

Keith W. Lamb
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PROFESSIONAL EXPERIENCE

MIDWESTERN STATE UNIVERSITY Wichita Falls, Texas

Midwestern State University is a public institution serving 5,800 students from 44 states and 55 countries. Comprised of six colleges and a graduate school, MSU is a member of the Council of Public Liberal Arts Colleges and participates as a member of NCAA Division II in the Lone Star Conference.

Vice President for Enrollment Management and Student Affairs August 2023 - Present
Chief Strategy Officer

Support the President and the university as the Chief Enrollment Officer, Chief Student Affairs Officer, and Chief Strategy Officer. Responsible for planning, directing, and evaluating all aspects of undergraduate and international recruitment. Responsible for planning, directing, and evaluating all aspects of the university's student affairs program, with a focus on holistic student development, wellness, and engagement. Ensures the availability of relevant and timely information, including an understanding of institutional, regional, and national issues, to support the President and institution leadership.

Interim President January 2023 – August 2023

Serve the institution as the Chief Executive Officer. Provide leadership in the planning and management of the academic, administrative, athletic, community outreach, fiscal, international, operational, and auxiliary enterprise missions of the university.

Vice President for Student Affairs October 2011 – January 2023

Support the President and the university as the Chief Student Affairs Officer. Responsible for planning, directing, and evaluating all aspects of the university's student affairs program, with a focus on holistic student development, support, and success.

Vice President for Enrollment Management October 2011 – July 2018

Support the President and the university as the Chief Enrollment Officer. Responsible for planning, directing, and evaluating all aspects of university recruitment, including admissions, admissions processing, and financial aid processing, awarding, and disbursement. This includes the development and implementation of recruitment and financial aid leveraging strategies.

Associate Vice President for Student Affairs October 2002 – October 2011

Supported the Vice President for University Advancement and Student Affairs as the Deputy Chief Student Affairs Officer.

Director of Housing and Residence Life June 1999 - October 2002

Served the institution as the Chief Housing Officer

VERNON COLLEGE
Vernon, Texas

Vernon College is a two-year community college serving 12 counties in North Texas, with locations in Vernon and Wichita Falls. At the time served, the college's enrollment was 2,000.

Director of Student Relations

December 1997 - June 1999

Provided leadership to student recruitment, student housing, student life, academic advising, and served as Chief Test Examiner for the GED.

Counselor/Director of Recruiting

November 1995 - December 1997

Provided leadership to student recruitment and served as an academic counselor.

INSTRUCTIONAL EXPERIENCE

Courses Taught at Midwestern State University

EDUC 5053 – Introduction to Educational Research (master's level, 3 hours)

Spring 2011, Fall 2011, Spring 2012, Fall 2012, Spring 2013, Fall 2013, Fall 2014, Fall 2015, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Fall 2022, Fall 2023

EDLE 5633 Administration of Higher Education (master's level, 3 hours)

Spring 2022

EDLE 6073 – Statistics for Educational Research (doctoral level, 3 hours)

Spring 2014

Dissertation Committee Member, University of North Texas

Jesika Viamontes, Ph.D. (Fall 2019). Dissertation title: "Validating the student academic optimism construct"

Mark McClendon (in progress)

Dissertation Committee Member, Northwest Nazarene University

Patrick Vu, Ed.D. (Summer 2020). Dissertation title: "The impact of interpersonal relations between teachers and principals on organizational change and cynicism in public elementary schools through the lens of the leader-member exchange theory"

Thesis Committee Member, Midwestern State University

Stephen Armstrong (Spring 2013). Thesis title: "The effects of the flipped classroom on social studies learning outcomes"

Cammie Dean (Fall 2014). Thesis title: "Considering the impact of NCLB on college student success"

SELECTED PAPERS, PANELS, AND PRESENTATIONS

High Octane Scholarship Programs That Work (with C. Dean). Selected for presentation at the annual meeting of Philanthropy Southwest, Austin, Texas. October 2023.

- Using a Values-Based Framework to Achieve Equity and Justice for Students, Faculty, and Staff (with S. Robles & D. Gupta). Selected for presentation at the annual meeting of the Council of Public Liberal Arts Colleges, North Adams, MA. June 2022.
- When Interests Align: A Community Foundation & University Partnership Serving First Gen Students (with C. Dean). Selected for presentation at the annual meeting of the National Association of Student Personnel Administrators, Austin, Texas. March 2020. (Conference cancelled with COVID-19 onset).
- Invited Panelist, Current Issues in Student Affairs. Annual retreat of the Texas Association of State Senior College & University Business Officers, San Antonio, Texas. October 2017.
- Embracing Latino Success Through Parental and Community Engagement (with K. Acuna & G. Robles). Presented at Prepare: Educating Latinos for the Future of America, Orlando, Florida. April 2017.
- The Road to College: Preparing Latino Families for Higher Education (with G. Robles & R. Oxford). Presented at Prepare: Educating Latinos for the Future of America, New Orleans, Louisiana. March 2015.
- Invited Panelist, Student Affairs Challenges on the Horizon. Annual retreat of the Texas Council of Chief Student Affairs Officers, Austin, Texas. July 2011.
- Invited Panelist, Becoming a Successful Higher Education Leader: What Does it Take? Southern Methodist University, Dallas, Texas. December 2010.
- Invited Panelist, The Higher Education Program's History and Place Among Programs Nationwide. The 40th Anniversary of the University of North Texas Higher Education Program, Denton, Texas. November 2010.
- Lamb, K.W., & Baier, J.L. (2010, October). *The role of brand equity in reputational rankings of specialty graduate programs in colleges of education*. Paper presented at the 5th International Conference of the American Institute of Higher Education, Orlando, Florida.
- Using a Strengths-Based Leadership Course to Enhance Academic/Student Affairs Collaboration and Develop Leaders in the Co-Curriculum (with M.J. Park). Presented at the annual summer meeting of the Council of Public Liberal Arts Colleges, Asheville, North Carolina. June 2010.
- A User-Friendly Demonstration of Principal Components Analysis as a Data Reduction Method (with R.M. Haynes). Presented at the 10th Annual Texas A&M Assessment Conference, College Station, Texas. February 2010.
- Baier, J.L., Lamb, K.W., & Anderson, B. (2009, November). *Correlates of higher education program faculty journal publications and U.S. News perceptual quality rankings of programs*. Paper presented at the annual conference of the Association for the Study of Higher Education, Vancouver, British Columbia, Canada.

OTHER RELEVANT EXPERIENCE

Community Safety and Standards

- Oversaw campus implementation of a Student Code of Conduct based upon the model code of the National Center for Higher Education Risk Management.
- Member of university crisis response team:
 - Executive Policy Group
 - Federal Emergency Management Agency
 - IS-100 certificate (Introduction to Incident Command System)
 - IS-700 certificate (Introduction to National Incident Management System)

- Texas Division of Emergency Management
 - G-191 certificate (ICS and EOC Interface)
 - V-402 certificate (NIMS Overview for Senior Officials (Executives, Elected, and Appointed))
- Collaborated with faculty, staff, University Police, and General Counsel to implement Texas Senate Bill 11 (Campus Carry).
- Led a team to implement the Department of Education's 2020 revised Title IX requirements.

Capital Project Experience

- Planning and renovation of building used for student life and Greek chapter rooms, the Bridwell Activities Center and Cannedy Greek Commons (\$5 million).
- Planning of privately developed Flower Mound Student Learning Center (\$8 million).
- Contract administrator on dining improvements and additions (\$5 million).
- Planning and construction of 500 bed Legacy Hall (\$35.25 million).
- Addition of lighted, artificial turf free plays fields (\$2.5 million).
- Planning and construction of 289 bed Sundance Courts Apartments (\$18.5 million).
- Planning and construction of Student Wellness (recreation) and Health Center (\$13.8 million).
- Planning and renovation of two traditional residence halls with a combined 538 beds (\$8 million).
- Planning and construction of 336 bed Sunwatcher Village Apartments (\$14.5 million).

Recent Fundraising and Grant Oversight

- Texas Higher Education Coordinating Board, Student Success Grant
- COVID-19 fund Texas Higher Education Foundation
- Priddy Scholars Program
- Canan Food Security Program
- Market Street Learning Commons
- Charlye O. Farris Center

EDUCATION

Doctor of Philosophy , Higher Education Minor: Educational Research University of North Texas, Denton, Texas	May 2010
Master of Business Administration , Marketing Concentration Texas Tech University, Lubbock, Texas	August 1995
Bachelor of Business Administration , Management Texas Tech University, Lubbock, Texas	May 1993