

## **Tulane University names new admission director**

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kbrannon@tulane.edu

504-862-8789



Jeff Schiffman, who earned his bachelor's degree from Tulane in 2005, has spent more than a decade championing the university and recruiting new students in the Office of Undergraduate Admission. (Photo by Ryan H. Martin)

Tulane University has named Jeff Schiffman as director of admission.

[Schiffman](#), who has spent more than a decade championing Tulane in various leadership roles within the Office of Undergraduate Admission, previously served as director of international admission.

In appointing Schiffman director of admissions, Vice President of Enrollment Management Satyajit Dattagupta says, "Jeff's love for Tulane and New Orleans

comes out in all of his interactions with visitors, counselors and prospective students and families. As a tireless booster and ambassador, he will provide passionate leadership for the Admission team.”

Schiffman graduated from Tulane in 2005 with a bachelor’s degree and recently earned a master of liberal arts degree. He has traveled the globe recruiting new students. His efforts have helped more than triple the number of international students in Tulane’s incoming freshman class to almost 80 from 24 two years ago.

“I am excited to step up as director of admission here at Tulane and continue to build on the strengths we’ve created in the office over the last decade,” Schiffman says. “One of my biggest passions is recruiting students. I love to get people passionate about Tulane and fired up about New Orleans.”

Schiffman will continue to write his popular [Tulane Admission blog](#), an award-winning site about life at Tulane that has attracted more than a million readers. Schiffman has been a pioneer in developing digital strategies to engage prospective students such as [TruTU](#), a hub for university social media, and [real.tulane.edu](#), an immersive multimedia site showcasing the Tulane experience.

To learn more about Tulane admission, visit: <http://admission.tulane.edu>.

*Editor's note: A high-resolution photo of Schiffman is available for download [here](#).*

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