



A U B U R N
U N I V E R S I T Y

Inviting Applications and Nominations for

Executive Director of Undergraduate Admissions

Auburn University seeks a visionary, strategic-directed admissions professional for the leadership role of **EXECUTIVE DIRECTOR OF UNDERGRADUATE**

ADMISSIONS. Reporting to the Vice President for Enrollment Management, the Executive Director provides inspiring and discerning leadership to the Office of Undergraduate Admissions. This administrator leads the development, implementation, and assessment of the annual strategic plan designed to achieve robust and diverse enrollment of new freshmen and transfer students.

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ABOUT AUBURN UNIVERSITY

Auburn University was established in 1856, just 20 years after the founding of the city of Auburn, Alabama. In 1872, under the Morrill Act, the institution became the first land-grant college in the South. Over its history, it has been known as East Alabama Male College, the Agricultural and Mechanical College of Alabama, Alabama Polytechnic Institute, and in 1960, Auburn University, which reflects its location and the varied academic programs and larger curriculum of a major university.

For more than 160 years, an Auburn degree has prepared a new generation of students to innovate and lead. And results speak for themselves. While the University is among the nation's elite, it also is known for its "Auburn Family," and it's more than a network. A quarter of a million alumni around the globe, ranked among the 50 most powerful alumni networks in the world, are what the University calls the Auburn Advantage, and the alumni will help students and graduates now and throughout their lives.

One of the top 100 research universities in the nation, Auburn has 150+ programs across 13 colleges and schools, with many nationally ranked programs. Auburn has the academic programs to support almost any interest a student wants to pursue.

Today, the University has more than 24,500 undergraduate students, with a total enrollment of

more than 30,700. There are 1,426 full-time faculty members, 78 percent of whom hold terminal degrees. Auburn offers bachelors, masters, specialists, and doctoral degrees through its colleges and schools.

Auburn is classified as an R1 institution by the Carnegie Classification of Institutions of Higher Education, which is reserved for doctoral universities with the highest levels of research activity. The University continues to expand its research efforts in both STEM and non-STEM areas, furthering its institutional commitment to offer solutions to real-world problems and increase its reputation in providing results that transform and inspire.

When students arrive at Auburn, they discover amazing facilities, a deep history, and a warm and welcoming community. Students have opportunities to explore their interests beyond the classroom through 550+ clubs and student organizations and its 240,000-square-foot Recreation and Wellness Center, which was part of the reason *Forbes* ranked Auburn #1 for recreational facilities.

U.S. News & World Report ranks Auburn #1 in the state of Alabama and has also ranked the University among the top 50 public universities in the nation, 2020.

THE OPPORTUNITY

The responsibilities of the Executive Director of Undergraduate Admissions include but are not limited to the development and execution of qualified lead generation strategies, multichannel communication strategy, commitment to the recruitment of diverse student populations, and ongoing assessment of enrollment activities.

The Executive Director ensures an exceptional and comprehensive visit experience, identifies new markets, and effectively collaborates with internal stakeholders including academic colleges and schools, the Auburn Alumni Association, and University Outreach, to advance recruitment efforts.

The Office of Undergraduate Admissions has a 92-member staff. Reporting directly to the Executive Director, the Office of Undergraduate Admissions senior leadership team consists of the Associate Director of Transfer Admissions and Recruitment, the Associate Director of Admissions focused on freshmen recruitment and admissions, and the Associate Director of Operations & Processing.

ESSENTIAL FUNCTIONS

- Develops and manages a comprehensive recruitment strategy designed to meet annual recruitment goals while collaborating with the Vice President for Enrollment and key stakeholders.
- Develops annual comprehensive recruitment strategies for Auburn's undergraduate markets, working collaboratively with both administrative and academic departments, as well as leadership, to ensure optimal enrollment while maintaining Auburn's strong academic profile.
- Directs the operations of the Office of Undergraduate Admissions, including new student recruitment, freshmen and transfer admissions, the visitation experience, the recruitment customer relationship management (CRM) Slate, enrollment processing, and the strategic enrollment communications.
- Serves as a primary liaison for the Office of Undergraduate Admissions to Associate Deans within academic colleges and departments.



- Recruits, selects, hires, trains, develops, and provides leadership and direction to the undergraduate admissions team necessary to implement department enrollment goals of recruiting and enrolling new freshmen and transfer students.
- Fosters collaborative, consultative, and meaningful partnerships between the Office of Undergraduate Admissions and other constituents to ensure deadlines are met, and understands scholarships and application processes to assist in their goals.
- Provides budget development, management, and monitoring for the Office of Undergraduate Admissions.
- Supervises others with full supervisory responsibility.
- Represents the Office of Undergraduate Admissions and the Division of Enrollment Management on University committees, task forces, and special assignments.
- Serves as a designee for the Vice President for Enrollment Management, as requested.
- Ensures functions within the Office of Undergraduate Admissions adhere to institutional policies, federal and state regulations along with meeting established enrollment best practices established by NACAC.

- Maximizes the use of technology in all operational and strategic aspects of the Office of Undergraduate Admissions, and remains current on emerging technologies, innovative management tools, and admissions best practices.
- Performs other duties as assigned.

REQUIRED EDUCATION, EXPERIENCE, KNOWLEDGE, AND ABILITIES

Education

- A master's degree from an accredited institution in Higher Education Administration, Educational Administration, Communications, or related field.

Experience

- At least eight years of experience in student recruiting, and/or enrollment management services reflecting progressively increasing levels of responsibility and accountability.
- Must include at least five years of experience in undergraduate admissions management, which must include supervision of full-time employees, budget, and policies and procedures in a higher education environment.



Knowledge

- Knowledge of state and federal laws and policies as related to residency requirement and records retention to include Family Educational Rights and Privacy Act (FERPA).
- Knowledge of Office of Undergraduate Admissions' procedures and departmental guidelines and the ability to accurately and effectively process enrollment applications in a timely manner.
- Knowledge of regulatory standards for enrollment.
- Knowledge in developing and implementing procedures and policies that meet state and federal enrollment standards and regulations.

Abilities

- Ability to meet externally imposed deadlines that are set and revised beyond one's control.
- Ability to work with interruptions that influence priorities.
- Ability to work in a situation where it is difficult to anticipate nature or volume of work with certainty beyond a few days.
- Ability to meet deadlines and coordinate unrelated activities.
- Ability to handle conflict-resolution or similar interactions involving emotional issues or stress on a regular basis.
- Ability to see information in print and/or electronically.



Joffery Gaymon, EdD Vice President for Enrollment

Joffery Gaymon serves as vice president for enrollment at Auburn University. Gaymon provides vision and leadership to Auburn's student recruitment and enrollment efforts, including strategic direction, oversight, and support to admissions and scholarship

administration. Under her leadership, Auburn enrolled the largest and academically accomplished class of new freshmen and transfer students.

Dr. Gaymon brings significant expertise to Auburn. Her career in enrollment management began at Georgia College and State University. She held enrollment leadership positions at the University of South Carolina, Beaufort. She served as the University of West Florida's vice president for enrollment and student affairs since 2017, where she has held similar positions since 2013.

Dr. Gaymon holds a bachelor's degree in communications and a master's degree in public administration from Georgia College and State University and a doctorate in higher education administration from Northeastern University. She also completed the Institute for Management and Leadership in Education at the Harvard School of Education.

Our Vision: To lead and shape the future of higher education.

Our Mission: As a land-grant institution, Auburn University is dedicated to improving the lives of the people of Alabama, the nation, and the world through forward-thinking education, life-enhancing research and scholarship, and selfless service.

Our Strategic Plan, 2019–2024
http://ocm.auburn.edu/strategic_plan/

Diversity, Equity, & Inclusion
<http://www.auburn.edu/inclusion/>



Auburn, Alabama

Auburn is a friendly university town in the rolling hills of east central Alabama with a population of around 60,000. It is conveniently located along Interstate 85, less than 60 miles northeast of Alabama's capital city of Montgomery; about 30 miles northwest of Columbus, Georgia; and 100 miles southwest of Atlanta. Alabama's Gulf Shores can be reached in less than four hours.

The City of Auburn and Auburn University share a special relationship, including partnerships such as the Yarbrough Tennis Center and the Auburn Research Park. The famed Toomer's Corner not only marks the spot where the city and university intersect, but it is a widely popular place for the city and university communities alike to gather in celebration.

With an affordable cost of living and year-round gentle seasons, Auburn residents overwhelmingly rate the city as a great place to live, work, and raise children. *Forbes* has consistently ranked Auburn on its lists for Best Places to Retire and Best Small Places for Business and Careers. Auburn City Schools has consistently been ranked among the top public school systems in the state and nation. Auburn, Alabama is One of America's Best College Towns to begin a career (*Business Insider*); One of the South's Best Retirement Towns (*Southern Living*); Auburn-Opelika is the Best Golf City in America (*Golf Digest*); Auburn-Opelika is among the nation's fastest growing cities (*USA Today*); and The Most Educated City in Alabama (*Insurify*).

APPLICATION & NOMINATION PROCESS

Confidential inquiries are welcomed, and nominations are invited.

Applications

- 1) Application packet must include:
 - a) A letter of application that addresses the responsibilities and qualifications of the position
 - b) Current resume
 - c) At least four references with full contact information including e-mails (*References will not be contacted without consent from applicant.*)

- 2) Submit application packet (preferably as PDFs) to:

AuburnUG-Adm21@myersmcrae.com

Additional information will be requested upon receipt of application.

For best consideration, application packages must be received by January 31, 2022. The preferred start date is April 2022.

Nominations

Submit nominations to:

AuburnUG-Adm21-nominate@myersmcrae.com with complete contact and e-mail information for the individual being nominated.

Emily Parker Myers, CEO, and **Jennifer Barfield**, Senior Vice President, of **Myers McRae Executive Search and Consulting**, are assisting Auburn with this search.

