


Javier M. Francisco

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Key Skills

- Outstanding experience managing successful recruitment team and territory management
- Profound knowledge of diversity recruitment
- Thorough knowledge of student recruitment and retention issues
- Deep knowledge of targeted recruitment principles, procedures, and strategies
- Skilled in budget preparation and fiscal management
- Excellent interpersonal skills with staff, faculty, and student populations
- Proficient with MS Office, Banner, Xtender, Slate CRM, Adobe Creative Cloud Apps
- Exceptional ability to make administrative and procedural decisions
- Native Spanish speaker, reader, and writer
- Professional photographic, graphic design ability, and HTML coding
- Confident, articulate presenter and professional speaking abilities
- Excellent storytelling skills
- Outstanding baking skills

Professional Experience

Interim Executive Director of Admissions

August 2020 – Present

Georgia College & State University (Office of Admissions), Milledgeville, GA

- Led the Office of Admissions for the past 2.5 years which has resulted in a 39% increase in applications, 64% increase in admitted students, and a 49% increase in deposited students (Fall 2023) as compared to the previous year.
- Worked to increase the visibility of the university's programs to prospective students to secure an increasing number of admissions applications in a highly competitive marketplace.
- Responsible for data integrity of prospective students as well as preparing reports regarding the incoming class for GCSU Administration.
- Responsible for the holistic admission evaluation process to ensure students admitted to GCSU are a good fit for the university.
- Responsible for leading 14 admission staff members, including 6 direct reports (associate director of regional recruitment, associate director of processing, senior freshman admission counselor, transfer admissions counselor, administrative assistant, and a coordinator of diversity recruitment). This includes development and oversight of territory management, daily schedules, and assignment of tasks as well as providing opportunities for professional development for staff members.
- Analyzed key data points in various applicant reports to monitor trends in order to guide recruitment decisions and efforts.
- Responsible for the administration of the entire admission budget, including budget planning, reconciliation, and purchasing.
- Responsible for the development of the annual recruitment plan and implementation of strategies designed to meet the university's freshman, transfer, and diversity enrollment goals.
- Responsible for evaluating the effectiveness and yield projection of recruitment strategies, including name search purchasing, email and digital ad campaigns, publications, campus visitation programs, recruitment travel, and virtual events.
- Responsible for the management and strategic use of the Slate CRM platform.

- Provide guidance to the modification of recruitment/outreach communication pieces including emails, publications, and text messages.

Associate Director of Enrollment Management

January 2007 – August 2020

Georgia College & State University (Office of Admissions), Milledgeville, GA

- Facilitated the university's program of recruiting and admitting students, with an emphasis on coordinating student recruitment of Latino/a, African American freshmen, and transfer students.
- Supervised transfer admissions counselor and coordinator of diversity recruitment, assigning tasks and providing support and guidance for admissions counselors, including analyzing applicant reports to guide them in recruitment efforts, and teaching and utilizing data and trends to assist counselors in creating a recruitment plan for specific geographic territories.
- Traveled to national and Georgia PROBE and other college fairs in order to meet prospective students and their families, answering their questions and disseminating literature.
- Scheduled, coordinated, and conducted high school visits and speaking engagements in a defined geographic territory.
- Independently managed a specific recruitment territory and was responsible for meeting territory recruitment goals.
- Holistically evaluated individual freshman and transfer applications, transcripts, test scores, and GPAs to make admissions decisions and prepared necessary forms.
- Interacted effectively with diverse student populations and worked effectively in diverse work environments to reach stated enrollment goals.
- Provided leadership in the development and implementation of detailed recruitment plans to achieve new student enrollment targets for underrepresented groups.
- Formulated and articulated comprehensive strategies for well-organized campus visitation programs: GLIMPSE diversity events, group tours, and prospective student campus tour.
- Facilitated the University's program of recruiting and admitting students from the local Milledgeville area.
- Entered admissions decisions and other relevant data into Banner student information system.

Professional Accomplishments, Affiliations and Presentations

Lumina Foundation Focus Magazine, Spring 2011, Georgia colleges embrace the challenge, ([Link](#))

Georgia College Leadership Institute (GCLI) Graduate, April 2017

National Association for College Admission Counseling (NACAC) - Member since 2007

Southern Association for College Admission Counseling (SACAC) - Member since 2007

Georgia Association of Collegiate Registrars and Admissions Officers (GACRAO) - Member since 2007

Carolinas Association of Collegiate Registrars and Admissions Officers (CACRAO) - Member since 2020

Tennessee Association of Collegiate Registrars and Admissions Officers (TACRAO) - Member since 2020

GACRAO Mid-Year training for first year staff, Co-Presenter

April 2023, Virtual Event

College Board Big Future, Presenter on Georgia College

April 2021, Virtual Event

MALDEF College Night, Presenter on College Selection (Spanish Presentation)

February 2021, Virtual Event

Latin American Association Youth Conf., Presenter (Topic: Latinx GEN Z and how to serve these students); November 2019, Emory University, Atlanta, GA
Hobsons Summer Institute, Presenter (Topic: Connecting GEN Z to Transformative Collegiate Experiences); July 2019, JW Marriott Marco Island-, FL
Latin American Association Youth Conf., Presenter (Topic: How to Help Latino Students Become College Bound); November 2018, Kennesaw State University, Marietta, GA
SACAC Dry Run, Faculty
July 2017, Emory University, Atlanta, GA

Education

1992-1997, Bachelor of Arts in Interdisciplinary Studies
University of California, Berkeley, CA

Additional Educational Experience

University of California, San Diego, La Jolla, CA September '97 – June '00
Completed 80 quarter hours towards a Master of Fine Arts in Visual Arts

Additional Employment History

Aug '06 – May '07: Georgia College and State University, Interdisciplinary Studies Department, Adjunct Faculty, Course taught: IDST 2315 America's Diverse Cultural Heritage
July '05 – Dec. '06: Division of Aging Services, GA Dept. of Human Resources, Milledgeville, GA, Social Services Case Manager
Nov. '02 – June '05: Department of Family and Children Services, Milledgeville, GA, Social Services Case Manager
August '02 and '03: Young Native Scholars Academy and Wellness Residential, San Diego, CA, Digital Video Instructor
Jan. '01 – Aug. '02: Southwestern College, Chula Vista, CA, Adjunct Faculty, Courses taught: Photo 1, 2, 3
Sept. '99 – Aug. '02: Mesa College, San Diego, CA, Adjunct Instructor, Courses taught: Photo 1, 2, and Introduction to Graphic Design 1
Jan. '02 – Aug. '02: Media Arts Center San Diego, San Diego, CA, Media Instructor
Sept. '01 – Jun. '02: Valley JR. HS., Carlsbad, CA, California Arts Council, Artist in Residence
Jan. '01 – Jul. '01: City Heights Arts and Neighborhood Cultural Enterprise, San Diego, CA, Photography and Video Instructor
July 2000: Chiapas Media Project, Chiapas, Mexico, Video Instructor
Sept. '97 – Dec. '00: Visual Arts Department, UCSD, La Jolla, CA, Graduate Teaching Assistant, Courses TA for: Photo 1 and Visual Studies 155.