



George Smith, Ph.D.

Senior Associate Vice President for Student Affairs

George Smith serves as senior associate vice president within the Division of Student Affairs and holds administrative oversight of Business Operations and the Office of Community and Ethical Standards. He holds division-level authority and is an advisor to the vice president providing portfolio leadership and institutional acumen.

Smith held the role of associate vice president and chief of staff from 2014-19. In addition to his role as primary advisor to the vice president, he held operational oversight of the division's business enterprise, strategic planning & assessment, and all communications, brand management and corporate sponsorship functions. He was also heavily involved in development and donor relations initiatives. During that time, Student Affairs raised significant funds to build facilities to support student growth and development through the Barnes Center, Snow Family Outdoor Fitness and Wellness Complex and Samuel J. Cadden Chapel.

Smith has served as associate vice president for Student Affairs since 2007. Through 2014, he held administrative responsibility for several areas: Campus Activities & Events, Campus Recreation, Fraternity & Sorority Life, Gantt Center for Student Life, Parking & Transportation Services and Student Affairs Publications. In this role, he led successful initiatives to improve and expand student activity and recreational facilities and related programs and services within his areas of responsibility.

From 2013 to 2015, he was the primary advisor to Undergraduate Student Government. In 2014, he was awarded the Order of the Tiger, Undergraduate Student Government's highest honor given to individuals who have made significant contributions to support student life and success on campus.

Smith was director of the University Union and Student Center from 1993–2007, where he was responsible for all major campus events and concerts, student organization advising and facility management for all student activity venues on campus. He played a key role in the development of the Hendrix Student Center, which opened in March 2000. During this time, Smith and his team developed a highly successful student engagement model for the operation and management of Littlejohn Coliseum.

Clemson has been an instrumental part of Smith's life and career. He earned a bachelor's degree in financial management in 1982, a master's degree in education in 1991, and a Ph.D. in parks, recreation & tourism management in 2004. He has an adjunct faculty appointment within the College of Behavioral, Social and Health Sciences and has taught graduate courses on event management in this capacity.

Smith and his wife Linda have two daughters, Mary Frances and Courtney, and a son-in-law Jim Roberts.