

BRIAN W. MEREDITH

PROFILE

Highly motivated professional who possesses a Doctorate in Educational Leadership with a concentration in Higher Education Administration. Throughout my experience, I have earned a reputation for dedication to my profession as well as a strong work ethic in various roles. I am organized, detailed and thorough with the ability to work in a demanding environment. Possessing a strong understanding of needs as well as effective communication with students, parents, faculty, alumni, senior administrators and community leaders. Expertise includes maintaining multiple operating budgets as well as comprehensive administrative skills. My experience has evolved from working in enrollment management, orientation, recruitment, admissions, retention and academic counseling. I possess excellent leadership skills; particularly adept in developing effective, loyal and cohesive staff. Astute in identifying areas in need of improvement, with the vision to develop and implement successful action plans. Both flexible and versatile, a well-rounded performer committed to continued excellence.

KEY ADMINISTRATIVE EXPERIENCE

Academic Counseling	Spokesperson	Budgets
Administrative	Diversity & Inclusion	Admissions
Fundraising	Orientation	Leadership
Retention	Ombudsmen	Staff Development

CAREER HIGHLIGHTS

- Reorganized Graduate Admissions in 2019-2020 at University of Memphis centered around an enrollment management culture.
 - Partnered with the University of Memphis's Global Initiatives Office to create sustained growth of the international enrollment profile.
 - Reorganized the University of Memphis's graduate faculty status approval process which resulted in greater collaboration between faculty, academic departments, and the graduate school.
 - Established an International Enrollment Management Office in 2012 at Western Kentucky University.
 - Received the Distinguished Administrator of the Year Award in 2008 at the University of Memphis.
 - Reorganized the Office of Recruitment & Orientation Services in 2003 resulting in a more efficient office driven by a strategic enrollment management approach.
 - Nominated for The Pyramid Award in 2000, an award for excellence in administration.
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EDUCATION

Doctorate of Education, The University of Memphis

December 2004

Higher & Adult Education Concentration

- Completed dissertation: “Assessing Hispanic Students’ Perceptions of Gains within the Community College Environment.” December 2004
- Member of Leadership Advisory Council

Master of Science, Mississippi State University

December 1996

Higher Education Concentration

- Represented the Department of Educational Leadership within Mississippi State University’s Graduate Student Association.

Bachelor of Public Administration, University of Mississippi

May 1995

- Officer of Chi Psi Fraternity
- Ole Miss Annual Staff
- Representative of the University of Mississippi Associated Student Body

HIGHER EDUCATION EXPERIENCE

The University of Memphis

September 2024-Present

Interim Vice President for Enrollment Management

- Lead the Division of Enrollment Management

The University of Memphis

September 2019-Present

Assistant Vice Provost & Associate Dean, Graduate School

- Responsible for daily operations, management of graduate staff, and graduate school student services
- Serve as the chief enrollment and retention officer for the graduate school
- Serve as the graduate school ombudsman
- Lead the graduate school’s international enrollment management initiatives

The University of Memphis

January 2021-Present

Affiliate Graduate Faculty, Higher & Adult Education Department

- Instructor for Overview of Higher Education (HIAD 8410)
- Serve on thesis and dissertation committees

Western Kentucky University

July 2011 – July 2018

Associate Vice President for Enrollment Management

- Serve as the Chief Enrollment and Graduation Officer reporting to the President and serve on the President’s Administrative Council
- Serve on the Council of Academic Deans leading enrollment and retention initiatives throughout colleges and departments
- Lead the Enrollment Management Leadership Team, Retention Task Force as well as the Minority Recruitment Committee

- Oversee 140 staff members in Admissions, Financial Aid and Undergraduate Scholarship, Academic Advising Center, TRIO, Student Athlete Success Center, Registrar and International Student Office
- Represent the university by serving on statewide committees, regional and professional association
- Recognized the need to align the Enrollment Management and Public Affairs Divisions in order to deliver consistent marketing and communication plans, which resulted in creating shared staff
- Expanded Joint Admissions with regional community colleges establishing ten new programs
- Established new recruitment communication plans for first time freshman and transfer students
- Restructured the undergraduate university scholarship program
- Member of university diversity enhancement committee
- Implemented customer relations management (CRM) Hobson's Connect software
- Created a new position, Assistant Vice President for Retention and Student Support Services
- While serving in this position, freshman retention rose from 71% to 73%, average ACT increased from 21 to 23, international enrollment grew 43% and the average GPA for first-time students improved from 3.14 to 3.33

The University of Memphis
Director, Office of Admissions

August 2008 - June 2011

- Supervised the processing and acceptance of all undergraduate admission and readmission
- Served as the Chief Residency Officer
- Oversaw the evaluation and processing of all requests for transfer and non-traditional credit
- Managed and evaluated approximately 40 professional and support staff
- Coordinated admission functions with other campus functions
- Prepared and administered budget for the department
- Developed and maintained all admission and related systems
- Determined the eligibility of student-athletes according to university admissions policies.
- Gave presentations regarding admissions and related areas to community and school groups
- Ensured compliance of all university, state and federal policies

The University of Memphis
Director, Recruitment & Orientation Services

November 2005 - August 2008

- Position title changed due to reorganization

The University of Memphis
Associate Director, Office of Admissions

August 2002 - November 2005

- Responsible for all planning, budgeting and administrative coordination associated with recruitment and orientation staff initiatives
- Made decisions about sites for regional events; communicate with campus representatives and hire and train staff
- Coordinated with marketing staff members to develop new promotional materials
- Managed the undergraduate recruiting program
- Oversaw new student orientation programming and special events
- Oversaw publication development and coordinated with the marketing department on creative design for recruitment materials
- Directed planning for recruitment trips, events and made recruiting assignments
- Hired, trained and supervised 17 professional employees and three support staff
- Served on various committees to provide insight into recruiting efforts including Enrollment Management Committee
- Served on the Commercial Appeal First Tennessee Academic All-Star Scholarship Committee

The University of Memphis **January 2002 - July 2002**
Visitation Coordinator & Interim Associate Director, Office of Admissions

- Supervised all recruitment counselors
- Coordinated all recruitment initiatives and special event coverage

The University of Memphis **December 1998 - December 2001**
Adult-Transfer Student Counselor, Office of Student Relations

- Coordinated all adult student recruitment activities
- Assisted students from two and four-year institutions in the transfer process

The University of Memphis **August 1999 - June 2011**
Faculty, Academic 1100 Freshman Orientation Program

- Instructor for approximately 30 freshmen each semester

The University of Memphis **August 1997 - November 1998**
Telecounseling Coordinator, Office of Student Relations

- Served as the Assistant Project Manager responsible for implementing the Ruffalo Noel-Levitz recruitment initiatives
- Restructured the telecounseling program in order to adapt to the Enrollment Management Action System Software used by all Noel-Levitz clients
- Monitored the progress of the daily calling team (50 recruiters)
- Coordinated the design and construction of the telecounseling office facility
- Responsible for all student worker activity concerning direct mailings as well as the bulk mail produced in communication flows to prospective students
- Facilitated admission counseling sessions with prospective students

The University of Memphis **August 1996 - July 1997**
Special Projects Technician, Office of Student Relations

- Developed and implemented the first telecounseling program for the purpose of recruiting prospective students
- Facilitated all Parent Programs for New Student Orientation
- Served on the Enrollment Management Council
- Attended all adult student recruitment programs within area community colleges and the immediate business industry setting

Mississippi State University **Summer 1996**
Academic Advisor, Advising Center for Entering Students

- Conducted academic advising during new student orientation, evaluating placement test scores for the purpose of proper course selection
- Collected, organized and created layout for information that contributed to the Department of Educational Leadership's web page
- Participated in the planning and implementation of the Mississippi Community College Fellowship Program for 25 current community college administrators
- Facilitated the Jackson Educational Management Training Program

PROFESSIONAL AFFILIATIONS

Kentucky Museum Board Representative	2012 - 2018
Kentucky Association of Collegiate Registrars and Admission Officers (KACRAO)	2011 - Present
National Association of Foreign Student Advisors (NAFSA)	2011 - Present
National Association of Student Personnel Administrators (NASPA)	2004 - Present
National Association for College Admission Counseling (NACAC)	2003 - Present
American Association of Collegiate Registrars and Admissions Officers (AACRAO)	2003 - Present
Council for Graduate Schools	2019 - Present
Cambridge International Advisory Council	2024 - Present
Tennessee Association of Collegiate Registrars and Admission Officers (TACRAO)	1996 – 2011
Ruffalo Noel Levitz Advisory Board	2017- 2018

PRESENTATIONS

The University of Southern Mississippi <i>The College Admission Officer</i>	October 2003
The Baylor School College Forum <i>Making the Most of the Moment: The College Visit</i> <i>Understanding National Merit and University Honors Program</i>	February 2009
The University of Mississippi <i>The Impact of a Voluntary Buyout Program:</i> <i>Staffing and Budgetary Challenges</i>	April 2009
The University of Mississippi <i>Understanding College Cultures:</i> <i>Working with Non-Traditional Students</i>	April 2010
NODA: Association for Orientation, Transition & Retention in Higher Education formerly the National Orientation Directors Association <i>Tennessee Conference Keynote Speaker, Austin Peay State University</i> <i>Enrollment Management: Leading with Purpose in the 21st Century</i>	February 2016

DISSERTATIONS AND THESES

Hazelwood, Imari. (2014). "Value and Effectiveness of an Intervention Reading Course." Master's thesis for the College of Education. Western Kentucky University. Committee member.

Martin, Corie. (2015). "Social Media Engagement and Collegiate Recruitment: An Examination of the Use of Social Networks in the College Recruitment and Student Choice Processes." Ed.D. Dissertation for the College of Education. Western Kentucky University. Committee member.

Kerr, David. (2016). "A Leading American University with International Reach: Internationalization at Western Kentucky University." Ed.D. Dissertation for the College of Education. Western Kentucky University. Committee member.

Buchanan, Lori. (2016). "A Narrative Policy Analysis of Six Public Universities' Transfer Receptivity for Tennessee Promise Community College Student Transfers." Ed.D. Dissertation for the College of Education. Western Kentucky University. Committee member.

Van Alebeek, Wouter. (2017). "'Do You Want Kentucky' '...No Thank You, I'm Not Hungry.'" A Case Study of International Student Choice in Higher Education." Ed.D. Dissertation for the College of Education. Western Kentucky University. Committee member.

Zabaneh, Louis. (2017). "Estimating the Impact of Capability Factors on College Student Debt Levels Using the Augmented Capability Model." Ed.D. Dissertation for the College of Education. Western Kentucky University. Committee member.