



AUBURN

UNIVERSITY

Inviting Applications and Nominations for

Assistant Vice President, Enrollment Management and Executive Director

Auburn University seeks a visionary, strategic-directed admissions professional for the leadership role of **Assistant Vice President, Enrollment Management and Executive Director**. Reporting to the Vice President for Enrollment Management, the Assistant Vice President, Enrollment Management is responsible for Undergraduate Admissions including freshmen and transfers admissions, enrollment operations and processing, recruitment travel, campus visits, recruitment programming, and events. This administrator will serve as a member of the Enrollment Management Council for Auburn University and will assist in managing and executing enrollment marketing efforts including external search campaigns and new marketing collateral. The Assistant Vice President also manages relationships with current and new vendors to support a comprehensive enrollment marketing strategy.

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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, 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 Assistant Vice President, Enrollment Management and Executive Director provides visionary leadership to the Office of Undergraduate Admissions by developing, executing, and assessing a strategic enrollment and recruitment plan. This includes, but is not limited to:

- the development and execution of qualified lead generation strategies;
- a robust communication plan;
- a multi-channel communication strategy;
- the commitment to the recruitment of diverse student populations;
- assessment of enrollment funnel yield activities;
- exceptional and comprehensive visit experience programs;
- maintaining market share and development of new markets;
- and collaboration with other departments, such as colleges and schools, Auburn Alumni Association, and University Outreach, to advance recruitment efforts.

ESSENTIAL FUNCTIONS

- Develops and manages a comprehensive recruitment plan and strategy that is 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 strategic enrollment communications.
- 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.



- Assists in managing and executing enrollment marketing efforts, including external search campaigns and new marketing collateral.
- Manages relationships with current and new vendors to support a comprehensive enrollment marketing strategy.
- Serves as a primary liaison for the Office of Undergraduate Admissions to Associate Deans within academic colleges and departments.
- Fosters collaborative, consultative, and meaningful partnerships between the Office of Admissions and other constituents to ensure deadlines are met and understand scholarships and application processes to assist in their goals.
- Provides budget development, management, and monitoring for the Office of Undergraduate Admissions.
- 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.

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 ten years of experience in student recruiting, and/or enrollment management services reflecting progressively increasing levels of responsibility and accountability.
- 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 brought 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 and then at the University of West Florida, where she was vice president for enrollment and student affairs.

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 University is an affirmative action/equal opportunity employer. It is our policy to provide equal employment opportunities for all individuals without regard to race, sex, religion, color, national origin, age, disability, protected veteran status, genetic information, sexual orientation, gender identity, or any other classification protected by applicable law. A commitment to an inclusive and diverse campus environment is required. Women, underrepresented groups, individuals with disabilities, and veterans are encouraged to apply.



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 résumé
 - c) Diversity statement
 - d) 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:

Auburn-AVPEM@myersmcrac.com

Additional information will be requested upon receipt of application

Applications will be accepted until the position is filled.

Applications are reviewed upon receipt.

Nominations

Submit nominations to:

Auburn-AVPEM-nominate@myersmcrac.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.

