



**FORT VALLEY
STATE UNIVERSITY**
EMPOWER *the* POSSIBLE.

Inviting Applications and Nominations

Executive Director for Admissions and Recruitment

Named as one of the Best Historically Black Colleges and Universities for 2021 by College Consensus, Fort Valley State University seeks qualified professional candidates for the position of **EXECUTIVE DIRECTOR FOR ADMISSIONS AND RECRUITMENT** to administer the operational, financial, and personnel functions of the Admissions and Recruitment department to assist in accomplishing the University's enrollment goals and objectives. The Executive Director for Admissions and Recruitment reports directly to the Vice President of Student Affairs and Enrollment Management. Applications will be reviewed immediately. *Take a virtual tour of the University at fvsu.vrtoursrvr.com.*

VISIT [FVSU.EDU](https://fvsu.edu) TO LEARN MORE.



OUR MISSION

Fort Valley State University, founded in 1895, is an HBCU and 1890 Land-Grant institution providing excellent academic programs that integrate quality instruction, research, extension, and student learning experiences responsive to the needs of a culturally and economically diverse student population equipped to excel in the 21st-century global community.

ABOUT THE UNIVERSITY

Located in Central Georgia, FVSU is a comprehensive institution offering 37 undergraduate and graduate degree programs. One of the University System of Georgia's three public historically black universities, FVSU is the state's only 1890 Land Grant Institution.

FVSU combines the personal attention and family feel of a small, private college with the resources and research found at large public universities. The University's 1,365-acre main campus in Fort Valley has the second largest acreage of any Georgia university.

FVSU advances its mission and educational goals through three academic colleges: Agriculture, Family Sciences, and Technology; Arts and Sciences; and Education and Professional Studies. In fall 2020, the University enrolled 2,542 undergraduate and 285 graduate students.

Of the 92 faculty members, 74 percent hold doctorates. The close-knit campus community encourages personal and academic growth and establishing lifelong ties that extend beyond graduation.

FVSU has been recognized four consecutive years as the top public historically black college in Georgia. This #1 ranking includes *US News and World Report*, 2019 and 2020 *Best Colleges* rankings, and the *Washington Monthly*, 2019. In 2018, *Diverse Issues in Higher Education* listed FVSU as a top 10 producer of African Americans with bachelor's degrees in mathematics, engineering technology, family and consumer sciences, computer and information systems, psychology, and history in the state of Georgia.

The National Science Foundation provides more funding for science, technology, engineering, and math research at FVSU than at any other public teaching

college in Georgia, putting it in the top 10 for NSF-funded STEM research among all colleges in the state.

Fort Valley State University has produced graduates who have literally changed the world, serving as pioneers and trailblazers in civil rights, education, law and government, human rights, and public policy.

THE OPPORTUNITY

The Executive Director for Admissions and Recruitment provides leadership in recruitment of students while using data to make evidence-based decisions, and develops and directs fiscal and resource strategies, plans, and policies. The Executive Director will provide expertise and knowledge of best practices and leadership in facilitating the creation and implementation of the annual undergraduate recruitment plans focused on enrolling a diverse population of students. The Executive Director also will develop and execute a multifaceted communications plan to increase enrollment.

The Executive Director's position requires both broad oversight as well as a hands-on management style, including a working knowledge of current best-practices in college admissions and recruitment.

DUTIES & RESPONSIBILITIES

- Serves as at the chief administrator of the Office of Admissions and Recruitment.
- Supervises all staff and is responsible for application processing and recruitment of all incoming undergraduate students.
- Creates and interprets the University's admissions policies and procedures that include state legislation and Board of Regents policies.



- Represents the University locally, regionally, and nationally.
- Holds the primary responsibility for all strategic and budgetary planning and administration.
- Is responsible for identifying and achieving enrollment goals as determined collaboratively with the Vice President for Student Affairs and Enrollment Management, the Provost, and the President.
- Chairs the Undergraduate Admissions Committee.
- Participates in or represents the Office of Admissions and Recruitment on various campus committees and state-wide higher education coordinating committees.
- Counsels prospective students and families on the University's admissions requirements and assumes authority for who gets admitted into the University.
- Determines residency status for tuition purposes.
- Works with the Assistant Director for Recruitment and Operations to provide expertise, knowledge, and leadership to facilitate the creation and implementation of the annual undergraduate recruitment plans in support of the institution's strategic enrollment goals.
- Plans and/or organizes on-campus and off-campus recruiting events.
- Develops collaborative relationships with academic departments in coordinating admissions efforts.
- Is knowledgeable of transfer credit practices.
- Makes data-informed decisions to guide the work of departmental staff and resources.
- Performs fundamental statistical evaluations.
- Evaluates processes, strategies, and tactics to improve the admissions and recruitment functions.
- Applies understanding of various audiences to create and implement multifaceted communications plans and measures its effectiveness.
- Works collaboratively with the Special Assistant to the President for Marketing and Strategic Communications to develop and maximize recruitment marketing and communication efforts.
- Maintains contact with prospective students, faculty, departmental chairpersons, college deans, divisional directors, and other representatives to facilitate job functions.
- Maintains communication with educational and administrative staff and professionals at secondary and post-secondary institutions.
- Trains and supports staff involved in admissions and recruitment efforts and operations. ▶



- Ensures acquired technology is leveraged throughout the department to impact organizational effectiveness and efficiency.
- Builds and maintains a cohesive, integrated, and collaborative admissions and recruitment function to continually promote and deliver high standards of customer service so that prospective students have an excellent experience from the first point of contact through admissions and enrollment.
- Collaborates with colleagues in the development and implementation of Enrollment Management initiatives.
- Provides effective supervision, leadership, mentorship, and staff development to personnel within the department, serving as a champion for professional growth and development.

QUALIFICATIONS & REQUIREMENTS

- Master's degree in a course of study related to the occupational field required with an MBA *preferred* (Bachelor degree will be considered with considerable experience and accomplishments in college admissions).
- Five to 10 years of experience demonstrating progressive leadership in admissions, recruitment, and/or enrollment required.
- Knowledge of university policies and procedures
- Knowledge of computers and job-related software programs including Constituent Relationship Management (CRM) software.
- Knowledge of University System of Georgia policies and procedures *preferred*
- Knowledge of Family Education Rights and Privacy Act guidelines
- Knowledge of college admissions and recruitment principles
- Knowledge of budget management principles
- Skills in decision making and problem solving
- Skills in supervising the work of personnel
- Skills in the completion of a variety of admissions reports
- Skills in oral and written communication



Metropolitan Central Georgia

Fort Valley State University is in the Central Georgia metropolitan area, which encompasses the state's fourth largest city, Macon, as well as several growing cities and progressive small towns. Other features of the area include Robins Air Force Base, one of the state's largest employers; the #11 rated public school in Georgia, the Academy of Classical Education, and the nationally recognized Houston County School System; and outstanding healthcare along with the second largest hospital in Georgia.

Central Georgia offers endless activity opportunities for families and individuals alike. A wide range of fine and casual dining, live music venues, festivals, water parks, golf courses, museums, historical sites, farmer's markets, touring Broadway shows, kayaking, indoor rock climbing, and more provide an appealing quality of life.

The City of Fort Valley has been honored as one of 10 Georgia "Cities of Excellence," and it is considered one of the state's "best managed and most livable cities." It offers tree-lined streets and beautiful historic homes and boasts a cost of living below the state and national average.

Beyond the Metro Central Georgia area, Atlanta, one of the nation's largest cities, and Hartsfield-Jackson Atlanta International Airport are easily accessible by I-75. If looking for time at the beach or enjoying the cool mountain air, the Georgia coastline or Blue Ridge Mountains are only a three-hour drive away.



APPLICATION & NOMINATION PROCESS

Confidential applications/inquiries are welcomed, and nominations are invited.

Applications

- 1) Application packet must include:
 - a) A letter of interest that addresses the responsibilities and qualifications of the position
 - b) Current resume *or* curriculum vitae
 - c) At least five 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:

FVSU-Admissions@myersmcrae.com

Additional information will be requested upon receipt of application.

For best consideration, submit application packet by **July 9, 2021**. Review of applications begins immediately, and applications will be accepted until the position is filled.

Nominations

Submit nominations to:

FVSU-Admissions-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 Fort Valley State University with this search.



Fort Valley State University is an affirmative action, equal opportunity institution and does not discriminate against applicants, students, or employees on the basis of race, gender, ethnicity, national origin, sexual orientation, religion, age, disability, or marital or veteran status.