

# GARY T. RAY

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## Experience

2010 – Present      Texas Woman's University      Denton, Texas

### **Associate Vice President For Enrollment Services**

Provides overall leadership and strategic enrollment management for TWU's three campuses in Denton, Dallas and Houston. Enrollment Services division reports directly to the Student Life Vice President. The Enrollment Services unit includes Student Records, Registrar, Admissions and Financial Aid Office.

Milestone unit accomplishments:

- TWU enrollment has grown 10.3% from 13,338 to 14,717 in the past two recruitment cycles.
- New Students - freshman and transfer class records for past two years
- New recruitment event established called Pioneer Scholars Day

2000 – 2010      Lee University      Cleveland, TN

### **Vice President for Administration**

Provide overall leadership and management of Lee University's Administration Sector (\$15.2 million budget) and serve on the President's Cabinet. Now in my 19<sup>th</sup> consecutive year at Lee, the university's enrollment has grown 145% during my tenure, from 1,739 (fall 1990) to 4,262 (fall 2009).

Under my supervision, the Administration Sector Senior Leadership Team includes the Assistant VP for Enrollment Management (undergraduate admissions), Assistant VP for University Relations (development, central gifts, community relations, public information, church relations, publications, summer conferences), Assistant Vice President for Research and Records (registrar, student records, institutional research), Director of Athletics (sports information, 13 intercollegiate team sports in the NAIA), Director of Alumni Relations (Annual Alumni Fund), Director of Information Services and Technology (IT services, asset management, telephone services, campus post office services, printing services). Director of Financial Aid, and Director of Graduate Enrollment. The sector includes 125 administrators and support staff.

Milestone sector accomplishments during my tenure:

- 19 consecutive years of fall and spring enrollment records with more than 800 freshmen the past two years.
- Growth in student population diversity – 50 states and 53 countries.
- Created and developed Frontline Preview Day, seven offered annually, for prospective junior and senior high school students and college transfer students.
- Establishment of the Encore Program, specially-designed mini-courses, which allows individuals 60 and over to attend university courses for a small fee.
- Established the department of Graduate Enrollment.
- Significant growth in the offering of summer conferences and camps

– more than 11,000 participants during the summer of 2009.

- In 2008, Lee University athletic teams achieved seven SSAC Conference championships, 1<sup>st</sup> runner-up NAIA Championship in baseball, NAIA National Championship in women's soccer.
- Developed new logos and branding standards for Athletic Programs.
- Eight consecutive years of Annual Alumni Fund records, from \$251,402 in 2001 to \$404,698 in 2008.
- Redesign and development of Lee University's website (currently more than 8,000 web pages).
- Developed the branding and marketing program for the university.
- Initiated and developed online enrollment and registration.
- Successful implementation of Datatel Colleague – 12 modules.
- \$41 million awarded in Financial Aid in 2008.

1998 – 2000                      Lee University                      Cleveland, TN

**Assistant Vice President for Institutional Advancement**

Provided overall leadership and management of Lee University's departments of Admissions, Student Records and Registrar, Financial Aid, Development, Central Gifts, Community Relations, Church Relations, Alumni Relations, Public Information, Publications, and Summer Conferences.

1990 – 1998                      Lee University                      Cleveland, TN

**Director of Admissions**

Directed all recruitment and enrollment activities for Lee University. Developed and managed the recruitment budget. Served as chairman of the Admissions and Retention Committee and Chairman of the Computer Information Processing Committee. Served on various campus committees such as Homecoming, Annual Alumni Fund Drive, Lee Day, Youth Leader's Symposium, and Institutional Research.

1995 – Present                      Self-employed                      Cleveland, TN

**Web Trends Consultant**

Consult college and university enrollment managers and evaluate institutional websites to help schools gain maximum marketing impact and web presence on the Internet. Clients: Purdue University, Xavier University, University of Michigan at Flint, Northern Arizona University, SUNY Institute of Technology, Quinnipiac University Law School, Scott Healy & Associates. Sites evaluated for competing clients: Ferris State, Oakland University, Saginaw Valley State, University of Dayton, Yale Law School, and Liquid Matrix Software. I also speak nationally on web trends. A presenter at:

- TACRAO State Admissions Conferences
- National Small College Admissions Conferences
- Stamats Enrollment Conferences
- ACT National Enrollment Planners Conferences
- Higher Education On-Line Conference
- ACA Technology Conference
- SEM IX AACRAO Enrollment Conference

Dec 1988 - 1990                      Mount Paran Christian School                      Marietta, GA

**Principal**

Private college preparatory school, K – 12, 700 students.

Jul 1988 – Dec 1988 Mount Paran Christian School Marietta, GA

**Assistant Principal and Athletic Director**

Aug 1987 – Jul 1988 Mount Paran Christian School Marietta, GA

**Athletic Director and Coach, Boy's Basketball**

1985–1987 Lee University Cleveland, TN

**Education Department Faculty, Assist. Coach, Men's Basketball**

1982 –1985 George R. Stuart Elementary Cleveland, TN

**Physical Education Faculty**

1982-1985 Cleveland High School Cleveland, TN

**Coach, Junior Varsity Boy's Basketball**

**Education & Special Training**

Lee University	B.S. Physical Education
University of Tennessee	M.Ed. Education
West Georgia College	Endorsement in Educational Leadership
Harvard University	Harvard Management Program

**Awards**

2006 Award of Excellence – National CASE III Award, Audiovisual Communication Division, student recruitment compact disc.  
 2005 Special Merit Award – National Case III Publication Award – student recruitment publication.  
 Christian Colleges Admission Officers Association - SE Region Admissions Officer of the Year.  
 1998 Alpha Gamma Chi Fraternity - Alumnus of the Year.  
 1986 Cleveland City Schools - finalist for Young Educators award.

**Software Expertise**

- Datatel Colleague
- AS400
- Crystal Reports
- Microsoft Outlook
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word

**Professional Memberships**

- Tennessee Association of Collegiate Registrars and Admissions Officers
- TN Independent Colleges & Universities Association Enrollment Officers
- TN Educational Association of Veteran Program Administrators
- Council for Christian Colleges & Universities Chief Enrollment Officers

- Civic Involvement**
- Board of Directors, Cleveland/Bradley Chamber of Commerce
  - Board Chairman, Ocoee Regional Multicultural Services

**Hobbies** Long distance running, photography, travelling with family.

**References** Available upon request.