George Palton, D.M.A., M.B.A.

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Professional Summary

Higher education leader and music administrator with more than two decades of experience spanning university enrollment management, student success, and performing arts education. I lead through a collaborative, mission driven approach that aligns data informed strategy with faculty partnership to support student centered processes and decision making. Known for driving institutional growth, including yielding the largest class in ten years within the first six months at Baylor and guiding recruitment initiatives at the University of Memphis that achieved a 53% increase in applications, and a 70% scholarship offer yield. Committed to fostering environments where excellence thrives through innovation, integrity, and shared vision.

Education

Master of Business Administration, University of Memphis, Memphis, TN	**2025**
Doctor of Musical Arts, University of Kentucky, Lexington, KY	**2008**
Master of Music in Music Performance, University of Kentucky, Lexington, KY	**2004**
Bachelor of Music in Music Education and Performance, Bowling Green State University, Bowling Green, OH	**2003**

Certifications: Mental Health Ally, Baylor University (2025); Peer Advising e-Tutorial, NACADA (2022); Values Centered Leadership, DePaul University School of Public Service (2021)

University Administrative Experience

Assistant Dean for Enrollment & Student Success, Baylor University School of Music, Waco, TX, 2025-2026

- Oversee all aspects of enrollment management for the School of Music, including applications, auditions, admissions, and advising processes, and supervise staff in these areas.
- Acts as liaison to other University offices on matters concerning admissions, scholarships, financial aid, enrollment, career services, and other student services.
- Develop and implement policies to streamline and optimize recruitment, admissions, and student success processes in collaboration with faculty, staff, and university stakeholders.
- Work closely with faculty and serve on committees, as needed, to develop and implement recruitment tools and ideas to increase the number of prospective students.
- Provide oversight for all student success initiatives, ensuring alignment with the School of Music's goals for retention, engagement, and achievement.
- Direct and administer advising for undergraduate and graduate students, including the training and development of staff who serve in an advising capacity, and oversee new student orientation.
- Establish KPIs and metrics to report on student data, program benchmarks, and accreditation needs in support of program decisions. Use data analytics tools to assess recruitment and retention initiatives, identify areas for improvement, and support decision-making.
- Maintain accurate and complete records for undergraduate and graduate students.
- Oversee scholarship and GA letters, offers, and appeals for undergraduate and graduate students in coordination with administrative staff.
- Manage scholarship budgets, allocations, and student compliance with requirements, including communication and follow-ups on academic probation and suspension decisions.
- Work in conjunction with Admissions and Marketing to design new methods to advertise and promote programs. Annually develop and submit for approval a budget that itemizes planned expenses related to the marketing and recruitment plan.

University Administrative Experience (continued)

Recruitment & Enrollment Coordinator, Rudi E. Scheidt School of Music, University of Memphis, Memphis, TN, 2022-2025

- Responsible for coordinated and effective strategies that help the School of Music achieve and maintain its target recruitment, retention, and graduation rates of students.
- Work closely with faculty and serve on committees to develop and implement recruitment procedures to increase the number of prospective students.
- Co-chair the Scholarship Committee and work closely with the School of Music Faculty and Staff to implement data-driven awarding practices.
- Co-chair the Student Success Committee and collaborate with School of Music faculty and staff to improve student retention while facilitating connections to broader student support structures within the university.
- Serve on Staff Senate, representing Cluster O (Enrollment). Chair the Legislative Advisory Committee and represent the Staff Senate on the Policy Review Board.
- Annually develop and submit for approval a budget that itemizes planned expenses related to the marketing and recruitment plan in coordination with the Marketing and Communications Officer.
- Manage lead retrieval, maintain the music recruitment CRM, and develop robust recruitment communication flows, in cooperation with the Marketing and Communications Officer.
- Act as liaison to university offices, including Undergraduate Admissions, Financial Aid, the Scholarship Office, and other Colleges on matters concerning admissions, scholarships, retention, and enrollment.
- Represent the School of Music at recruitment events throughout the country.
- Provide oversight for admissions and scholarship decision release.
- Coordinate and execute audition day and recruitment event schedules and activities and assist faculty with coordinating private auditions.
- Work proactively with Marketing and Communications Officer to produce recruitment materials in accordance with the School of Music's marketing plan and in response to timely events.
- Coordinate prospective student campus visits and lead an Admissions Intern Team.
- Serve on Staff Search Committees as assigned by the Director of the School of Music.

Associate Director of Admission for the School of Music, DePauw University, Greencastle, IN, 2017-2022

- Work collaboratively with the Dean of the School of Music, School of Music Faculty, and the Office of Enrollment Management to recruit and consistently enroll a class of entering music students.
- Develop and implement short- and long-term recruiting strategies and tactics to increase the reach and reputation of the School of Music, creating strategies to grow the applicant pool of both vocalists and instrumentalists.
- Administer School of Music Admissions marketing initiatives.
- Coordinate, support, and develop the recruiting efforts of faculty.
- Represent the School of Music at recruiting events and visits to high schools throughout the country.
- Coordinate on-campus music admission events and auditions.
- Provide oversight to the School of Music Admissions Budget.
- Engage Alumni and leading the School of Music Alumni Regional Representative Program.
- Serve as a liaison to the Office of Alumni and Development as a member of the Alumni Board Admissions Committee.
- Chair the School of Music Admission & Recruitment Working Group.
- Participate on other committees as assigned by the Dean of the School of Music.

University Teaching Experience

Instructor of Tuba and Euphonium, Marshall University, Huntington, WV, 2004-2017

- Teach Applied Tuba and Euphonium, Music Theory, Aural Skills, Brass Techniques, Studio Class, and Music in Society, Conduct the Tuba/Euphonium Ensemble, Perform with the Faculty Brass Quintet, and Student Teacher/Clinical Supervision.
- Led performances at the Army Band Tuba/Euphonium Workshop, International Tuba/Euphonium Conference, and Northeast Regional Tuba/Euphonium Conference.
- Serve as a Faculty Advisor to student chapters of the International Tuba/Euphonium Association and Phi Mu Alpha.

Instructor, West Virginia State University, Institute, WV, 2009-2012

- Teach GE 100 "Origins," an interdisciplinary, team-taught course that serves as the foundation of the General Education curriculum.

Solo Recordings

"Millennial Masters" Volume #6, featuring *Perpetuum Mobile* composed by Mark Zanter. Released through Ablaze Records (ar-00024), Cincinnati, OH. **2016**

"Tuba in Motion," a solo tuba CD featuring a variety of original recordings in solo and chamber settings. Released through Mark Records (9815-MCD), Clarence, NY. **2013**

Performing Honors

1st Place Winner, Susan Slaughter International Solo Brass Competition **2010**
- Solo Tuba Division, Category Three
  International Women's Brass Conference, Toronto, ON

1st Place Winner, Tuba Artist Competition **2006**
- International Tuba Euphonium Conference, Denver, CO

2nd Place Winner, Tuba Virtuoso Competition **2006**
- Potomac Festival, Fairfax, VA

1st Place Winner, Concerto Competition **2002**
- Bowling Green State University, OH

Professional Associations

College Music Society
- Member, Aspiring Academic Leaders Cohort (2023-2024)
  Cohort leader: Dr. Jamal Rossi, Dean of the Eastman School of Music
- Chair, Nominations Committee (2023)
- Member, Council on Music in General Studies (2021-2023)

Buffet Crampon USA
- Tuba Artist & Clinician

Phi Mu Alpha Sinfonia
- Faculty Advisor, Zeta Eta Chapter (Marshall University)
  Advisor During Colonization Process, Chapter Activated 4/8/06

International Tuba Euphonium Association
- Faculty Advisor to Marshall University Chapter

Conference Presentations

"Data: what do we need to know, where to find it, and how it should be used," Music Admissions Roundtable Conference, Interlochen, MI.	**7/21/2024**
"*Low Brass, High Standards 101: Back to the Basics*," Georgia Music Education Association Conference, Athens, GA. (Invitation to Present)	**1/26/2024**
"*Low Brass, High Standards 101: Back to the Basics*," Tennessee Music Education Association Conference, Nashville, TN.	**4/20/2023**
"*Low Brass, High Standards 101: Back to the Basics*," Michigan Music Conference, Grand Rapids, MI.	**1/29/2022**
"*Improving Low Brass Methods Courses*," Illinois Music Education Conference, Online Presentation.	**3/23/2021**
"*Improving Low Brass Methods Courses*," Ohio Music Education Association Professional Development Conference, Cincinnati, OH.	**2/1/2020**
"Implementing Chamber Music to Develop Euphonium and Tuba Students," Performance with the Four Horsemen Quartet, Indiana Music Education Association Professional Development Conference, Fort Wayne, IN.	**1/18/2020**
"Low Brass, High Standards," Indiana Music Education Association Professional Development Conference, Fort Wayne, IN.	**1/17/2019**

Publications

Scholarly Articles:

- Barbee, J., & Palton, G. "Analyzing the Effectiveness of Low Brass Methods Courses." International Tuba and Euphonium Association Journal Vol. 49 No. 4 (Summer 2022).
- "Daily Routines Survey 2016." The International Tuba Euphonium Association Journal Vol. 44 No. 1 (Fall 2016): pp. 22-27.
- "A Composer's Introduction to the Tuba and Euphonium." The International Tuba Euphonium Association Journal Vol. 43 No. 4 (Summer 2016): pp. 54-58.
- "An Analysis and Performance Guide to the Tuba Music of Alice Gomez." The International Tuba Euphonium Association Journal Vol. 36 No. 2 (Winter 2009): pp. 85-90.
- "Strategies for Music Learning." The International Tuba Euphonium Association Journal Vol. 36 No. 2 (Winter 2009): pp 99-100.
- "ITEC 2008 Session Reviews." The International Tuba Euphonium Association Journal Vol. 36 No. 1 (Fall 2008): pp. 71 & 75.
- "A survey of Daily Routines." The International Tuba Euphonium Association Journal Vol. 32 No. 2 (Winter 2005): pp. 58-60.