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# George Gasser Has Been Named Director of Alumni Relations at Southeast.

OCTOBER 24TH 2018 BY DEE LOFLIN

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George Gasser, assistant director of admissions for recruitment at Southeast Missouri State University, has been named director of Alumni Relations at Southeast.

Gasser will begin his new duties Nov. 26. He was selected after a national search and will replace Jay Wolz who recently retired.

Gasser says he is thrilled for the opportunity to extend the traditions and spirit of the Southeast Alumni Association, while connecting alumni with students and the University community.

“I’m very excited to build upon the amazing foundation of those before me and continue to help alumni feel connected to the University they know and love,” he said. “I hope to bring a lot of new energy, and design events and programs that are successful and showcase how alumni are important to the fabric of our Southeast community and how they can continue to support the students and the University.”

Dr. Trudy Lee, interim vice president for University Advancement and executive director of the Southeast Missouri University Foundation, said, “We are so pleased that George Gasser will be joining our advancement team as director of Alumni Relations. This is an extremely important position to Southeast Missouri State, and we are excited to see how he leads the University in both traditional and innovative ways to connect and engage

with our alumni.”

Southeast’s Alumni Association builds valued and lasting relationships with alumni and friends of the University. The Alumni Association develops relationships with alumni by providing opportunities for social interaction, career enhancement and occasions to give back to the University, as well as honoring the traditions and rich history of Southeast. The Alumni Association also provides a channel for communication between the University, its alumni and the student body.

As director, Gasser will be responsible for administration and evaluation of the alumni program, including strategic planning, program development, volunteer management, communication and relationship development. His duties will focus on creating, implementing and evaluating programs that connect alumni to Southeast, including online and social media outreach. He also will be responsible for developing and implementing a range of activities and institutional events both on and off campus for alumni and friends of the University. Other duties include coordinating and managing activities and events of the Alumni Association Board and alumni chapters and coordinating Homecoming events, including overseeing the selection of alumni awards and honors, and identifying potential candidates. Gasser will develop and manage affinity programs and sponsorships related to an Alumni Association membership program and collaborate with Career Services to develop opportunities for alumni and student mentorship programs. The Alumni Relations director also provides leadership to the Student Alumni Association and liaises with campus student groups to promote future alumni connections.

Gasser has been employed at Southeast since December 2010, having previously served as admissions counselor, admissions counselor II and assistant director of admissions for recruitment, all in the Office of Admissions.

His leadership has extended into the community as well, volunteering for the Humane Society of Southeast Missouri, the annual FIRST LEGO League and FIRST Technology Challenge robotics competitions hosted by Southeast, and the Hugh O’Brian Youth Leadership Conference.

He graduated from Southeast with a Master of Arts in higher education administration in 2010 and Bachelor of Arts in philosophy and a minor in German in 2008. As a student at Southeast, he was heavily involved on campus, having served as Student Government president and holding Student Activities Council offices. He participated in Presidential Ambassadors, the Rock Climbing Club, Wrestling Club and Cycling Club. During his graduate program, Gasser was a graduate assistant in the Office of Career Services and an

intern in the office of the vice president for Finance and Administration.

A native of Farmington, Missouri, Gasser has made Cape Girardeau, Missouri, his home and enjoys hiking and fostering dogs for the Humane Society of Southeast Missouri. He also enjoys cooking and spending time with friends, his wife and their four dogs. Gasser is married to Alix Gasser, assistant director of admissions for communications at Southeast and a Southeast graduate with a Bachelor of Science in Business Administration with a major in integrated marketing communications in 2010 and a Master of Business Administration with a major in entrepreneurship in 2015.

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