

# LADY COX

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## EDUCATION

<b>Doctor of Education in Higher Education Management</b> University of Georgia	<b>2019</b> Athens, GA
<b>Master of Science in Higher Education</b> Auburn University	<b>2013</b> Auburn, AL
<b>Bachelor of Arts in Communication Management</b> Mississippi State University	<b>1998</b> Starkville, MS

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## EXPERIENCE

<b>Associate Vice President for Student Affairs</b> <b>Auburn University</b>	<b>2021 – Present</b> <b>Auburn, Alabama</b>
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Reporting to the Senior Vice President for Student Affairs

Responsibilities: Provide leadership and strategic direction for the following units Auburn Cares, Greek Life, First Year Experience (2021-2023), Parent & Family Programs (2023- ), Student Conduct, Student Involvement, Student Counseling & Psychological Services

Select Accomplishments:

- Build a cohesive team focused on providing comprehensive support to students and families through increased communication, dedicated case management, and unified support channels
- Lead monthly professional development discussions with graduate students and separately with staff, focusing on real-life case studies, student development theories, and current events
- Lead monthly Presidents' Council with leaders of high-profile student organizations to gather real-time feedback from students on opportunities for improvement on campus

<b>Assistant Vice President for Student Engagement</b> <b>Auburn University</b>	<b>2015 – 2021</b> <b>Auburn, Alabama</b>
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Responsibilities: Provided leadership and strategic direction for the following units: First Year Experience (including student and parent orientation), Student Center, Student Involvement, Parent & Family Programs (2015-2020), Marketing & Media (including Student Media)

Select Accomplishments:

- Enhanced the student engagement experience through increased use of assessment, branding, marketing, outreach, and seamless processes, resulting in the creation of over 200 annual events for students, the recognition of over 500 student organizations, the placement of over 20,000 students in student organizations, and the annual distribution of \$2.1 million in student fees
- Created and managed the COVID-19 Resource Center, a multi-disciplinary team responsible for campus-wide communication and response regarding the pandemic on campus.
- Developed relationships with donors and crafted proposals with development officers to raise almost \$2 million for student engagement programs, including the Delta Air Lines Speaker Series

- Led the campus and community effort for a centralized Homecoming and Fall Family Weekend resulting in 38 events over 3 days, including a tailgate attended by over 2,600 guests
- Oversaw the launch of Campus ESP, an integrated parent portal that provides access to grades, financial statements, and resources for almost 20,000 parents
- Serve as a Deputy Title IX Coordinator with a focus on increasing the communication to students about the policies and campus resources available to survivors of sexual violence

**Interim Assistant Vice President for Student Affairs**

**2013 - 2015**

**Auburn University**

**Auburn, Alabama**

Responsibilities: Provided leadership and management for the following departments: Greek Life, Health Promotion & Wellness Services, Student Conduct, Case Management and Crisis Response, Student Center, Student Involvement, Parent and Family Programs, Student Media, and Residence Life (2013-2014)

Select Accomplishments:

- Led the overhaul of the Student Conduct office, including the hiring of a new director and coordinator, evaluating the existing conduct process, increasing training for student discipline committee and investigators, and implementing the Maxient Software System
- Facilitated the creation of a new conduct process for the InterFraternity Council, resulting in a streamlined process to adjudicate reports of hazing and assault
- Advised the Student Affairs development team on the creation and implementation of the Parent Development Board and on fundraising practices for college student parents

**Chief of Staff, Division of Student Affairs**

**2010 - 2013**

**Auburn University**

**Auburn, Alabama**

- Directed the day-to-day operations for the Office of the Vice President
- Coordinated large-scale special events including First-Year Convocation, NASPA Mid-Managers Institute, Southeastern Chief Student Affairs Officers Conference, and Fall Family Weekend
- Coordinated division-wide assessment for annual reporting and SACSCOC accreditation
- Led the rebranding of the Parents Association, increasing membership 243%
- Re-imagined family weekend, resulting in 40 events and a 120% increase in participation
- Presented to incoming parents at orientation about the transition to campus

**Director, Parent and Student Services, Dean of Students Office**

**2009 – 2010**

**Mississippi State University**

**Starkville, Mississippi**

- Served as primary contact for all MSU parents
- Advocated for students in student affairs, specifically in housing, financial aid, and scholarships
- Hosted and emceed Parent Orientation
- Advised students on grade appeals, course withdrawals, and withdrawal or return to the university
- Served as host and executive producer of “How to at MSU” television talk show for students
- Served as a representative for parents and students on the Behavioral Intervention Team
- Managed the emergency call center as a member of the Crisis Action Team
- Managed the Maroon Memorial program honoring deceased students

**Coordinator, Parent Services, Dean of Students Office  
Mississippi State University**

**2007 – 2009  
Starkville, Mississippi**

- Created the Office of Parent Services for Mississippi State University
- Served as primary contact for all MSU parents from orientation until graduation
- Created and distributed bi-weekly e-newsletter, summer newsletter, calendar postcards, and comprehensive parent handbook for MSU parents
- Created and implemented the MSU Parents' Store providing gift delivery to residence halls
- Served as a member of the Crisis Action Team and managed the emergency call center

**Marketing and Public Relations Coordinator, Department of Residence Life  
Mississippi State University**

**2005 – 2007  
Starkville, Mississippi**

- Organized and implemented housing activities for all MSU special events and recruiting events including Discovery Day, Scholars Recognition Day, and Orientation
- Served as primary contact for alumni and parents with questions regarding on-campus housing
- Created targeted marketing campaign that raised housing on-campus occupancy from 84 to 96%
- Advised the Housing Associates, a student housing recruitment and leadership organization
- Organized and implemented housing activities for all MSU special events and recruiting events
- Coordinated opening day for 2,600 on-campus residents supported by 230 volunteers
- Led national search for graduate assistants, attending placement exchanges and managing selection process

**Coldwell Banker, SRE Realtors  
Real Estate Agent**

**Starkville, Mississippi  
2003 – 2005**

- Developed "Look to Lady" client acquisition marketing program using a consistent brand in newspaper and magazine advertisements, direct mail, promotions, and website

**Red Door Properties, LLC  
Principal**

**Starkville, Mississippi  
2001-2003**

- Owner of a residential real estate company overseeing renovations of over 20 properties

**International Travel**

**2000-2001**

- Visited 28 countries on 5 continents
- Hiked the Inca Trail, trekked with gorillas, climbed temples at Angkor Wat, rafted the Nile

**Thomas and Betts  
Account Manager**

**Memphis, TN  
1999 – 2000**

- Managed day-to-day business relationship with clients
- Participated in hiring team for the recruitment and interviewing of potential employees

**International Paper  
Account Manager**

**Memphis, TN  
1998 – 1999**

- Managed day-to-day business relationship with clients
- Selected as a key trainer for new associates in the division

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## PRESENTATION AND PUBLICATIONS

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- Petree, C., Austin, K., Cox, L., Dagers, L., Hurley, M., Jenkins, N., Pontious, M., Mitchen, A., Self, C., Stiltner, S. (2021). *College Ready 2021: Expert Advice for Parents to Simplify the College Transition*. Wise Action Press.
- Cox, L. (March 2021). "We're All In This Together": A Case Study of Parent Experiences, NASPA Annual Conference, Virtual
- Cox, L. (November 2020). "We're All In This Together": A Case Study of Parent Experiences, AHEPPP Family Engagement in Higher Education National Conference, Virtual
- Cox, L. & O'Gwynn, C (April 2019). *Divided Campus – "Controversial Speakers", Free Speech, and the Rise of Campus Violence and Unrest*, URMIA Webinar
- Cox, L., Hanks, K., & O'Gwynn, C (October 2018). *Divided Campus – "Controversial Speakers", Free Speech, and the Rise of Campus Violence and Unrest*, URMIA Annual Conference, Salt Lake City, UT
- Brown, P. & Cox, L. (December 2017). *How Graduate Students and Supervisors Can Create Impactful Internships*, SACSA Annual Conference, Knoxville, TN
- Cox, L. & Powers, R. (December 2016). *How to Survive and Thrive as a Graduate Assistant in Student Affairs*, SACSA Annual Conference, Jacksonville, FL
- Cox, L. & Roehm, J. (June 2015). *The Generalist in Student Affairs*, NASPA Region III Summer Symposium, St. Simons Island, SC
- Cox, L & Frye, B. (June 2014). *Sink or Swim: Navigating the Political Waters on Campus*, NASPA Region III Summer Symposium, Orlando FL
- Cox, L., Hart, H., and Roehm J. (March 2014). *Going Pro: Professionalizing Student Employment*, NASPA Annual Conference, 2014, Baltimore, MD
- Cox, L. and Payne, C. (June 2013). *Hot Ways to Reach Students Using Technology*, NASPA Region III Summer Symposium: 2013, Austin, TX

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## TEACHING AND CONSULTING EXPERIENCE

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Auburn University

- HIED 7230: Student Services Administration, Instructor (Fall 2023)
- HIED 8950: Introduction to Higher Education, Instructor (Fall 2021, Fall 2022)
- HIED 7220: Higher Education Management, Instructor (Summer 2022)
- COMM 1000: Public Speaking, Instructor (Fall 2017, Fall 2015)

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## CONSULTING EXPERIENCE

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Reviewer, Texas A&M Student Government Association Elections (2018)

Reviewer, Western Michigan University Family Engagement Office (2016)

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## HONORS

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- 2020 Hero of COVID-19**, International Quality of Life Awards  
**2019 Auburn University Favorite Administrator** by the Plainsman's Choice Awards  
**2008 Community Bridgebuilder** by the MSU President's Commission on the Status of Women  
**2018 Outstanding Parent and Family Relations Institutional Initiative** by the NASPA Parent and Family Programs Knowledge Community for the Navigate Webinar Series  
**2017 SEC Student Government of the Year**  
**2016 SEC Initiative of the Year** for the Mental Health Task Force  
**2016 Excellence in Publication** for a Handbook by AHEPPP  
**2010 First Place Award** for Parent Handbook by the College Public Relations Association of MS  
**2010 CASE Award of Excellence** for the MSU Parent and Student Handbooks  
**2008 Community Bridgebuilder** by the MSU President's Commission on the Status of Women  
**2007 CASE Grand Award** in Student Recruiting for the MSU Housing Guide  
**2007 Woman of the Year** by the Junior Auxiliary of Starkville

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## SELECT SERVICE EXPERIENCES

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### Institutional

#### Auburn University

- Residency Appeals Committee (2018-Present)
- Crisis Management Team (2013-Present)
- Event Management Committee (2016-Present)

#### Mississippi State University

- Behavior Intervention Team (2007-2010)
- Crisis Action Team (2007-2010)

### National and Regional

#### NASPA – Student Affairs Administrators in Higher Education

- Member (2011-Present)
- Region III, Board Member (2016-2018)
- Parent and Family Knowledge Community, Chair (2016-2018)
- Summer Symposium Program, Chair (2016)

#### AHEPPP – Association of Higher Education Parent/Family Program Professionals

- Member (2009-Present)

### Community

- City of Auburn Student Housing Task Force, Member (2019-Present)
- Downtown Auburn Merchants Association, Member (2013-Present)
- Pick Elementary School PTO, President (2017-2018), Fundraising Chair (2016-2017)
- Lee County Leadership Program, Graduate (2014-2015)
- Junior Auxiliary of Starkville, Projects Chairman (2006-2007), Member (2003-2009)
- Chi Omega Fraternity, Member (1994-1998), Advisor (2001-2009)
- Cotton District Arts Festival Children's Art Village Chair (2007), Board (2006-2008)