

SEARCH PROFILE:

ASSOCIATE VICE PRESIDENT
FOR ONLINE LEARNING



THE UNIVERSITY OF TEXAS
PERMIAN BASIN

TABLE OF CONTENTS

THE UNIVERSITY OF TEXAS PERMIAN BASIN	3
THE PERMIAN BASIN, ODESSA, AND MIDLAND	4
THE UNIVERSITY OF TEXAS SYSTEM	5
THE PROVOST	6
THE ASSOCIATE VICE PRESIDENT FOR ONLINE LEARNING	7
APPLICATIONS, NOMINATIONS, AND INQUIRIES	9



The University of Texas Permian Basin invites applications, nominations, and inquiries for the position of Associate Vice President (AVP) for Online Learning. Reporting to the Provost and Senior Vice President of Academic Affairs, the AVP for Online Learning provides strategic leadership, development, integration, and oversight of online, distance, and hybrid education under a single-service UTPB Online model, and ensures the delivery of high-quality, accessible, and market-responsive online programs that support student success and align with institutional mission and strategic goals.

THE UNIVERSITY OF TEXAS PERMIAN BASIN

Authorized by the Texas Legislature in 1969 and founded in 1973, [The University of Texas Permian Basin](#) (UTPB) is located in Odessa, Texas. As a regional, comprehensive institution, UTPB serves a diverse community of students from the region, the state, and beyond. Through excellence in student-centered teaching, learning, research, and public service, the University cultivates engaged citizens and impacts lives while advancing the technology and public interests of West Texas.

Serving over 7,000 students, UTPB is a Minority and Hispanic Serving Institution and is accredited by the Southern Association of Colleges and Schools Commission on Colleges. UTPB offers more than 75 undergraduate and graduate degrees in five academic colleges: Arts and Humanities; Business; Education; Engineering and Sciences; and Health Sciences. The Texas Higher Education Coordinating Board recognized UTPB as the first public university in the state to implement [AVID strategies](#) at the post-secondary level.

UTPB benefits from the vast resources and support of the world-renowned University of Texas System yet is lean enough to foster a connected, tight-knit community while remaining financially accessible to

any student. Fifty-one percent of students are first generation college students and students enjoy a 20-to-1 student-to-faculty ratio and flexible offerings through residential, commuter, and online educational opportunities. In addition, UTPB has a growing dual credit program that serves remote school districts using a blended online and in-person arrangement.

UTPB's strategic plan, [Falcon Future 2030: A Strategic Framework](#), is designed to propel UTPB toward a future of innovation and growth. Over the next ten years, the University plans to double the number of degrees and credentials it awards. By achieving this goal, UTPB will impact generations of families who will discover a future filled with possibilities. Another important goal for UTPB is its campus transformation. Construction is already underway on improvements designed to modernize spaces for students, faculty, and community members. The projects include new signage, a bold main entrance, beautiful and sustainable landscaping, outdoor performance and learning spaces, and new artwork.

The University features 14 NCAA Division II sports, over 45 student organizations, and a renovated library with a maker space and esports arena.

THE PERMIAN BASIN, ODESSA, AND MIDLAND

Stretching from eastern New Mexico and covering most of West Texas (Lubbock to the north, the Rio Grande Valley to the south), the Permian Basin is one of the country's fastest-growing, culturally vibrant, and economically invigorated regions – full of industry, culture, and wide-open spaces. Spanning an area of 75,000 square miles, the low-lying geological formation of the Permian Basin is a stunning stretch of land with unique beauty that's home to the big, beautiful Texas skies. It's also home to the world's largest petroleum field.

Accounting for more than 30% of the domestic oil production in the United States and recently named the largest oil reserve on the planet, the Permian Basin region of West Texas is poised to boost local and global economies for decades. As the United States is set to surpass Saudi Arabia as the world's largest oil producer, much of the growth in domestic oil production will come straight from the Permian Basin. The International Energy Agency expects global oil demand to grow until around 2040, which experts

predict will support the creation of approximately 45,000 jobs across the Permian Basin through 2030.

However, it's not only oil fueling the region's substantial energy boom; wind and solar developments are diversifying the Permian Basin, putting it on the map as a critical energy provider for the future. West Texas is seeing an explosion in economic activity as other industries such as finance, construction, healthcare, digital technology, transportation, real estate, and public sector jobs grow alongside the energy sector. As the only major university in the Permian Basin, UTPB is positioned as its academic center, providing leadership and skilled professionals across the region's prominent and growing industries.

Odessa, one of the largest cities in West Texas, is home to UTPB's main campus, while just 15 minutes down I-20 sits the Midland campus, which houses UTPB's performing arts center, engineering building, and Center for Energy and Economic Diversification.





THE UNIVERSITY OF TEXAS SYSTEM

UTPB takes great pride in being part of The University of Texas System, known for its exceptional academic success, breakthrough research, and international reputation for excellence and innovation. The UT System includes 13 educational institutions throughout the state, including eight universities and five health institutions. For 140 years, The University of Texas System has improved the lives of Texans — and people all over the world — through education, health care, and research. With an enrollment of more than 256,000 students at academic and health institutions across the state, as well as an operating budget of \$29.1 billion, the UT System is one of the largest public university systems in the nation and the world.

UT institutions are powerful drivers of economic and social mobility in Texas, producing more than 63,000 graduates annually, including more than one-third of the state's undergraduate degrees and more than

60% of the state's medical degrees. Almost half of all undergraduate degrees are awarded to students who qualified for a Pell grant based on financial need while enrolled at a UT institution. The UT System is one of the largest employers in Texas, with more than 122,000 faculty, health care professionals, researchers, support staff, and student workers.

More than three-fourths of undergraduate students secure jobs in Texas within a year after graduation, providing a skilled workforce and fueling the state's economy. In fact, UT students who entered the Texas workforce between 2002 and 2019 had cumulative earnings through 2020 of \$350 billion.

With the Texas population expected to grow dramatically in the years to come, the UT System will continue to lead in driving prosperity, innovation, and health for the people of the Lone Star State.



THE PROVOST

Dr. Rajalingam Dakshinamurthy is the Provost and Senior Vice President of Academic Affairs at UTPB. He came to UTPB in 2020 as the Associate Vice President of Research and Dean of Graduate Studies. Dr. Dakshinamurthy has also served in multiple administrative roles on campus including Dean of the College of Arts and Sciences and College of Health Sciences and Human Performance.

Over the past 10 years, Dr. Dakshinamurthy served in various administrative roles, including Vice President for Research, Academic Dean, Graduate Dean, Executive Director of Research and Sponsored Programs, Graduate Program Director, and Assistant Department Chair. He earned a bachelor's degree and a dual Master of Science and Philosophy in Chemistry from St. Joseph's College in India. He earned his

Ph.D. in biochemistry and structural biology from the University of Arkansas. He has been recognized several times for excellence in teaching, research, and professional service.

He is a bioanalytical chemist by training, spending his professional career researching protein structure and function, drug discovery, and biological nanomaterials. As a researcher, he has over 40 publications in high-impact journals and 350 research presentations related to the field of biomedical sciences. Additionally, he secured a patent for synthesizing gold nanoparticles capped with drugs. As an investigator, he received more than \$10 million in external grants. He's served as a faculty member at two different institutions and served on several professional organizations.



THE ASSOCIATE VICE PRESIDENT FOR ONLINE LEARNING

The Associate Vice President for Online Learning collaborates with academic colleges, departments, faculty, enrollment management, student support, and external partners—including Online Program Managers and allied vendors—to maintain a healthy program portfolio, enhance the online learning experience, and grow enrollment. The position serves as a key member of the Provost's Senior Staff and the Academic Affairs Leadership Team, partnering to advance digital pedagogy, faculty development, student services, technology infrastructure, and continuous improvement in online learning.

GENERAL RESPONSIBILITIES

- Lead the design, oversight, and continuous improvement of UTPB's online learning strategy.
- Develop and implement a strategic plan for online program growth, including new degree programs, certificates, and micro-credentials.
- Oversee Falcon Online instructional design and digital course development operations.
- Supervise micro-credential units to expand scalable workforce and community learning initiatives.
- Manage project management coordinator for online program cross-departmental collaboration, maintenance, updates, and changes.
- Partner with deans, department chairs, and faculty to launch new online academic programs based on market demand and student need.
- Ensure accessibility and high-quality instructional design across all online courses.
- Develop digital pedagogy and faculty professional development programs focused on online student engagement.
- Create and manage a university-wide micro-credential framework with stackable learning pathways and digital badging.
- Expand continuing education, customized workforce training, and other credit offerings tied to regional and statewide industry needs.
- Collaborate with Enrollment Management, Graduate Studies, Advising, and Student Success to enhance online student retention and satisfaction.
- Collaborate with the Division of Marketing & Communications to develop a marketing strategy that includes the development of target audiences, geographical recruitment targets, and effective messaging.
- Support University marketing team on the development of printed materials, paid digital campaigns, and content development to support organic Search Engine Optimization.
- Implement analytics dashboards and continuous improvement cycles for online learning outcomes.
- Ensure compliance with SARA, accreditation, accessibility, and federal distance education regulations.
- Manage budgets, digital learning technology platforms, LMS systems, project management platforms and vendor contracts in collaboration with IT.
- Other duties as assigned by the Provost.

THE ASSOCIATE VICE PRESIDENT FOR ONLINE LEARNING (CONT.)

REQUIRED QUALIFICATIONS

- Master's degree from a regionally accredited institution.
- Progressively responsible experience in online learning leadership within higher education, including experience supervising staff and managing academic or ed-tech units.
- Demonstrated knowledge of instructional design, digital pedagogies, accessibility standards, and accreditation considerations.
- Demonstrated expertise with CRM and student information systems (e.g., Slate, Banner, PeopleSoft) and data reporting/analysis tools.
- Experience building fully online undergraduate and graduate programs.

PREFERRED QUALIFICATIONS

- Earned terminal degree from a regionally accredited institution.
- Exceptional organizational, analytical, and problemsolving skills with the ability to manage multiple priorities in a fastpaced environment.
- Demonstrated ability to collaborate with academic units on program development to ensure high-quality online course design, curriculum integrity, and compliance with accreditation standards.
- Ability to lead cross-unit efforts in online faculty development, instructional innovation, technology adoption, and online student experience enhancement.

- Capacity to align online program offerings to workforce needs, student demand, and faculty expertise to sustain a balanced and competitive online portfolio.
- Experience coordinating with a vendor ecosystem to support program development, marketing, recruitment, and student retention strategies.
- Experience building and scaling micro-credentials, digital badges, or stackable credential pathways.
- Experience leading continuing education or workforce development programming.
- Experience forming partnerships with employers and industry organizations.
- Knowledge of online enrollment strategy and digital marketing for academic programs.
- Experience leading organizational change and implementing new infrastructure or processes.
- Superior oral and written communication skills and a proven commitment to exemplary customer service.
- Experience collaborating with diverse student populations; bilingual Spanish/English proficiency preferred.
- Proficiency in Microsoft Office suite (Word, Excel, Outlook, PowerPoint) and comfort with emerging technologies.





APPLICATIONS, NOMINATIONS, AND INQUIRIES

The University of Texas Permian Basin is being assisted by Academic Search. Prospective candidates may arrange a confidential discussion with Chris Butler by emailing Chris.Butler@academicsearch.org or with Andrea Cowsert by emailing Andrea.Cowsert@academicsearch.org. Applications and nominations should be submitted electronically to UTPBAVPOnlineLearning@academicsearch.org. Applications must include a cover letter that addresses the responsibilities and requirements described in this position profile; a curriculum vitae; and a list of at least five professional references with contact information, including telephone and email, and a note indicating the candidate's working relationship with each. References will not be contacted without the explicit permission of the candidate. The position will remain open until filled, but only applications received by **April 28, 2026**, can be assured full consideration.

UNIVERSITY BENEFITS

UTPB offers an excellent compensation package including Health, Retirement, and Fringe Benefits for employees:

- Coverage includes Medical, Prescriptions, Life Insurance, AD&D, and matching retirement provided by UTPB for the employee.

- Employees may also add Dental, Vision, Family, Spending Accounts, Additional Retirement, and a few other coverages as options too.
- Fringe benefits include Tuition Reimbursement (after one year of service), Wellness Breaks, Employee Assistant Program (EAP), and “meal deals,” among other perks and discounts.
- UTPB's benefits package, along with an ample leave policy, makes for a great total compensation package.

UTPB is committed to providing an educational, living, and working environment that is welcoming and respectful. The University fosters an environment that allows members of the University community to excel in their academic and professional careers. UTPB follows all applicable state and federal laws and is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran.

ABOUT ACADEMIC SEARCH

Academic Search is assisting The University of Texas Permian Basin in this work. For more than four decades, Academic Search has offered executive search services to higher education institutions, associations, and related organizations. Academic Search was founded by higher education leaders on the principle that we provide the most value to partner institutions by combining best practices with our deep knowledge and experience. Our mission today is to enhance institutional capacity by providing outstanding executive recruitment services, executive coaching, and transition support, in partnership with our parent organization, the American Academic Leadership Institute.

