans disciplines and missions. As UAB looks ahead, it is intentionally strengthening the ways in which institutional data and analytics support academic quality, student success, and strategic decision-making across an increasingly complex enterprise.

Central to this effort is [Igniting Data Insights](#), a University-wide initiative to modernize UAB's data ecosystem through the development of an institutional data lake and associated analytics capabilities. This initiative, together with expanded use of predictive and prescriptive analytics, evolving accreditation and regulatory expectations, growth in online and non-traditional enrollment, and heightened focus on student success and retention, underscores the importance of institutional effectiveness and academic planning as core strategic functions. The Vice Provost will be instrumental in translating these investments into accessible, trusted, and actionable insight that supports decision-making at every level of the University.

As UAB's senior academic data steward, the Vice Provost will provide leadership for data governance, shared definitions, and the strategic use of academic and student-related data across the University. The role offers the opportunity to advance enterprise analytics and self-service tools that enable academic and administrative leaders to move beyond static reporting toward deeper analysis, modeling, and scenario planning. Through this work, the Vice Provost will help ensure that institutional data is not only accurate and compliant, but also meaningful, timely, and aligned with UAB's academic mission, reducing administrative burden, improving clarity, and positioning institutional effectiveness as a continuous, decision-supportive function rather than an episodic compliance exercise.

This position offers a unique opportunity to work within a broad, engaged, decentralized academic environment that reflects the scale and sophistication of UAB's enterprise, and to bring greater coherence, alignment, and shared infrastructure to institutional planning and decision-making. The Vice Provost will collaborate closely with faculty, academic leaders, and administrative partners to support local decision-making while advancing shared standards, institutional coherence, and strategic alignment. Success will require intellectual agility, sound judgment, and the ability to connect people, perspectives, and priorities across colleges, schools, and administrative units.

For an experienced leader, this role presents the opportunity to make a lasting institutional contribution. The Vice Provost for Institutional Effectiveness & Academic Planning will help guide academic planning, support accreditation and quality enhancement efforts, inform external

benchmarking, and strengthen UAB's capacity to use data in service of student success across all populations and modalities. With strong support from the Provost and continued investment in analytics and planning infrastructure, the Vice Provost will be well positioned to help shape UAB's next chapter of growth, excellence, and impact.

## The Office of the Provost

The [Office of the Provost](#) serves as the academic heart of UAB, guiding its mission to be a world-class research university and academic health system committed to improving the human experience. As the chief academic office of the university, the Office of the Provost provides leadership for all academic units, fostering excellence in teaching, learning, and student experience. The office works in close partnership with faculty, staff, and campus leaders to cultivate an environment where innovation thrives and where students are empowered to achieve their academic and professional goal.

UAB's academic enterprise is distinguished by its breadth and interdisciplinary strength, spanning fields from medicine and health disciplines to the arts and humanities. The Office of the Provost ensures all academic programs remain rigorous, relevant, and aligned with institutional priorities. Through strategic initiatives such as the Blazer Core Curriculum, the SUCCESS Initiative, and the university's bold research and community-engagement efforts, the office champions a holistic educational experience that empowers students to solve the world's most pressing challenges.

The Provost's Office also leads major institutional efforts that shape the university's long-term trajectory. These include advancing the goals of UAB's strategic plan, Forging the Future; supporting enrollment growth through data-driven recruitment and retention strategies; and strengthening shared governance through university-wide committees that engage faculty, staff, and students in decision-making.

Deeply connected to Birmingham and the state of Alabama, the Office of the Provost amplifies UAB's impact through initiatives such as the Grand Challenge: Healthy Alabama 2030, which mobilizes faculty expertise, research capacity, and student engagement to improve health outcomes statewide. Through these and other efforts, the office embodies UAB's commitment to academic excellence, community partnership, and transformative discovery, positioning the university as a leader in education, research, and service regionally, nationally, and globally.



# The University

Since becoming an autonomous campus of the University of Alabama System in 1969, the University of Alabama at Birmingham (UAB) has grown into a world-renowned research university and academic medical center, occupying more than 100 city blocks in Alabama's largest metropolitan area. With its culture of intense collaboration and longtime partnership with its community and state, UAB continues to impact lives locally and globally in all four pillars of its mission: Education; Research, Innovation & Economic Development; Patient Care; and Community Engagement.

The total operating budget for UAB and UAB Hospital in FY26 is \$6B, and the state appropriations budget for FY26 is \$421M. The university has an Aa2 rating from Moody's and an AA+ rating from S&P. Research expenditures for UAB in FY24 exceeded \$866M.

## Vision, Mission & Values

UAB continues building an even bolder future through its strategic plan, [Forging Ahead](#) (2024-2028), which outlines the university's vision, mission, values, institutional goals and objectives, and metrics for gauging progress towards those goals.

### VISION

UAB is a world-class research university and academic health system committed to understanding and improving the human experience.

### MISSION

UAB enriches society and improves health and well-being through transformational educational experiences, groundbreaking research, innovation and entrepreneurship, community engagement, and world-class patient care while serving our UAB, local and global communities.

### VALUES: We CARE

- **Collaborate:** Work as a team for the greater good.
- **Act with integrity:** Be accountable and always do the right thing.
- **Respect all:** Champion diversity and opportunities for all, with civility.
- **Excel:** Innovate and strive for excellence in everything we do.



# Academics and Enrollment

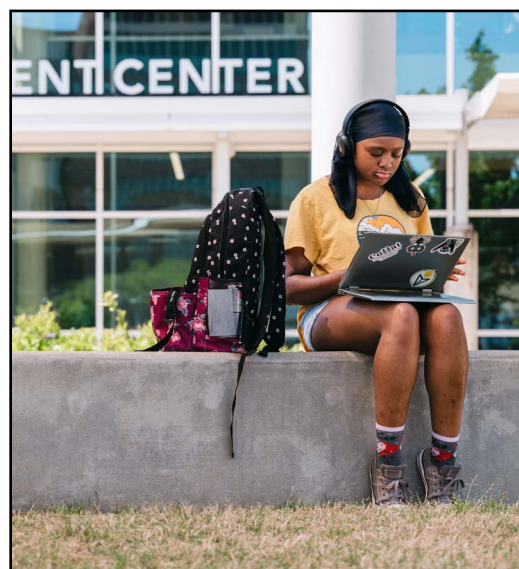
The university comprises 12 academic units (Schools of Business, Dentistry, Education, Engineering, Graduate School, Health Professions, Medicine, Nursing, Optometry, and Public Health; Honors College; and the College of Arts and Sciences). In fall 2024, UAB welcomed 20,905 enrolled students, seeing a 1.1 percent increase in graduate students and a 3.2 percent increase in doctoral students. Underrepresented groups comprise 55 percent of the student body. UAB was the first academic partner to support the Birmingham Promise scholarship in providing Birmingham City Schools graduates an opportunity to attend the university with a tuition scholarship match and additional academic support.

Academic programs at all levels are nationally and globally recognized for exceptional research, scholarship, and service-learning opportunities. In U.S. News & World Report rankings, UAB is among the top 6 percent of global universities and had a record 25 graduate programs in the top 25 (with 10 in the top 10), including a Master's in Health Administration that has been No. 1 nationally since 2019. Forbes also ranks UAB's Master's in Computer Science No. 3 nationally and Master's in Cyber Security No. 10.

In recent years, UAB has launched a host of novel, interdisciplinary programs, including BS degrees in Cancer Biology (first in the U.S.), Immunology (first in the Southeast), and Bioinformatics (first in Alabama); a MS in AI in Medicine (first in the Southeast); and PhDs in Biotechnology and Neuro-engineering (both are first in the U.S.).

UAB undergraduate and graduate students continue to earn highly competitive national and international honors. Over the past five years, for instance, 11 UAB students have been awarded the Goldwater Scholarship, one of the oldest and most prestigious scholarships in the natural sciences, engineering and mathematics.

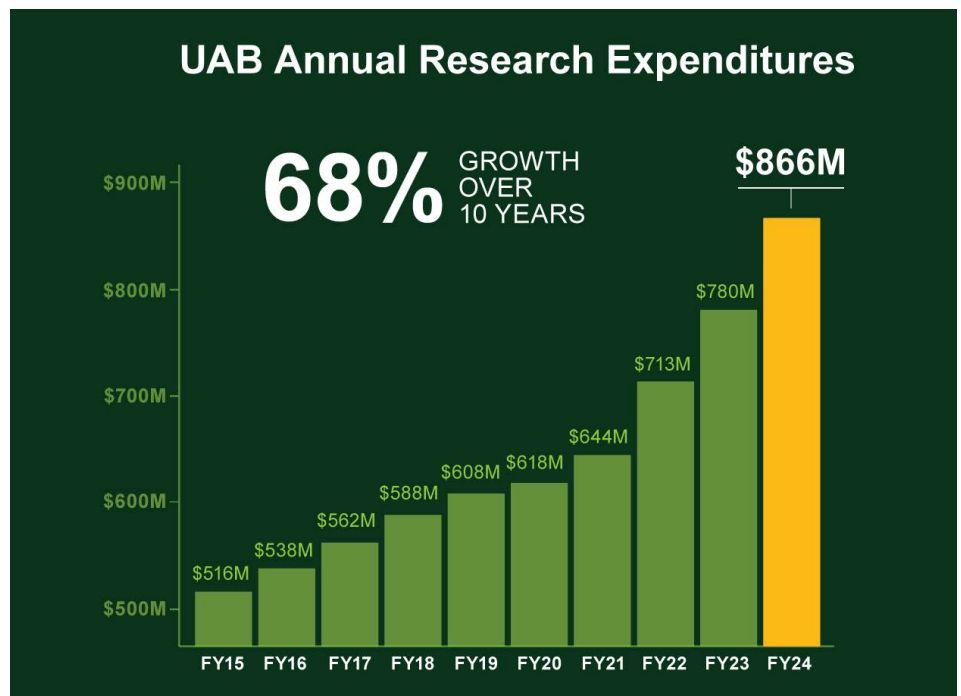
UAB was recently named an Honor Roll university through the [Great Colleges to Work For](#)® program, placing the institution among the nation's best in employee engagement and satisfaction. The Honor Roll designation reflects UAB's exceptional workplace culture and commitment to employee engagement and satisfaction.



# Research and Innovation

UAB's robust, interdisciplinary research enterprise remains highly competitive among its peers and has an impact on health and quality of life that reaches across Alabama, the U.S., and the globe.

Annual research expenditures totaled \$866 million in FY24, a 68 percent increase over 10 years. UAB ranks 13th (top 4 percent) among public universities in funding from the National Institutes of Health (NIH), and all six UAB health-related schools are top 15 among publics in NIH funding. An array of other funding sources — including the National Science Foundation (NSF), the U.S. Department of Defense, and NASA as well as private industry and philanthropy — fuel the university's life-changing research.



UAB conducts hundreds of clinical trials across many medical specialties at any given time, promoting innovation, improving patient care, and offering hope to patients whose conditions have no treatment or haven't responded to standard treatments. UAB clinical trial expenditures have more than tripled over the past decade, reaching \$140M in FY24.

UAB continues growing its research infrastructure with key renovations and state-of-the-art new facilities. These include, the Altec/Styslinger Genomic Medicine & Data Sciences Building (below left, opened fall 2025); Gorrie Hall (below center, opened summer 2025), new home of the School of Engineering and final phase of a new Science & Engineering Complex; and a future Interdisciplinary Biomedical Research & Psychology Building (bottom right, projected completion in early 2027).



## Commercialization and Economic Impact

The UAB Harbert Institute for Innovation and Entrepreneurship (HIIE) is accelerating commercialization and training tomorrow's entrepreneurs. In FY24, HIIE generated \$6.5 million in revenues, 124 Intellectual Property Disclosures, 17 U.S. patents, and five startup companies.

UAB continues collaborating with Southern Research, Innovation Depot, the City of Birmingham, Birmingham Business Alliance (BBA), the corporate community, and other partners to foster a robust technology-based economy for the region and state.

As the single largest employer in Alabama, UAB has a profound economic impact, annually exceeding \$8.3 billion on Birmingham and \$12.1 billion statewide.

# \$12.1 BILLION+

## ECONOMIC IMPACT ANNUALLY ON ALABAMA

STATE'S LARGEST SINGLE EMPLOYER  
(35,000+ EMPLOYEES)

SUPPORTING 1 OF EVERY 20 JOBS STATEWIDE

\$371M GENERATED IN STATE/LOCAL TAXES

ROI ON EVERY \$1 FROM STATE: \$39.95

## CITY OF BIRMINGHAM



**\$8.3 billion**  
generated in  
economic impact



**73,595 jobs**  
supported and  
sustained



**\$256.2 million**  
generated in state  
and local taxes

## World-Class Patient Care

The UAB Health System (UABHS) sees roughly two million patient visits annually in a system of 15 owned, affiliate and network entities across the state (a total of 3,100 beds). The flagship UAB Hospital is the 8th largest in the nation (1,207 beds), consistently ranked in U.S. News & World Report as the top hospital in Alabama (with seven specialties currently in the top 50), and among only 19 hospitals worldwide to receive the coveted Magnet Designation for Nursing Excellence six straight times.

UAB Hospital is home to the state's only Level I Adult Trauma Center, which is roughly the length of a football field and is currently undergoing a \$73 million expansion that will double its space. The O'Neal Comprehensive Cancer Center was among the original eight centers designated by the National Cancer Institute (NCI) in 1971 and remains the only such center in Alabama and among 15 in the Southeast. UAB also houses the State's only Level IV Regional Newborn Intensive Care Unit and the only 24-hour freestanding Level I Ocular Trauma Center in the U.S.

In November 2024, UABHS acquired Ascension St. Vincent's Health System — now UAB St. Vincent's — adding five hospitals and 19 ambulatory facilities to UABHS and further enhancing patient access to an even larger network of care.



# Community Engagement

UAB'S longtime partnership with its community and state continues to impact education, health, arts and culture, and economic development.

## LIVE HEALTHSMART ALABAMA

Live HealthSmart Alabama (LHSA), UAB's Grand Challenge launched in 2020, aims to raise Alabama from the bottom 10 percent nationally in key health metrics (e.g., incidence of diabetes, cardiovascular disease, obesity) by the year 2030. Begun in initial demonstration communities around Birmingham, LHSA has now extended its successful community-based model statewide to Selma, Demopolis, Dothan, and other communities. To date, LHSA has provided 4,200+ comprehensive health screenings, Community Coaches have connected 900+ residents with primary care, and the LHSA Mobile Market has delivered healthy foods to 11,900+ customers in 40 communities.

## BIRMINGHAM PROMISE

Birmingham Promise, a partnership with the City of Birmingham, is widening access to higher education and economic opportunity. UAB provides full tuition to qualifying Birmingham City Schools graduates, intensive mentoring and resources, and internship opportunities with local businesses. More than 300 "Promise Scholars" have enrolled at UAB since 2020.

## UAB ARTS

UAB Arts continues to promote the arts and arts education throughout campus and the community, with the Alys Stephens Center for the Performing Arts reaching record attendance in FY24, including seven sold-out performances.

## INNOVATION & ECONOMIC PROSPERITY UNIVERSITY

UAB is among less than 100 universities designated by the Association of Public & Land-grant Universities (APLU) an Innovation & Economic Prosperity University for institution-wide commitment and strategy to achieve regional economic engagement, growth and economic opportunity.



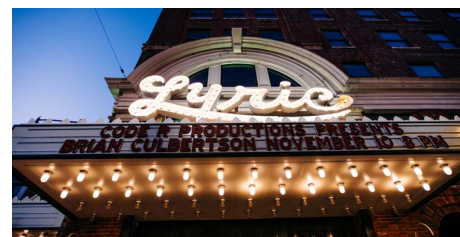
# The Community

## Birmingham, Alabama

Located in the heart of the Southeast, Birmingham is a short drive from Atlanta, Nashville, New Orleans, Memphis, the Blue Ridge Mountains, and Gulf Coast beaches. Birmingham has been recognized as an "All-American City" by the National Civic League, as one of the top 10 American cities to live and work, one of the top 10 entrepreneurial and job growth hot spots in America and Conde Nast Traveler's pick for one of 22 Best Places to Go in 2022.

Downtown Birmingham has enjoyed a revitalization in recent years, with the development of Railroad Park, an award-winning urban park, and its adjacent Regions Field, home to the minor league Birmingham Barons. The park and stadium projects have kickstarted major growth in surrounding districts, including craft breweries, boutique shops, restaurants, loft and apartment buildings, innovative workspaces, and hotels. Birmingham was selected to serve as the host city of the 2022 World Games. [UAB played a major role](#) in coordinating the spectacular event, providing athletic venues and hosting 3,600 athletes from more than 100 countries.

Birmingham is also a renowned culinary destination, with one of its signature restaurants recently winning two James Beard Foundation awards and many other restaurants named as finalists. There are a host of attractions only a short walk from UAB's campus. The Birmingham Civil Rights District National Monument, composed of sites such as Sixteenth Street Baptist Church, Kelly Ingram Park, and the Civil Rights Institute, is a major destination for visitors from around the world. Birmingham's cultural scene is thriving, with museums, galleries, music and arts festivals, theaters and live music venues, a professional ballet company, a professional opera company, a School of Fine Arts, the Jazz Hall of Fame, the recently restored historic Lyric and Alabama theaters, and UAB's Alys Stephens Performing Arts Center, home of the Alabama Symphony Orchestra. Birmingham is in proximity to many state and national parks, lakes, urban greenspaces, and hiking and biking trails. The city has more green space per capita than any other major city in the United States. [Explore Birmingham online](#).



# The Role

The Vice Provost for Institutional Effectiveness & Academic Planning (IEAP) serves as a senior executive leader within the Office of the Provost and reports to the Provost and Senior Vice Provost for Faculty Affairs. The Vice Provost, IEAP provides strategic leadership, direction, and oversight for the University's institutional effectiveness, analytics, data administration, assessment, reporting, and academic planning functions. In response to the University's evolving strategic priorities, the role places an increasing emphasis on advanced analytics, data integration, and predictive insight to support academic quality, student success, and institutional decision-making. The Vice Provost serves as the University's senior academic data steward, providing institutional leadership for the governance, definition, accessibility, and strategic use of academic and student-related data, and ensuring that data is trusted, consistent, and actionable across all colleges, units, and modalities.

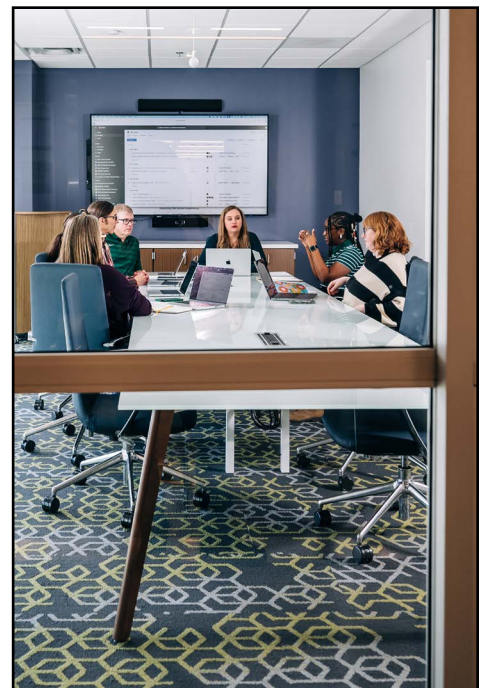
The role is responsible for integrating institutional research, analytics, evaluation, planning, and assessment to support data-informed decision-making and the successful implementation of UAB's strategic priorities. The Vice Provost ensures that institutional data assets are accurate and aligned with academic, operational, and compliance needs across the University.

The Vice Provost leads the coordinated work of Institutional Effectiveness, Data Administration, and Academic Planning, and serves as a key partner to faculty, academic leadership, and administrative units across the institution. This position plays a central role in advancing a collaborative, consultative, and forward-looking culture of institutional effectiveness and analytics at a complex R1 academic medical center.

## Key Duties & Responsibilities

### EXECUTIVE LEADERSHIP & STRATEGIC DIRECTION

- Provide executive leadership, direction, and support to the Institutional Effectiveness & Academic Planning staff and units.
- Establish a shared vision and strategic direction for institutional effectiveness, analytics, assessment, and academic planning.
- Ensure organizational structures, workflows, and governance practices meet the decision-support needs of the University and the Provost.
- Integrate institutional research, analytics, assessment, planning, and evaluation into a cohesive and effective enterprise.
- Lead organizational and cultural change related to data-informed decision-making in a highly decentralized environment, exercising influence through trust-building, communication, and collaboration rather than formal authority.



## **DATA GOVERNANCE, ANALYTICS & STRATEGY**

- Lead the ongoing development and implementation of UAB's data governance framework in collaboration with institutional partners.
- Serve as a key academic and analytical champion for UAB's evolving enterprise data ecosystem, including the institutional data lake, working in close partnership with Information Technology to translate technical infrastructure into accessible, decision-ready analytics for academic and administrative leaders.
- Ensure data integrity, consistency, comparability, and compliance with institutional policies and federal, state, accreditation, and external reporting standards.
- Establish and maintain shared data definitions, standards, and documentation to ensure a common institutional language and reduce ambiguity, frustration, and duplicative effort across units.
- Define and execute a comprehensive data and analytics strategy that positions data as a core institutional asset.
- Develop and manage an institutional analytics portfolio and supporting technical infrastructure.
- Lead the discovery, design, and implementation of analytics and institutional research projects aligned with strategic priorities.
- Design, conduct, analyze, and present institutional research studies using advanced statistical analysis, predictive modeling, and data visualization.
- Champion data literacy and analytics best practices across the University.
- Advance scalable, self-service analytics and reporting solutions that enable leaders to independently explore data, model scenarios, and answer strategic

questions, while allowing IEAP staff to focus on higher-value analysis and consultation.

## **INSTITUTIONAL RESEARCH, REPORTING & COMPLIANCE**

- Oversee institutional reporting functions to ensure timely, accurate, and ethical responses to internal and external data requests.
- Ensure compliance reporting to external entities including federal and state agencies, SACSCOC, IPEDS, and national benchmarking organizations.
- Maintain a comprehensive reporting calendar and establish priorities for internal data requests.
- Improve access to and communication of official institutional data through dashboards, reports, and public-facing tools.

## **ACADEMIC PLANNING, ASSESSMENT & ACCREDITATION**

- Provide leadership for academic planning, assessment, and evaluation processes.
- Support data-informed planning and assessment across all student populations and delivery modalities, including non-traditional, adult, online, and on-demand learners, with particular attention to enrollment sustainability and retention strategies.
- Support academic program review by supplying required data, analysis, and consultation, and by participating in review processes.
- Ensure assessment and planning activities support continuous improvement, academic quality, and accreditation readiness, while strengthening institutional data systems to meet evolving accreditation standards and federal and state regulatory requirements and to support both internal planning and external accountability.

## **COLLABORATION & CAMPUS ENGAGEMENT**

- Collaborate closely with faculty, academic deans, and administrative leaders to support institutional decision-making.
- Build strong partnerships with Enrollment Management, Information Technology, HR Information Systems, the Business Office, and senior leadership offices.
- Serve as a consultative and strategic thought partner to academic and administrative leaders, helping them articulate needs, frame the right questions, anticipate emerging data needs, and apply analytics to complex institutional challenges rather than responding solely to predefined requests.

## **EXTERNAL REPRESENTATION & PROFESSIONAL ENGAGEMENT**

- Represent UAB to external organizations, including governmental agencies and higher education associations.
- Participate actively in national and regional professional organizations related to institutional research, analytics, and effectiveness.
- Monitor emerging trends, technologies, and best practices in higher education analytics and institutional effectiveness, including the thoughtful and responsible exploration of artificial intelligence and advanced analytics for application to institutional research, planning, and decision support.

## **Qualifications**

### **MINIMUM QUALIFICATIONS**

- Master's degree in Higher Education Research and Evaluation, Institutional Effectiveness, Higher Education Planning, or a closely related field.
- Ten or more years of progressively responsible experience in institutional effectiveness, institutional research, analytics, academic planning, or a related area.
- Demonstrated leadership experience managing professional staff and complex functional portfolios.
- Demonstrated knowledge of higher education research, evaluation, institutional effectiveness, and planning.

### **PREFERRED QUALIFICATIONS**

- Senior-level leadership experience within a complex higher education institution, preferably a research university or academic medical center.
- Advanced expertise in data analytics, predictive modeling, and data visualization.
- Experience with accreditation, compliance reporting, and academic program review.

- Demonstrated success leading organizational change and building collaborative, service-oriented teams.
- Evidence of ongoing professional development and engagement with evolving trends in institutional analytics and effectiveness.
- Prior experience in complex, decentralized higher education environments that enables assessment of institutional maturity, identification of gaps and priorities, and application of proven best practices to advance institutional effectiveness and analytics at scale.



# Leadership & Operational Competencies

## KNOWLEDGE, SKILLS & ABILITIES

- In-depth knowledge of higher education research, evaluation, institutional effectiveness, and academic planning.
- Strong leadership, organizational, and project management skills.
- Ability to design and implement data governance and analytics strategies.
- Advanced analytical and problem-solving skills, including the ability to synthesize complex data into actionable insight.
- Expertise in communicating complex findings to diverse audiences.
- Ability to work independently while managing multiple concurrent initiatives.
- Strong written and verbal communication skills.
- Ability to collaborate effectively with individuals from diverse backgrounds and perspectives.
- Political and organizational acumen to navigate complex institutional environments.

## TECHNICAL TOOLS, ANALYTICS PLATFORMS & METHODOLOGIES

- The Vice Provost is expected to bring experience with advanced analytics tools, statistical methodologies, and data visualization techniques used in institutional research and higher education analytics environments.
- Experience may include, but is not limited to, the use of programming and analytics tools such as Python, R, and SAS, as well as business intelligence, data visualization, and reporting platforms commonly used in higher education.
- The University recognizes that the analytics ecosystem continues to evolve and welcomes further clarification or expansion of preferred tools, platforms,

and technical proficiencies as identified by the Provost's Office.

## SUPERVISORY & BUDGETARY RESPONSIBILITY

- Provides direct supervision for approximately 11-15 professional staff.
- Responsible for leadership, performance management, and professional development of IEAP staff.
- Oversees project prioritization, financial activities, and human resource functions within the unit.
- Exercises signatory and budget authority for ~\$3.5M in funds associated with institutional effectiveness and analytics functions.

## LEADERSHIP ATTRIBUTES & EXPECTATIONS

Successful candidates will demonstrate:

- Strategic and forward-thinking leadership grounded in data-informed decision-making.
- The ability to exercise informed judgment in sequencing complex work, identifying where foundational capacity must be built, and determining when and how to introduce advanced practices in analytics, planning, and decision support.
- The ability to build trust, credibility, and strong partnerships across academic and administrative units.
- A collaborative and consultative leadership style.
- Capacity to lead organizational transformation and cultural change with clarity and accountability.
- Commitment to integrity, stewardship, transparency, and institutional service.
- Intellectual curiosity, adaptability, and a proactive approach to emerging institutional needs.

# Procedure for Candidacy

LeadExec is partnering with The University of Alabama at Birmingham in this national search. For inquiries, nominations, applications, and confidential conversations, please contact:

**Lisa J. Marks, Founder & CEO**  
**Leyla Kayi, Senior Search Consultant**  
**413.335.6936**  
[ieap@leadexec.com](mailto:ieap@leadexec.com)

This position is open until filled but only applications received by **Thursday, March 5, 2026**, can be assured full consideration. Applications should include a detailed letter of interest and a current curriculum vitae/resume.

LeadExec is a respected expert in retained executive search and organizational development. We identify and engage leaders who make an impact and transform organizations.



*UAB is an Equal Employment/Equal Educational Opportunity Institution dedicated to providing equal opportunities and equal access to all individuals regardless of race, color, religion, ethnic or national origin, sex (including pregnancy), genetic information, age, disability and veteran's status. As required by Title IX, UAB prohibits sex discrimination in any education program or activity that it operates. Individuals may report concerns or questions to UAB's Assistant Vice President and Senior Title IX Coordinator. The Title IX notice of nondiscrimination is located at [uab.edu/titleix](http://uab.edu/titleix).*

