



ASSOCIATE DIRECTOR FOR NEW STUDENT EXPERIENCES

NEW STUDENT AND
FAMILY EXPERIENCES





SEARCH PROFILE

ABOUT TEXAS STATE UNIVERSITY

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Texas State encompasses multiple campuses and locations across central Texas; employs more than 7,000 faculty, staff, and students; and offers its 38,000 students 99 bachelor's, 92 master's and specialists and 14 doctoral degree programs through the following colleges: Applied Arts, McCoy College of Business, Education, Fine Arts and Communication, Health Professions, Liberal Arts, and Science and Engineering. The university also has The Graduate College and an Honors College. The university's students are diverse, closely reflecting the demographics of the State of Texas. Texas State recently celebrated its 11th anniversary as a Hispanic Serving Institution and earned the Seal of Excelencia from Excelencia in Education in September 2022. The university is currently classified as a Doctoral University: High Research Activity (R2) by the Carnegie Classification system and is laser-focused on continuing to raise its national research profile and become an R1 university.

MISSION

Texas State University is a doctoral-granting, student-centered institution dedicated to excellence and innovation in teaching, research, including creative expression and service. The university strives to create new knowledge, to embrace a diversity of people and ideas, to foster cultural and economic development and to prepare its graduates to participate fully and freely as citizens of Texas, the nation, and the world.

VALUES

In pursuing its mission, the faculty, staff, and students of Texas State University are guided by a shared collection of values:

- Teaching and learning based on research, student involvement and the free exchange of ideas in a supportive environment
- Research and creative activities that encompass the full range of academic disciplines—research with relevance, from the sciences to the arts, from the theoretical to the applied
- The cultivation of character, integrity, honesty, civility, compassion, fairness, respect, and ethical behavior in all members of the university community
- A diversity of people and ideas, a spirit of inclusiveness, a global perspective, and a sense of community as essential conditions for campus life
- A commitment to service and leadership for the public good
- Responsible stewardship of the university's resources and environment
- Continued reflection and evaluation to ensure that the university's strengths as a community always benefit those it serves.

UNIVERSITY PLAN

As the university developed its new plan, it was guided by the fundamental principle that its students must be the primary beneficiaries of the defined university goals, as well as the initiatives supporting those goals. Within this framework, the university sought to balance a complex variety of goals that address, not only student success while at Texas State, but success after graduation. Goals also include promoting academic quality through new academic and educational programs; achieving considerable progress in advancing its research and creative activities; and providing the necessary services, resources and infrastructure needed to successfully move the university forward.

ENROLLMENT & STUDENT DEMOGRAPHICS

In fall 2023, Texas State enrolled over 38,700 students, including 34,547 undergraduates and 4,175 graduate, post-baccalaureate and professional students. The fall 2023 first-year class was the largest in university history with more than 7,800 students. The university also enrolled a significant number of new students, both undergraduate and graduate, surpassing 11,000 new students for the third time.

Nearly sixty percent of Texas State students identify as minorities and 44 percent of undergraduates are first-generation college students. Approximately 95 percent of Texas State students are from Texas. Texas State has long served a significant number of first-generation and Pell-eligible students.



SEARCH PROFILE

ABOUT THE DIVISION OF STUDENT SUCCESS

LEADERSHIP

Dr. Cynthia L. Hernandez joined Texas State University as the Vice President for Student Affairs in January 2021. She served as the Vice President for Student Affairs until February 2023 when President Kelly Dampousse expanded the scope of her division and appointed her Vice President for Student Success.

With over 25 years of progressive leadership experience, Dr. Hernandez focuses on enhancing student success and learning in the co-curricular through inclusive, student-centered programs, services, and initiatives and communicating the impact and value of student success work. She is a scholar-practitioner and an active member of professional organizations including NASPA, the association for Student Affairs Administrators in Higher Education, where she serves on the Board of Directors. Prior to joining Texas State University, Dr. Hernandez served for 15 years in the Office of the Vice President for Student Affairs at Texas A&M University as an Assistant and Associate Vice President. She earned a bachelor's degree in animal science and a master's degree in educational administration with an emphasis in student affairs administration, and a doctorate in Educational Administration from Texas A&M University.

ABOUT THE DIVISION OF STUDENT SUCCESS

"Doubling down on our commitment to student success is one of the top priorities of my presidency. As we accelerate our progress toward becoming a Research 1 institution, we will stay true to Texas State's long-standing commitment to student success. We will honor our history and unique identity by recruiting and enrolling a diverse student body and providing a rich student experience that will prepare them for life and success during their time at Texas State and after graduation."

– President Kelly Dampousse

The Division of Student Success utilizes a student-centered and student learning approach to contribute to the retention, graduation, and post-graduation success of our diverse student population.

We provide thoughtfully curated spaces and deliver innovative co-curricular programs and services designed to foster academic and personal involvement, engagement, and a sense of belonging at both the San Marcos and Round Rock campuses.

The Division is comprised of ~475 full-time staff housed in thirteen departments including housing and residential life, dean of students, counseling services, health services, campus recreation, disability services, career services, LBJ student center, new student and family engagement, student involvement and engagement, student learning assistance center, academic engagement, assessment, planning, and technology services. The Division's \$90M budget is funded through multiple sources, including an institutional allocation, mandatory fees, and revenue-generating activities.

MISSION

To provide high quality resources and experiences that engage our diverse student community in advancing their personal, academic, and post-graduation success.

GOALS

- Provide an environment focused on eliminating barriers and increasing access to support students in their persistence to graduation.
- Enrich the student experience through engagement and involvement opportunities designed to affirm institutional choice and sense of belonging.
- Promote a culture of health and well-being that considers a student's holistic development and facilitates decision-making to enhance individual success.
- Optimize divisional resources to effectively position the division to meet the growing needs of our students.



George's at the LBJ Student Center offers a space for students to gather and enjoy a variety of activities, including pool



Jumpstart kicks off a week of welcome events for first-year and returning students



SEARCH PROFILE

POSITION & OPPORTUNITIES FOR IMPACT

POSITION OVERVIEW

The Associate Director for New Student Experiences is a full-time, 12-month leadership role within the Division of Student Success, reporting to the Director of New Student and Family Experiences. This position provides strategic direction and operational oversight for new student orientation programs, welcome week initiatives, and digital onboarding experiences that foster belonging, engagement and academic readiness. The Associate Director will lead efforts to develop resources and communications, and will oversee the units assessment strategy geared toward continuous improvement and alignment with institutional goals.

OPPORTUNITIES FOR IMPACT

ELEVATE AND ENHANCE NEW STUDENT ORIENTATION

The past few years of redeveloping New Student Orientation have left the current program ready for an opportunity to elevate and enhance the current programming from a transactional event to a comprehensive student experience that fosters belonging, academic readiness, and personal development. The successful candidate will be ready to explore peer institutions and look at our current programming to determine how we continue to build a program that can be a launchpad for Student Success.

BUILD A SEAMLESS DIGITAL ONBOARDING PROGRAM

The Associate Director will design and implement a cohesive digital onboarding strategy that connects students to essential resources, people, and opportunities before they arrive on campus. This initiative will streamline communication, reduce barriers to engagement, and ensure that students begin their journey at Texas State with clarity and confidence.

ESTABLISH WELCOME WEEK AS A SIGNATURE INSTITUTIONAL EXPERIENCE

The Associate Director will lead the development of a dynamic Welcome Week that reflects the university's values and culture, while affirming students' institutional choice. Through intentional programming and cross-campus collaboration, Welcome Week will become a signature experience that strengthens retention and cultivates community.

LEAD AN ASSESSMENT STRATEGY TO IMPROVE UNIT OUTCOMES

The Associate Director will champion the use of assessment and analytics to evaluate the effectiveness of orientation, onboarding, and transition programs. By leveraging data to inform decisions and demonstrate impact, the role will contribute to divisional goals for persistence, equity, and continuous improvement.

FORGING A BRIGHTER FUTURE, TOGETHER

40,000+

STUDENTS AT TEXAS STATE

475+

DIVISION OF STUDENT
SUCCESS EMPLOYEES

125

YEARS OF SERVING
STUDENTS

9,000+

STUDENTS LIVE ON-CAMPUS

42%

FIRST-GENERATION
STUDENTS



SEARCH PROFILE

ATTRIBUTES OF THE SUCCESSFUL CANDIDATE



ATTRIBUTES OF THE SUCCESSFUL CANDIDATE

- Demonstrates a deep commitment to student success, transition, and belonging.
- Understands the unique needs of first-year, transfer, and non-traditional students and designs programs that affirm their identities and support their academic and personal development.
- Brings creativity and vision to orientation, onboarding, and welcome programming. Comfortable navigating ambiguity and building new initiatives from the ground up, while aligning efforts with institutional priorities and student success metrics.
- Skilled in cultivating relationships across departments and divisions.
- Able to lead cross-functional teams, facilitate campus-wide partnerships, and communicate effectively with students, families, and stakeholders.
- Uses assessment and analytics to evaluate program effectiveness, identify gaps, and inform strategic improvements. Demonstrates a commitment to continuous learning and evidence-based decision-making.
- Manages complex logistics, budgets, and timelines with precision. Balances strategic vision with attention to detail, ensuring high-quality execution of large-scale events and digital platforms.



SEARCH PROFILE

RESPONSIBILITIES

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NEW STUDENT ORIENTATION (50%)

- Lead the strategic planning, implementation and assessment of a comprehensive orientation program for new students to Texas State University.
- Design an orientation program that fosters belonging, promotes student success and reflects institutional values.
- Supervise a coordinator for New Student Orientation, an administrative assistant, and student leaders to ensure maximum program delivery.
- Oversee all logistics of the New Student Orientation program including scheduling space reservations, vendor coordination and technology integration.
- Develop and manage budgets for New Student Orientation ensuring fiscal responsibility and alignment with departmental goals.
- Utilize data and assessment to evaluate program effectiveness, student learning outcomes, and satisfaction and work with stakeholders to provide continuous improvement.
- Serve as the primary point of contact for orientation-related inquiries and represent the university.

WELCOME WEEK AND DIGITAL ONBOARDING (25%)

- Lead the planning and execution of Welcome Week programming to ensure a dynamic and engaging start to the academic year.
- Supervise a coordinator for welcome experiences and student leaders to ensure maximum program delivery.
- Collaborate with campus departments and student organizations to design events that foster community, highlight campus resources, and facilitate a successful transition to Texas State.
- Coordinate communication strategies for new students, including email campaigns, mobile app updates, and social media outreach.
- Assess the effectiveness of Welcome Week and digital onboarding initiatives through surveys, analytics and stakeholder feedback.

RESOURCE DEVELOPMENT (15%)

- Lead the curation of print, digital and multimedia resources that support new student onboarding and transition.
- Collaborate with university departments to ensure materials remain up to date with current policies, services and student needs.
- Maintain and update websites and mobile platforms to ensure timely and accurate information.
- Coordinate with marketing and communication teams to align messaging and branding across all materials.

ASSESSMENT AND EVALUATION (5%)

- Lead the offices assessment strategies to ensure the effectiveness of departmental programs and services.
- Prepare and present reports to departmental, divisional and campus leadership on effectiveness, usage, and other relevant data points.

OTHER DUTIES AS ASSIGNED (5%)

- Coordinate projects and duties as assigned by the Director of New Student and Family Experiences.
- Serve on divisional and university committees as assigned.



SEARCH PROFILE

EMPLOYEE BENEFITS



WE'VE GOT YOU COVERED

At our university, we recognize that faculty and staff serve as the building blocks to the foundation of our work with students. Texas State is proud of our competitive benefits from health plans, wellness leave, life insurance and retirement programs provided to keep our Bobcats healthy and happy.

By joining Texas State University, employees gain access to work in one of the best public universities in the country and the opportunity to live in one of the most beautiful towns.

FEATURED BENEFITS

- Group Insurance
- Paid Leave
- Longevity Pay
- Academic Release and Tuition
- Support
- Retirement
- Supplemental Retirement
- Savings
- Wellness Program
- Work Life and Employee Assistance Program
- Employee Discount Program
- Mother-Friendly Worksite





SEARCH PROFILE

APPLICATIONS & CONTACT INFORMATION

REQUIRED QUALIFICATIONS

- Master's degree in Higher Education, Student Affairs of closely related field.
- Minimum of five years of progressive, full-time experience in orientation, transition programs of related areas.
- At least 3 years of supervision of professional staff or graduate assistants.
- Demonstrated experience designing and implementing orientation, onboarding, or transition programs for diverse student populations.
- Proven ability to manage large-scale events and complex logistics, including budget oversight and vendor coordination.
- Experience using assessment tools and data analytics to evaluate program effectiveness and inform strategic planning.

PREFERRED QUALIFICATIONS

- Doctoral degree in Higher Education, Student Affairs, or a related field.
- Experience working in a university setting with a large and diverse student population.
- Familiarity with digital onboarding platforms, mobile apps, and student engagement technologies.
- Experience coordinating Welcome Week or extended orientation programming.
- Knowledge of student development theory and its application to transition and retention initiatives.
- Experience contributing to institutional goals related to persistence, retention, and graduation.

APPLICATIONS

Applications will be accepted online on the TXST Human Resources website. The search committee will begin reviewing applications immediately.

APPLICATION LINK

<https://jobs.hr.txstate.edu/postings/54255>

CONTACT INFORMATION

Danielle Nied

Search Chair

Interim Director for Assessment & Strategic Direction

Division of Student Success



Browse sessions provide a space for students to learn more information about resources on-campus



Orientation leaders aid in building community among groups by facilitating team building games

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