



AUGUSTA
UNIVERSITY

Invites Applications and Nominations for the
Position of:

**Director of Undergraduate
Admissions**

Greenwood/Asher
& ASSOCIATES, LLC

The Opportunity

Augusta University seeks an innovative professional to lead the Office of Undergraduate Admissions to achieve recruitment and enrollment goals that strengthen the academic profile of the University as outlined in the University's strategic plan. The Office of Undergraduate Admissions is part of the Division of Enrollment and Student Affairs and includes recruitment and admission/processing of all undergraduate students (including first-year students, transfers, and international students).

The Division of Enrollment and Student Affairs includes Enrollment Management (admissions, student financial aid, new student and family transitions, and military and veterans services); Student Engagement (campus recreation, housing and residence life, student life and engagement, multicultural student engagement, Maxwell Performing Arts Theatre, and two student centers); Student Well-Being and Advocacy (office of the dean of students, CARE team, student counseling and psychological services, student health services, student wellness programs, and testing and disability services).

The Role of the Director of Undergraduate Admissions

The Director of Undergraduate Admissions will report to the Associate Vice President for Enrollment Management and will manage an office that includes 23 full-time staff members. In addition to the independent leadership skills that will be described later in this document, the successful candidate will provide evidence of collaborative leadership, exceptional communication skills, technological expertise, and a commitment to placing students and education at the forefront, as well as possess vision, recruitment and marketing ability, and significant strategic and analytical capacity.

Other responsibilities include but are not limited to the following:

- › Lead the Office of Undergraduate Admissions, both in its strategic direction and its complex daily operations using exceptional leadership and supervisory skills. This includes admissions and office policy development and implementation; management of financial resources; professional development; and staff supervision to further develop and support a strong admissions staff that is recruitment-centric, optimistic, empowered, responsive, innovative, results-oriented, and student-centered.
- › Make data-informed enrollment projections and strategic recruitment and admissions decisions by routinely analyzing data to shape strategic directions and make appropriate adjustments to an integrated marketing plan that clearly identifies and defines historical University enrollment patterns and forecasts trends in new-student markets; regularly reassess effectiveness of recruitment activities and make appropriate adjustments to continuously refine goals and strategies to reflect a proactive response to market forces and the University's needs.

- › Develop and direct the implementation of strategic recruitment plans to expand the recruitment and enrollment of high-achievers, underrepresented minority, and first-generation college students.
- › Promote frequent personal interactions with prospective students and their families by developing programs and creative initiatives to appropriately engage faculty, staff, students, alumni, trustees, and parents in the enrollment effort.
- › Collaborate with University Communications and Marketing to develop brand marketing, promotional strategies, and recruitment tactics to meet targeted enrollment goals. Design and implement a comprehensive communication plan to articulate Augusta University's distinctive culture, academic programs, and the quality of student life to prospective students, applicants, high school counselors, parents, and other stakeholders.
- › Develop and manage an expedient and effective application processing plan. Understand technological innovations and lead the process of harnessing emerging technologies and leveraging technology investments that can support the processes within admissions and enrollment to attract, admit, enroll, and best serve a larger and more diverse applicant pool to identify "best fit" students for Augusta University.
- › Collaborate with all levels and departments of the University, including Academic and Faculty Affairs; University Communications and Marketing; the Honors College; Academic Advising; New Student and Family Transitions; the Office of International Initiatives; Multicultural Student Engagement; Institutional Effectiveness; Financial Aid; the Office of the Registrar; University Athletics; and academic colleges and departments.
- › Serve as a key member of the University's Enrollment Management Council.

Fast Facts:

Total Enrollment: 9,606

- › Undergraduates: 5,496
- › Graduate/Professional: 4,110
- › Female: 64%
- › Male: 36%

2,233 Degrees Conferred:

- › Bachelor's: 993
- › Master's: 569
- › Doctorate & Professional: 433
- › Associates & Certificates: 238

152 Academic Offerings:

- › 46 undergraduate programs
- › 38 graduate programs
- › 19 doctoral & professional programs
- › 49 certificates

Governance: Board of Regents, University System of Georgia

University Budget (FY 2020): \$1.06B

AU Faculty and Staff: 6,775

For more facts, please visit:
<https://www.augusta.edu/ie/facts/>

Required Qualifications

- › Master's degree
- › Significant and appropriate experience in college admissions, including increasingly complex responsibility in a leadership position

- › Experience with recruitment and a proven track record of success with the strategic recruitment of targeted markets.

Preferred Qualifications

- › An ability to communicate effectively to engage students, parents, and alumni of Augusta University and to explain complex concepts, ideas, and issues to a broad range of campus constituents
- › The willingness and skills necessary to serve as a visible representative for Augusta University and its programs
- › Demonstrated ability to lead and empower staff
- › Demonstrated collaboration skills to involve faculty, staff, and current students in recruitment
- › Employ excellent analytical and organizational skills
- › Possess a sophisticated understanding of the applications of technology to the functions of the Office of Undergraduate Admissions (e.g., Banner, Slate, imaging technology)
- › Ability to investigate best practices via involvement with the state, regional, and/or national organizations (e.g., NACAC, AACRAO)
- › A willingness to travel extensively.



An Experience Like No Other

Augusta University provides a world-class academic and social community that is inclusive, diverse, and positions students for opportunity and success.

About Augusta University

Founded in 1828 and located in Augusta, Georgia, Augusta University is dedicated to training the next generation of innovators, leaders, and health care providers. The University offers undergraduate programs in the liberal arts and sciences, business, and education as well as a full range of graduate programs and hands-on clinical research opportunities. The combination of its nationally ranked business and nursing schools as well as its designation as the state's flagship public medical school and only dental school makes Augusta University a destination of choice for the students of today and the leaders of tomorrow. With locations throughout Augusta and at satellite campuses in Athens, Albany, Rome and Savannah, the university's ten colleges and schools have a statewide impact in Georgia. The School of Computer and Cyber Sciences is the most recent addition to the University, founded in 2017.



In 2012, Augusta State University and Georgia Health Sciences University began the process of consolidation, renaming the consolidated institutions Augusta University. At the annual meeting of the Commission of Colleges of the Southern Association of Colleges and Schools on December 6, 2016, Augusta University's accreditation was reaffirmed. This accreditation marked the administration completion of the consolidation process.

Augusta University's strategic plan, *Beyond Boundaries*, was introduced in 2017. The plan incorporates education, research and scholarship, clinical care, and outreach and economic development in guiding the institution to discover the true potential of this great university and its health system.

Mission

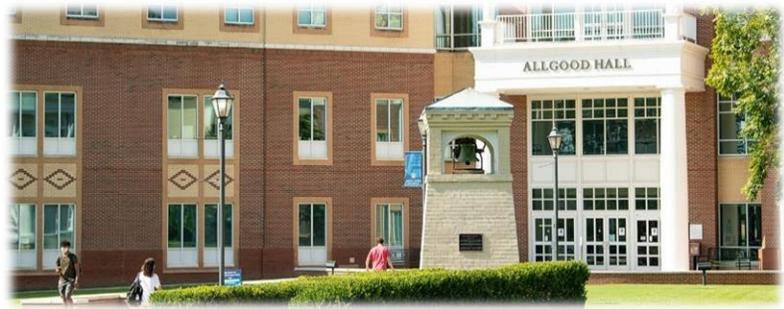
The mission of Augusta University is to provide leadership and excellence in teaching, discovery, clinical care, and service as a student-centered comprehensive research university and academic health center with a wide range of programs from learning assistance through postdoctoral studies.

Vision

The vision of Augusta University is to be a top-tier university that is a destination of choice for education, health care, discovery, creativity, and innovation.

Values

- › Collegiality
- › Compassion
- › Excellence
- › Inclusivity
- › Integrity
- › Leadership



Accreditation

Augusta University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACSCOC) toward one-year and advanced certificates and degrees at the associate, bachelor's, master's, specialist's, first professional, and doctoral levels.

Colleges & Schools

- › Medical College of Georgia, 1828
- › College of Nursing, 1943
- › Katherine Reese Pamplin School of Arts, Humanities, and Social Sciences, 1963
- › The Graduate School, 1965
- › The Dental College of Georgia, 1965
- › College of Education, 1968
- › College of Allied Health Sciences, 1968
- › James M. Hull College of Business, 1971
- › College of Science and Mathematics, 2012
- › School of Computer and Cyber Sciences, 2017



Points of Pride

- › Augusta University is Georgia's only public academic health center.
- › Augusta University, home of the Medical College of Georgia, is one of only four public comprehensive research institutions in the state of Georgia.
- › Augusta University offers more than 152 academic programs in ten colleges and schools, including the nation's 13th-oldest medical school; the state's sole dental college; the nationally ranked James M. Hull College of Business; the Pamplin College of Arts, Humanities and Social Sciences; Education; Science and Mathematics; Allied Health Sciences; Graduate Studies; Computer and Cyber Sciences; and Nursing. Augusta University's Medical College of Georgia includes a partnership campus in Athens, Ga., and satellite campuses in the Georgia cities of Albany, Rome, and Savannah.
- › Augusta University's nearly 10,000 students come from over 70 countries and nearly all of Georgia's 159 counties.



- › Augusta University has over 170 student organizations.
- › Augusta University fields teams in NCAA Division I men's and women's golf, and the men's team claimed back-to-back national championships in 2010 and 2011. In 11 other varsity sports, the Jaguars compete in the Division II Peach Belt Conference in basketball, baseball, cross country, softball, volleyball, tennis, and outdoor track and field.

The City of Augusta, Georgia

Augusta, Georgia is the second-largest metro area in Georgia and is located on the southern bank of the Savannah River midway between the Great Smokey Mountains and the Atlantic Ocean. It is a growing and thriving city with a metropolitan area and recently ranked second in Georgia for [Best Places to Live](#). [Money Magazine](#) recently named nearby Evans, GA as the “Best Place to Live in America Right Now”.

Nomination and Application Process

Salary

The position is a full-time, 12-month administrative position with an excellent benefits package. Salary is competitive and commensurate with experience.

How to Apply

Greenwood/Asher & Associates, LLC is assisting Augusta University in this search. Applications and nominations are now being accepted. For a full application package, please provide a cover letter, CV, and list of five references. Confidential inquiries, nominations, and application materials should be directed to Greenwood/Asher & Associates, LLC. Submission of application materials as PDF attachments is strongly encouraged. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

Inquiries, nominations, and application materials should be directed to:

Ann Bailey
Senior Executive Search Consultant
Greenwood/Asher & Associates, LLC
E-mail: annbailey@greenwoodsearch.com

David Presley
Senior Executive Search Consultant
Greenwood/Asher & Associates, LLC
E-mail: davidpresley@greenwoodsearch.com

For more information about the position, please visit: <https://greenwoodsearch.com/current-opportunities/>

For more information about Augusta University, please visit: <https://www.augusta.edu/>

The material presented in this leadership profile should be relied on for informational purposes only. This material has been copied, compiled, or quoted in part from the Augusta University documents and personal interviews and is believed to be reliable. While every effort has been made to ensure the accuracy of this information, the original source documents and factual situations govern.

Augusta University is committed to providing equal employment opportunity (EEO) for all individuals without regard to race, age, color, national origin, religion, disability, gender, creed, veteran status, sexual orientation, genetic information, or any other basis prohibited by law.