



LANGSTON
UNIVERSITY

Vice President for Strategic Enrollment Management
Leadership Profile

Spring 2026



Executive Summary

Langston University invites nominations and applications for a forward-thinking, data-informed, and results-driven leader to serve as the inaugural Vice President for Strategic Enrollment Management. This is a distinctive opportunity for an experienced enrollment leader to shape the future of a historic land-grant HBCU during a period of momentum, growth, and institutional renewal. Nominations, inquiries, and applications are invited.

Founded in 1897, Langston University is Oklahoma's only Historically Black College or University and the nation's westernmost HBCU. A public 1890 land-grant institution, Langston serves nearly 2,000 students across a residential campus in Langston and urban locations in Oklahoma City and Tulsa, with additional offerings in Ardmore. The University is committed to access, affordability, academic excellence, and student success, and is designated as a Carnegie Research University. Langston's mission emphasizes education, research, extension, and service that fosters upward mobility and prepares students to meet the challenges of local, national, and global communities.

The Division of Enrollment Management encompasses undergraduate, transfer, and international admissions, as well as student financial aid and scholarships. Through strategic partnerships across the institution, the division plays a critical role in attracting, enrolling, retaining, and graduating students who are prepared to thrive academically and professionally. With a strong foundation in affordability, where the vast majority of students receive financial aid, and a growing emphasis on data-guided practice, enrollment management is central to advancing Langston's mission of access and opportunity.

The Vice President for Strategic Enrollment Management will be charged with designing and executing a comprehensive enrollment strategy that supports sustainable growth, improves recruitment and yield, strengthens retention and persistence, and aligns enrollment efforts with workforce and postgraduation outcomes. Key leadership priorities include driving enrollment growth, advancing affordability and financial access, fostering socioeconomic diversity, and partnering with academic and student affairs leaders to improve student readiness and success. The Vice President will also modernize enrollment operations by leveraging data analytics, predictive modeling, CRM systems, and emerging technologies to inform decision making and enhance the student experience.

Candidates will bring a minimum of 10 years of progressive leadership experience in enrollment management, admissions, student affairs, and/or financial aid within higher education. A master's degree is required; an earned doctorate is preferred. The successful candidate will demonstrate deep knowledge of enrollment best practices, strong financial and data acumen, collaborative leadership skills, and a commitment to mentoring and developing teams. An entrepreneurial mindset and a clear appreciation for the mission and historical significance of an HBCU are essential.

To submit a nomination or express personal interest in this position, please see Procedure for Candidacy at the end of this document.

Role of the Vice President for Strategic Enrollment Management

The inaugural Vice President for Strategic Enrollment Management will report directly to the President and serve as a key member of the University's senior leadership team.

The Vice President will guide vision and strategy for a comprehensive enrollment plan that will attract, recruit, enroll, retain, and graduate talented and motivated students. The Vice President leads a division which encompasses undergraduate admissions, transfer admissions, international admissions, and financial aid. Through collaboration with campus stakeholders, the Division of Enrollment Management supports students so that they may succeed in reaching their academic goals and persist toward graduation. The Vice President will foster an environment of student success, linking post-graduate and workforce outcomes with recruitment strategies to build realistic career pathways for prospective students.

Direct Reports:

- Director of Admissions, Recruitment, and Outreach Programs
- Director of Student Financial Aid and Scholarships

Responsibilities:

- **Strategic Leadership:** Develop and implement a comprehensive strategic enrollment management plan aligned with the University's mission, goals, objectives, and strategic plan.
- **Team Management:** Lead and develop a team of enrollment and financial aid professionals, fostering a collaborative and results-oriented work environment.
- **Enrollment Strategies:** Design and execute effective recruitment, marketing, and communication strategies to attract and retain a talented student body.
- **Financial Aid Resource Allocation:** Provide input to student financial aid resource allocation with respect to institutional resources and waivers.
- **Data-Driven Decision Making:** Utilize data analytics to assess and refine enrollment strategies, improve student outreach, and enhance recruitment efforts.
- **CRM and Recruitment Tools:** Oversee the implementation and utilization of Customer Relationship Management (CRM) systems and other recruitment tools to streamline processes, improve student engagement, and enhance the student experience.
- **Territory Management:** Develop and implement best practices for territory management to maximize recruitment efforts and optimize resource allocation.
- **Enrollment Funnel Management:** Oversee the entire enrollment funnel, from prospect identification to matriculation, ensuring a seamless and supportive student experience.
- **Retention and Persistence:** Collaborate with academic and student support services to develop strategies aimed at improving overall student retention and persistence.
- **Community and Stakeholder Engagement:** Build strong relationships with high schools, junior and community colleges, and other external partners to enhance the University's recruitment pipeline.
- **Leverage Advanced Technologies:** Demonstrate a deep understanding of and ability to implement and leverage tools such as artificial intelligence, predictive analytics and modeling, CRM systems, and other

emerging technologies to modernize and enhance the University's enrollment, admissions, and financial aid strategies. Ensure technology adoption supports data-driven decision-making, improves prospective student engagement, and supports operational efficiency across the enrollment pipeline.

- **Advance Student-Centered Outcomes with Institutional Integrity:** Design and execute enrollment strategies that prioritize student access and success, while upholding the University's mission and ethical standards. Champion initiatives that balance institutional goals with the needs and aspirations of students, ensuring all outcomes reinforce the integrity, reputation, and long-term sustainability of the University.

Qualifications and Experience:

- A master's degree and a minimum of 10 years of experience in leading progressive management roles in admissions, enrollment management, student affairs, and/or financial aid in higher education; doctoral degree preferred.



Opportunities and Expectations for Leadership

The inaugural Vice President for Strategic Enrollment Management will be expected to provide strategic leadership, foster high-performing teams, and empower stakeholders across the institution to advance the following key priorities, among others:

- **Drive Strategic Enrollment Growth**

The Vice President will lead efforts to design and implement a comprehensive enrollment strategy that accelerates growth and strengthens the recruitment pipeline. Building on a strong record of dedication and impact, the Vice President will play a pivotal role in developing, leading, and executing the strategy and vision for enrollment management across all of Langston's student populations, including undergraduate, graduate, concurrent education, transfer, and international students. This includes setting ambitious targets, optimizing outreach, and ensuring every interaction reflects Langston University's commitment to excellence and student success.

By building strong partnerships with school districts and streamlining enrollment processes, the Vice President will champion initiatives to significantly increase concurrent enrollment among high school students, particularly within the state. They will tap the unlocked potential and create early connections to Langston.

- **Advance Affordability and Financial Access**

The Vice President will develop and promote strategies that make college more affordable and accessible for students and their families. Leveraging Langston's leadership in affordability, where 97% of students receive financial aid, the role will focus on reducing financial barriers, improving retention, and communicating the value of a Langston education effectively to prospective students.

- **Foster Socioeconomic Diversity and Inclusion**

The Vice President will lead recruitment efforts that attract students from a wide range of socioeconomic backgrounds while maintaining Langston's mission of access. This includes balancing outreach to more affluent students with targeted support for those with limited financial capacity, ensuring a range of backgrounds are represented in the student body.

- **Strengthen Academic Preparedness and Student Success**

The Vice President will collaborate with institutional partners to develop comprehensive strategies that address the entire enrollment management cycle, from recruitment to retention and persistence. In partnership with academic units and other stakeholders, they will ensure incoming students are prepared to succeed. Through pre-matriculation programs, advising, and data-informed interventions, this role will enhance readiness and persistence, building a strong foundation for long-term achievement.

- **Leverage Data to Inform Strategy**

The Vice President will establish a data-driven approach to enrollment management, using analytics to guide recruitment tactics, measure performance, and adjust strategies in real time. This includes monitoring trends such as in-state versus out-of-state enrollment and persistence rates to ensure decisions are grounded in actionable insights.

Professional Qualifications and Personal Qualities

The successful candidate must have a minimum of 10 years of experience in progressive management roles in admissions, enrollment management, student affairs, and/or financial aid in higher education. A master's degree is required; doctorate preferred.

Additionally, candidates should possess most of the following qualifications and qualities:

- Strong understanding of all aspects of strategic enrollment management and experience with delivering and improving enrollment processes
- Ability to analyze complex financial information and statistical data, experience with predictive modeling and using data to guide decision making
- Demonstrated success in fostering collaboration with various internal and external constituents to drive institutional goals
- Ability to articulate a complex vision with clarity and engage the Langston University community, prospective students, and others in positive recruitment and enrollment experiences
- Excellent written and verbal communications skills combined with strong data analysis and technology skills
- Knowledge of enrollment trends and best practices in higher education with the future in mind
- Demonstrated desire to further develop, mentor, and motivate a dedicated, talented staff
- An entrepreneurial mind-set and a commitment to the mission of Langston University
- An understanding of the value of / and a commitment to creating opportunities for historically marginalized students

About Langston University

Founded in 1897 as the Colored Agricultural and Normal University, [Langston University](#) is a public land-grant institution comprised of three campuses and six schools.

Langston University, a fully accredited higher education institution, has the distinction of being the nation's westernmost and Oklahoma's only Historically Black College or University (HBCU). Over 300 faculty and staff serve nearly 2,000 students throughout the residential campus in Langston and two urban centers in Oklahoma City and Tulsa. Each campus boasts nationally recognized programs and serves distinct missions. A nursing program is also offered in Ardmore. Langston University is one of only two Oklahoma institutions with a statewide mission. It has been designated by the Carnegie Classification of Institutions of Higher Education as a Research College or University. The University is committed to sustaining and advancing a rich tradition of teaching, research, and service, offering undergraduate degrees in various disciplines, selected graduate degrees, and a doctoral degree in Physical Therapy.

The institution fosters an environment that cultivates leaders, innovators, and engaged citizens who meet the challenges of local, national, and global communities. Langston has produced several White House HBCU Scholars and a Danforth Fellow. Through the years, an extensive line of revered Langston alumni have made history in their chosen industries, including the arts, education, law, aviation, agribusiness, and sociology.

A proud member of the 1890 Land-Grant Institutions National Program, Langston delivers high-quality agricultural research, education, and extension programs that were first established under the Second Morrill Act of 1890. Through the support of the Thurgood Marshall College Fund (TMCF), the nation's largest organization exclusively representing the Black college community, Langston University and its students benefit from TMCF scholarships, research initiatives, innovative programs, competitive internships, and jobs.

Holding national accreditation with the Higher Learning Commission, many of Langston's academic programs are also approved by professional accrediting bodies. Students can choose from over 40 undergraduate, five graduate, and one doctoral degree across six academic schools, including the Schools of Agriculture and Applied Sciences; Arts & Sciences; Business; Education & Behavioral Sciences; Nursing and Health Professions; and Physical Therapy. Academic programs of distinction include STEM disciplines; Nursing; Agribusiness & Applied Economics; Broadcast Journalism; and the internationally acclaimed E (Kika) de la Garza American Institute for Goat Research, which makes a lasting impact domestically and abroad.

For over a decade, Langston University has exceeded the nation's retention rate for students enrolled in STEM programs, including Biology, Chemistry, Mathematics, Computer Science, and Technology.

Offering a vibrant student experience, Langston students are actively engaged in several student organizations, Greek life, SGA, and club sports. A member of the National Association of Intercollegiate Athletics (NAIA), the Lions compete in the Sooner Athletic Division. With a proud cultural and athletic history, student-athletes represent their University on seven teams in basketball, cheer, football, track and field, and volleyball. Most recently, the men's basketball team cemented its place in program history, becoming the first HBCU to win the Sooner Athletic Conference regular season and tournament championship all in the same season.

Langston's Marching Pride Band provides quality music for the University, the community, and its members. Often selected to compete in the prestigious Battle of the Bands contest, the Marching Pride is a laboratory that provides hands-on leadership experiences for aspiring band directors and students seeking to enhance their leadership skills, confidence, self-discipline, and people skills.

As one of 11 regional universities designated by the Oklahoma State Regents for Higher Education (OSRHE), Langston University is a driving force for economic, social, and civic prosperity. Now in its second century of

excellence, the institution's reach extends beyond the classroom. Langston teams lead advanced research projects that provide innovative solutions that impact communities worldwide.

The institution plays a critical role in fostering upward mobility and helping diverse students achieve their educational, career, and personal aspirations. As one of 102 HBCUs remaining in this country, Dear Langston continues to offer all students, regardless of race, an opportunity to develop their skills and talents.

Established to offer Black students access to a college education, Dear Langston was born in turmoil, strengthened through adversity. Today, the institution has moved with confidence into a second century of excellence.

More information about Langston University can be found in the [University's fact book](#).



Academics

Langston University offers a multitude of paths to complete two-and four-year college degrees across their six academic schools.

- [Sherman Lewis School of Agriculture and Applied Sciences](#)
- [School of Arts and Sciences](#)
- [School of Business](#)
- [School of Education and Behavioral Sciences](#)
- [School of Nursing and Health Professions](#)
- [School of Physical Therapy](#)

Langston University Achievements and Accolades

- 2025 Carnegie Research College and University
- Ranked #1 for Value among HBCUs in 2025
- Ranked #9 in "HBCUs with the Best ROIs"
- Ranked #3 in "Small HBCUs with the Best Alumni Salaries"
- Established in 1897 as a public land-grant institution
- 1st HBCU to win SAC conference title (Lions Men's Basketball Team 2023 & 2024), competed in 2024 NAIA championship game
- Langston University was the first to offer the Doctor of Physical Therapy Program in the State of Oklahoma.
- Langston University's high-performing Nursing program is offered at the Langston and Tulsa Campuses as well as the Ardmore site.
- Langston University is ranked third in the state of Oklahoma for the generation of research grant dollars, following Oklahoma State University and the University of Oklahoma, according to a 2021 report by the National Science Foundation.
- Langston University's American Institute of Goat Research (AIGR) leads the world in research and production technologies of goats and small ruminants.
- Langston University is ranked #1 on the "Top 38 Historically Black Colleges and Universities" list by [bestvalueschools.org](#).
- Langston University is ranked the third most affordable HBCU in the United States by HBCU Lifestyle/Black College Living.
- Langston University expanded its Bachelor of Science in Nursing (BSN) program to southern Oklahoma in 2018 by offering courses in Ardmore to meet the critical workforce needs of nurses and health professionals in south Oklahoma and northern Texas.

- Langston University joined Grow with Google in 2021: a program supporting the acquisition of digital skills for students.
- Throughout the COVID-19 pandemic, Langston University led a proactive and remarkable campaign to keep students, faculty, and staff safe through routine testing and vaccinations, all while remaining nimble with remote learning and work. LU also cleared over \$9 million in student balances through HEERF funds, alleviating a tremendous burden from students and their families.
- Langston University's Rehabilitation Counseling Program is ranked among the Top 20 in the nation by *US News and World Report*, earning the University over \$13 million in grant dollars since 2022.
- A renovated first floor of the Student Success Center opened in 2022, offering a reimagined space for students, faculty, and staff to gather and enjoy many amenities, including a redesigned cafeteria, a new restaurant concept, e-gaming space, varsity shop, and convenience store.
- Langston University received a gift of real property from Griffin Communications/News 9 in 2022, allowing the University to open a new Oklahoma City Campus. The property features generous office space and a working news studio, serving as a unique and exceptional training facility for students in the Broadcast Journalism program.
- In 2023, Langston University was invited to become a member of NBCUniversal Academy as one of 45 Academic Partners, only ten of which are Historically Black Colleges or Universities. Membership in the NBCU Academy supports the Journalism program by offering a variety of seminars and opportunities for students to consult with industry professionals.
- The Jack Henderson Allied Health Building was opened on the Langston University-Tulsa Campus in 2023. The state-of-the-art facility supporting the School of Nursing and Health Professions was constructed through a Vision Tulsa economic development grant and at no cost to the University.
- The Sherman Lewis School of Agriculture and Applied Sciences opened a new, state-of-the-art Horticulture Education and Research Center (HERC) in 2023.
- The highly renowned Langston University Marching Pride Band ranked in the top four HBCU Division II bands in the United States by ESPN in November 2023 and has performed nationwide with much acclaim.
- Langston University launched an online BSN Program in Spring 2024, which offers students a convenient delivery format and an accelerated pace, allowing for degree completion in as little as nine months.

Board of Regents

Oklahoma A&M

Langston University is governed by the Board of Regents for Oklahoma Agricultural and Mechanical Colleges. The governing board is responsible for the operation and management of Langston University. Information about the Board of Regents is available at <http://regents.okstate.edu/>.

State of Oklahoma

The Oklahoma State Regents for Higher Education serves as the coordinating board for all institutions in the Oklahoma System of Higher Education. The Oklahoma State Regents for Higher Education prescribe academic

standards of higher education, determine functions and courses of study at state colleges and universities, grant degrees, and approve each public college's and university's allocations, as well as tuition and fees within the limits set by the Oklahoma Legislature. The State Regents also provide a number of scholarships and other academic support programs for Oklahoma students in higher education. For information about the Oklahoma State Regents for Higher Education, click [here](#).

Board of Trustees – Oklahoma City and Tulsa

On January 1, 2009, by order of House Bill No. 2882, the Board of Trustees for Langston University-Oklahoma City and Langston University-Tulsa was created. The committee consists of seven members appointed by the Governor and two members of the Board of Regents for the Oklahoma Agricultural and Mechanical Colleges, or their designees, selected by the chair of the Board of Regents, who serve as voting ex officio members. The Board has a comprehensive advisory role in all aspects of Langston's operations. It advises the President of Langston University and the Board of Regents on the supervision and management of LU's two urban campuses and performs other functions as necessary.

Leadership

Dr. Ruth Ray Jackson, President



Dr. Ruth Ray Jackson currently serves as the 17th President of Langston University. She was appointed to the leadership position on April 15, 2024, by the Board of Regents for the Oklahoma Agricultural & Mechanical Colleges. As President of Dear Langston, Dr. Jackson is the institution's Chief Executive Officer. She is focused on advancing the University's academic programs, providing a memorable campus experience, and embracing the institution's land-grant mission.

Prior to being appointed President, Dr. Jackson served as Interim President from April 21, 2023, until her current appointment. During her tenure, Dr. Jackson successfully built momentum while maintaining continuity and stability. Her unwavering commitment to Langston's mission and her ability to navigate critical transitions were commendable.

Under her guidance and visionary leadership, Langston University will excel and reach new heights. Possessing extensive academic administrative experience, Dr. Jackson has a strong record of teaching, service, and scholarship. Her association with Langston University began in 2014 as Dean and Professor for the School of Education and Behavioral Sciences where she provided strategic leadership for a diverse set of academic programs offered in Langston, Oklahoma City, and Tulsa.

During the next decade, Dr. Jackson served in progressive leadership roles. As Associate Vice President for Student Success, she led the institution's student success initiatives and coordinated the university-wide retention efforts. In her role as Vice President for Student Success, Dr. Jackson was responsible for creating and implementing the University's academic priorities. Before joining Langston University, she spent 11 years at Louisiana State University in Shreveport as a faculty member, graduate program director, and department chair.

Before transitioning to higher education, Dr. Jackson worked as a high school English teacher, assistant principal, and principal in public education. She earned a Ph.D. in Education and Human Resources Studies from Colorado State University. She holds a master's degree in Educational Administration and Supervision as well as a Bachelor of Science degree in Secondary Education from Southern University and A&M College.

About Enrollment at Langston University

The Division of Enrollment Management includes the following units:

- [Office of Admissions, Recruitment, and Outreach](#)
- [Office of Student Financial Aid and Scholarships](#)

Demographic Data – Fall 2025

- Undergraduate students: 1,778
- Graduate students: 139
- Professional: 41
- Total students: 1958
- Langston campus enrollment: 1,804
- Ardmore campus enrollment: 13
- OKC campus enrollment: 63
- Tulsa campus enrollment: 78
- Female: 1089, Male: 869
- African American/Black: 1428, Caucasian/White: 76
- Resident: 1111
- Non-Resident: 847

Financial Aid Data – Fall 2025

- Undergraduates awarded grant of scholarship aid: 88%
- Undergraduates awarded Pell grants: 68%
- First-time freshmen awarded any aid: 89%
- First-time freshmen awarded Pell grants: 58%

Freshmen Matriculation/Yield – Fall 2025

- Applied: 3,737
- Admitted: 3,701
- Enrolled: 583
- Yield: 16%

Additional enrollment data can be found [here](#).

Admissions

- First-time entering freshmen: Any individual who is a graduate of an accredited high school, participated in the American College Testing Program (ACT) or a similar acceptable battery of tests, has completed the mandated high school curricular requirements, and has maintained an average grade of "C" or above in the four years of high school study or has attained a composite standard score of 20 on the ACT and of 940 on the SAT is eligible for admission to Langston University.

- Adult admission for freshmen: If students do not meet the performance and/or curricular requirements, they may be admitted in the Adult Admission category with the following stipulations:
Students' ACT sub-scores will be reviewed by the Admission and Retention Committee who will evaluate each student's probability for success. They will also evaluate the student's academic background as it relates to any curricular deficiencies. Students may submit additional documents, i.e., letter, resume, letters of recommendation, job evaluations, etc., reflective of academic potential.
If approved, the Admission and Retention Committee will stipulate whether the student's enrollment will be limited to 13 credit hours for the first semester or whether the student will have no restriction on enrollment within University policy.
All students admitted in this category must participate in the University's Academic Support Services, including professional and peer tutoring.
All students will be required to meet once per week with a member of Student Support Services for monitoring of their academic progress.
- Summer enrollment for freshmen: Applicants must be a first-time enrolled student, graduate from an accredited high school or achieve a high school equivalency certificate, met the high school curricular requirements for admission, have a minimum ACT of 17 or a minimum high school grade point average of 2.5, and participate in the university's entry-level assessment battery to determine required remedial course work.
- Transfer students: Applicants must complete the free online application and submit all official transcripts.
- International students: International students are required to meet Langston University's equivalent academic performance standards. Additionally, students for whom English is a second language shall be required to present evidence of proficiency in the English language prior to admissions, either as first-time students or by transfer from another college or university.
- Graduate students: Applicants must complete the free online application and submit all official transcripts.

Tuition Rates and Fees for 2025-2026

- In State: \$7,138
- Out of State: \$15,124

Find out more about Langston's tuition and fees [here](#).



Langston, Oklahoma

Langston is a historic town in Logan County, Oklahoma, United States, and is part of the Oklahoma City Metropolitan Statistical Area.

Langston was founded on April 22, 1890, by Edward P. McCabe, a prominent African American political figure from Kansas. McCabe helped lead a migration of black settlers from southern U.S. states who hoped to escape discrimination by creating a majority-Black state in what was then the Territory of Oklahoma. He named the town for John Mercer Langston, a black member of the 51st United States Congress from Virginia. Langston is 11 miles (18 km) northeast of Guthrie, the Logan County seat, on State Highway 33.

Oklahoma City Metropolitan Area

Oklahoma City is a thriving metropolis with a low cost of living, short commute times, big-league quality of life, and a diversified economy. Through multiple resident-led tax initiatives, Oklahoma City is bursting with new development, bettering its infrastructure and schools, and creating new quality-of-life additions to the city that are wowing longtime citizens and drawing attention and visitors from around the country.

As of 2023, the Oklahoma City metropolitan area had a population of 1,477,926. Lying in the Great Plains area, Oklahoma City has one of the world's largest livestock markets. Oil, natural gas, petroleum products, and related industries are the largest sectors of the local economy. The federal government employs a large number of workers at Tinker Air Force Base and the United States Department of Transportation's Mike Monroney Aeronautical Center.

Oklahoma City is home to several professional sports teams, including the Oklahoma City Thunder of the National Basketball Association, the Oklahoma City Dodgers (Triple-A affiliate of the Los Angeles Dodgers), the Oklahoma City Energy FC of the United Soccer League, and the Crusaders of the Oklahoma Football Club of USA Rugby.

Learn about life in the Oklahoma City Metro Area at abetterlifeokc.com.





Procedure for Candidacy

All applications, nominations, and inquiries are invited. Applications should include, as separate documents, a CV or resume and a letter of interest addressing the themes in this profile.

WittKieffer is assisting Langston University in this search. For fullest consideration, candidate materials should be received by **March 27, 2026**.

Application materials and nominations should be submitted using WittKieffer's [candidate portal](#).

Nominations and inquiries can be directed to:

Christine J. Pendleton and Corin Edwards

LangstonVPEnrollment@wittkieffer.com