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## SOUTHERN STATE COMMUNITY COLLEGE PRESS RELEASE



**Photo caption:** Pictured above is Jim Farmer

### **Southern State Announces Hiring of Enrollment Management Director**

Southern State Community College is pleased to announce the appointment of Mr. James (Jim) Farmer as its new Director of Enrollment Management. In this role, Farmer will lead the college's student recruitment strategies and enrollment growth initiatives.

Jim Farmer brings 20 years of experience in higher education enrollment management. His expertise includes partnering closely with prospective students, families, and institutional stakeholders to create clear pathways into college, while using data-driven strategies and targeted communication to strengthen enrollment and support student persistence.

"We are excited to welcome Jim to our team," said Amy McClellan, Vice President of Enrollment and Workforce Innovation at Southern State. "His proven leadership and innovative approach to student engagement will play a vital role in expanding access to education and supporting student success in our community."

As the Enrollment Management Director, Farmer will work closely with Southern State's admissions, financial aid, and marketing operations as well as develop a strategic recruitment plan. He will also collaborate with academic and student services departments to enhance the student experience from inquiry through enrollment.

"The opportunity to join Southern State Community College is especially meaningful to me," said Farmer. "I am drawn to institutions that emphasize accessibility, affordability, and community impact, and I value being part of a team that is committed to supporting students at every stage of their journey," he said.

As a former first-generation college student, Farmer said this work is personal. “I am eager to contribute my experience while continuing to learn, collaborate, and advance Southern State’s mission of offering affordable, accessible, and high-quality education.”

Farmer holds a Bachelor of Arts in Psychology from Shawnee State University and a Master of Science in Higher Education from Penn State University.

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