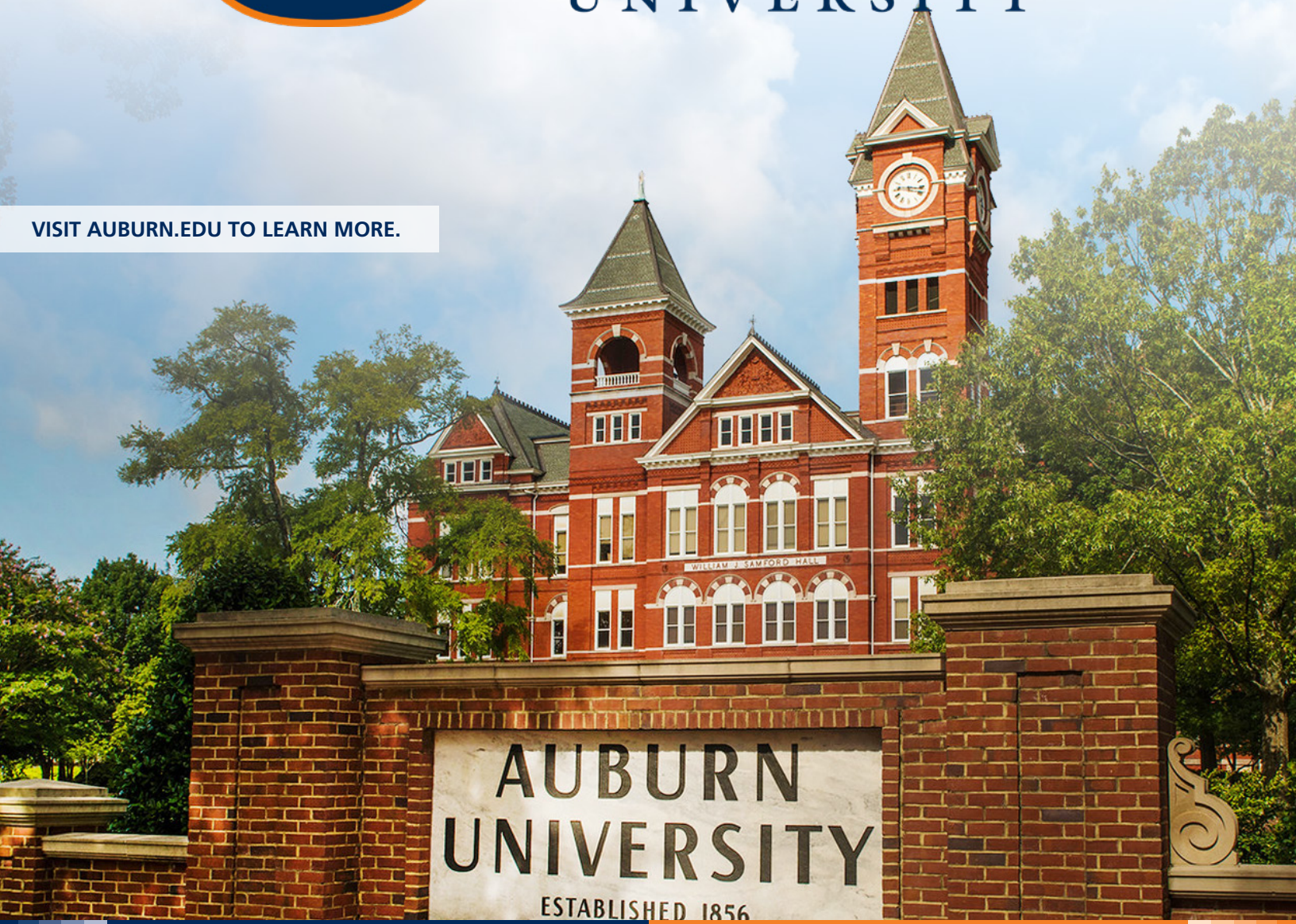




AUBURN

UNIVERSITY

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Inviting Applications and Nominations for

Assistant Vice President and Executive Director for Enrollment Management



Auburn University seeks a visionary, strategic-directed admissions professional for the leadership role of **Assistant Vice President and Executive Director for Enrollment Management**. Reporting to the Vice President for Enrollment Management, the Assistant Vice President and Executive Director for Enrollment Management is responsible for Undergraduate Admissions including freshmen and transfers admissions, enrollment operations and processing, recruitment travel, Auburn's visit experience, 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 and works collaboratively across academic and administrative departments.



ABOUT THE UNIVERSITY

Auburn University is one of the nation's premier public land-grant institutions, and it is ranked 42nd among public universities by *U.S. News and World Report* in 2022. An R1 university, Auburn maintains the highest levels of research activity as well as exceptional standards for teaching excellence. The university offers bachelor's, master's, educational specialist, and doctoral degrees in the arts and sciences, agriculture, engineering, and the professions of pharmacy and veterinary medicine. Its 2022–23 enrollment of 31,764 students includes 25,379 undergraduates and 6,385 graduate and professional students. Organized into 12 academic colleges, Auburn's 1,432 faculty members offer more than 150 degree and certificate programs. The university is nationally recognized for its commitment to academic excellence, positive

work environment, student engagement, and beautiful campus. Auburn is currently implementing a university strategic plan that runs through 2024.

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/>



THE OPPORTUNITY

The **Assistant Vice President and Executive Director for Enrollment Management** provides visionary leadership to the Office of Undergraduate Admissions. 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;
- maintenance of market share and development of new markets; and
- collaboration with other departments, such as colleges, Auburn Alumni Association, and University Outreach, to advance recruitment efforts.

Essential Functions

- Develops and manages a comprehensive recruitment strategy that is designed to meet annual enrollment goals while collaborating with the Vice President for Enrollment and key stakeholders.
- Develops 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 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.
- Serves as a primary liaison for the Office of Undergraduate Admissions to Associate Deans within academic colleges and departments.
- Fosters collaborative and meaningful partnerships between the Office of Admissions and other constituents.
- 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.



The Assistant Vice President for Enrollment Management will play a vital role in helping Auburn continue to achieve remarkable success in undergraduate recruitment and admissions. Year after year, Dr. Joffery Gaymon, an accomplished and passionate enrollment administrator, and the Office of Enrollment Management

exceed our annual recruitment goals while maintaining Auburn's top-notch academic profile. The AVP will be crucial to advancing that success while increasing engagement with students and their parents in underserved areas of our state.

— **Christopher B. Roberts, President**

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 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 requirements and records retention to include Family Educational Rights and Privacy Act (FERPA).
- Knowledge of the Office of Undergraduate Admissions procedures, departmental guidelines and best practices.
- 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.



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** by April 10, 2023, for best consideration. *Additional information will be requested upon receipt of application. Applications will be accepted until the position is filled.*

Nominations

Submit nominations to: **Auburn-AVPEM-nominate@myersmcrac.com** with complete contact and e-mail information for the individual being nominated.

Consultant

Emily Parker Myers, CEO of Myers McRae Executive Search and Consulting, is conducting this search. **Jessica Thompson**, Associate Vice President and Executive Search Coordinator, is assisting. **Request a conversation at JessicaThompson@myersmcrac.com.**