

KYLE J. STAFFORD

Miami, OK

PROFESSIONAL EXPERIENCE

Northeastern Oklahoma A&M College, Miami, Oklahoma 2020 to Present

President: *Serves as the chief executive officer responsible for setting the strategic direction and overall administration of the institution, serving more than 1,900 students with an annual operating budget of \$28 million and 150 employees. Oversees all aspects of the college, including academic programs, student services, financial operations, and community engagement. Serves as a key advocate for the college in local, regional and state arenas, fostering relationships that support the institution and the community.*

Key achievements:

Enrollment

- Reversed a twelve-year declining enrollment trend.
- Secured the largest overall enrollment and freshmen class since Fall 2018.
- Improved enrollment processes to create better services for students.
- Established the Success Center, a one-stop service center that provides academic advising, tutoring, and success coaching.
- Added key positions to enhance recruitment and retention efforts.

Financial Stewardship

- Increased cash reserves while upgrading critical infrastructure, including new roofs, HVAC systems and the motor pool fleet.
- Improved the Composite Financial Index (CFI) score from .91 to more than 3.0.
- Restructured and eliminated administrative positions to help overcome fiscal challenges.
- Acted as the chief financial officer when the position was vacant and played the lead role in budget development.

Innovative Partnerships

- Partnered with NE Technology Center to establish a new Fast Track Nursing Program located at the NE Tech, Kansas Campus.
- Collaborated with the Peoria Tribe of Indians of Oklahoma to re-open the early childhood center on campus.
- Engaged local stakeholders to bring Oklahoma Small Business Development Center to the NEO campus to provide no-cost business advising for the community.
- Secured \$900,000 in improvements to NEO's Red Robertson Field and \$600,000 in future upgrades to Kah-Ne Hall (classroom building).

Fundraising/Development

- Secured more than \$10 million in donations and grant funding (does not include institutional awarded ARPA or HEERF).
- Raised more than \$1 million from tribal partners.

- Secured \$1.7 million for the Nursing Program (renovations, new simulation laboratory).
- Obtained \$250,000 for improvements to the Multi-Purpose Arena.
- Developed a new scholarship program with a lead community partner that will recruit and employ nursing students after graduation.
- Secured a \$250,000 donation for athletics.

Legislative Efforts

- Established the Rural Community College Caucus to advocate for higher education issues, which led to pay raises for instructors and one-time funding for property insurance premiums.

Southeastern Oklahoma State University, Durant, Oklahoma 2015 to 2020
Vice President, University Advancement: *Served as the chief advancement officer and responsibility for providing vision, leadership and direction for the university advancement division, which included: admissions and recruitment, marketing, development, alumni relations, special events, scholarship office, career management and the Southeastern Foundation (\$28.7 million total assets). Oversaw a \$1.1 million operating budget, managed the University's \$3.6 million scholarship budget and managerial responsibility for 18 professional and classified staff.*

Key achievements:

Enrollment

- Reversed six-year declining new freshmen enrollment with 9% enrollment growth in first recruitment cycle (Fall 2016).
- New freshmen enrollment grew by more the 26% since Fall 2015, including a 13% increase for Fall 2018.
- In 2016, revised the existing new-student scholarship programs to be more competitive in the marketplace, with an effort on increasing retention and graduation efforts.
- Utilized existing and new scholarship funds to expand the enrollment of high-ability students in the Honors Program by 28.6% (10 new students annually).
- Led a campus initiative to review the University's out-of-state tuition waiver and the impact any changes it would have on out-of-state enrollment.
- Worked with Academic Affairs to strengthen the University's partnerships with community colleges by updating 2+2 transfer agreements.

Fundraising/Development

- Launched and successfully completed a \$1.4 million campaign supporting the aviation program.
- Secured a \$2 million commitment from a private family foundation to build a Native American art museum.
- Secured a \$550,000 gift scholarship to provide approximately \$45,000 per year to assist first-generation students.
- Experienced 26% growth in the Foundation assets since 2015 (2015 - \$22.7 million to 2019 - \$28.7 million).

- Increased annual scholarship support from the Southeastern Foundation by 46% since 2015, through new gift scholarships and new scholarship endowments (2015 - \$491,870 to 2018 - \$722,553). Annual scholarship support surpassed \$800,000 during 2019-2020 academic year.
- Since 2015, raised more than \$100,000 annually in unrestricted funds through Presidential Partners, which is a giving program where individuals give at least \$1,000 per year.
- Raised \$100,000 through alumni and friends to create new building signage across campus.
- Renovated space through private donations to relocate the office of admissions and recruitment to a prime location and to enhance first impressions.

Other

- Member of the leadership team responsible for creating an early retirement program to reduce expenditures during a downturn in state appropriations.
- Reopened the Career Management Center to implement comprehensive programs and initiatives that support career development for students and alumni.
- Maintained compliance with the Oklahoma Ethics Commission by serving as the legislative liaison for the University and submitting monthly legislative lobbying reports.
- Worked with state and tribal leaders and legislators on ways to address the teacher shortage in Oklahoma.
- Launched a new website redesigned with a strong emphasis targeting prospective students and their families.

Southeastern Oklahoma State University, Durant, Oklahoma 2008 to 2015

Executive Director, University Advancement: *Provided vision, leadership and direction in the planning and administration of the University's advancement activities in the areas of development, alumni relations, grants, continuing education, and career management. Served as an ex-officio of the Southeastern Foundation and worked closely with the board of directors to increase private funding and provide oversight of the foundation; also worked with the board of directors of the Southeastern Alumni Association to support an alumni outreach program. Served on the president's executive team.*

Key achievements:

- Secured the University's largest scholarship commitment, a \$2 million scholarship endowment to support Native American students.
- Increased annual scholarship support from the Southeastern Foundation by 145% since 2009, through new gift scholarships and new scholarship endowments (2009 - \$200,687 to 2015 - \$491,870).
- Experienced 82% growth in the Foundation assets since 2008 (2008 - \$12.5 million to 2015 - \$22.7 million).
- Established the Albert H. Brigance Curriculum Center in the library to provide resources to education majors - \$250,000 gift.
- Created the Evert Tigner Shakespearean Collection (and maintenance endowment) in

- the library that provided more than \$100,000 in Shakespeare art, books, prints, and other collector items.
- Established successful relationships with corporations and foundations who regularly support the Foundation and the University.
- Initiated an annual giving program that resulted in more than \$50,000 in annual scholarship support.
- Worked with the Oklahoma’s congressional delegation to secure congressional discretionary funds for campus police and public safety.

Southeastern Oklahoma State University, Durant, Oklahoma 2007 to 2008
Dean, Enrollment Management and Marketing: *Served as the university’s chief*

admissions officer and responsible for developing and implementing strategies to achieve the institution’s enrollment goals at the main campus and four educational outreach site locations. Provided leadership and oversight of undergraduate recruitment and retention, and enrollment marketing and communications.

Key Achievements:

- Responsible for the development and production of a new family of recruitment publications.
- Developed a new recruitment strategy targeting north Texas, which included new recruitment materials for the target market. The new strategy also included a new recruitment position based in north Texas at a community college. After a full recruitment cycle, enrollment grew by more than 43% from the community college and 26% for Texas high school students.
- Served as the campus administrator of a \$13.6 million GEAR UP grant.

Southeastern Oklahoma State University, Durant, Oklahoma 2002 to 2007
Director, Admissions and Recruitment Services: *In support of Southeastern’s “Vision*

2005 and 2010” defined enrollment goals, responsible for the results of the university’s overall effort to recruit, admit and enroll qualified students. Served as University liaison between public high schools, community colleges and on-campus administrative offices.

Key Achievements:

- Grew new freshmen enrollment by 9% in the first year – second largest class in school history (649).
- Secured the largest freshmen class in school history (655).
- Expanded the University’s recruitment efforts into secondary markets, which included north Texas and beyond the University’s traditional 10-county service region.
- Annually secured new freshmen enrollments above 600.
- Established a multi-year scholarship program for transfer students with an emphasis on associate degree earners and members of the Phi Theta Kappa honors society.
- Created one common scholarship application for new students applying for University and Foundation scholarships.

Southeastern Oklahoma State University, Durant, Oklahoma 2000 to 2002
Recruiting Coordinator /Admissions Counselor: *Responsible for maximizing the effectiveness of the department's recruitment process and scheduling recruitment visits and on-campus events. Supervised two admissions counselors' recruitment and travel schedules.*

Key Achievements:

- Created and executed the first campus-wide open house for prospective students and their families.
- Initiated and executed the transfer enrollment day designed to create a day to ensure a seamless transition for transfer students.
- Part of the recruitment team that increased new freshmen enrollment by 22%.

Southeastern Oklahoma State University, Durant, Oklahoma 1999 to 2000
Admissions Counselor: *Responsible for recruiting high school and college students.*

EDUCATION

Northcentral University

Doctor of Education, February 2017

Major: Higher Education Leadership

Dissertation: The President's Fundraising Role: A Case Study on Oklahoma Regional University Presidents

Southeastern Oklahoma State University

Master of Education, May 2001

Major: Public School Administration

Research: Differences in College Choice Factors Between High School Juniors and Seniors

Southeastern Oklahoma State University

Bachelor of Science, December 1998

Major: Health, Physical Education and Recreation

CERTIFICATIONS

- **Physical Education, Health, Safety**, K - 12th grade, Oklahoma Teacher Certification
- **Intermediate Mathematics**, 6th - 12th grade, Oklahoma Teacher Certification
- **Mid-Level Mathematics for High School Credit**, 5th - 8th grade, Oklahoma Teacher Certification
- **Institute for Educational Management**, Harvard Graduate School of Education, 2010
- **Summer Institute on Educational Fundraising**, Dartmouth College, 2008

PROFESSIONAL AFFILIATIONS AND MEMBERSHIPS

- Oklahoma State Regents for Higher Education, Council of Presidents, 2020 - Present
2021 – Present Chair, Legislative Affairs Committee
- Oklahoma Association of Community Colleges, 2020 – Present
2024 – Present Chair
2023 – 2024 Vice-Chair
2022 – 2023 Secretary
- Leadership Oklahoma, 2009 - Present
- Council for Advancement and Support of Education (CASE), 2008 - 2020
- Southern Association of Collegiate Registrars and Admissions Officers (SACRAO), 2004 - 2008
2004 - 2006 International, Graduate and Professional School, Program Committee Member
- American Association of Collegiate Registrars and Admissions Officers (AACRAO), 2004 - 2008
- Oklahoma Association of Collegiate Registrars and Admissions Officers (OACRAO), 2002 - 2008
2007 - 2008 President
2006 - 2007 President-Elect
2004 - 2006 Vice President for Publicity and Memberships
- Oklahoma College Day Night Coordination Committee, 2000 - 2002
2001 - 2002 Southeast Region Coordinator

PROFESSIONAL PRESENTATIONS

- 2023 Oklahoma State Legislature, Interim Study, Capital Needs (Deferred Maintenance)
- 2022 Oklahoma Career Tech Superintendents Meeting, “Life of a College President”
- 2020 Miami Public Schools, In-Service – Keynote Speaker
- 2007 Higher Education Conference on Enrollment Management, Oklahoma State Regents for Higher Education, “Many Voices, One Goal: Recruiting and Retaining Native American Students at Southeastern Oklahoma State University”
- 2006 OACRAO Annual Conference, “How the Academic Competitiveness Grant and SMART Grant Can Assist our Students”
- 2006 SACRAO Annual Conference, “Implementing State Law: A Higher Education Opportunity for Undocumented Students”
- 2004 Oklahoma College Day/Night Coordination Committing Annual Retreat, “What it Takes to be a Great Recruiter”
- 2004 AACRAO Annual Conference, “Difference in College Choice Factors Between High School Juniors and Seniors”

COMMUNITY SERVICE/INVOLVEMENT

- Miami Regional Chamber of Commerce, Board of Directors, 2021 - 2022, 2024 - Present
- Miami Airport Authority Board, Board of Directors, 2023 - Present
- Miami Area Economic Development Service, Board of Directors, 2021 - Present
- Miami Community Facilities Authority, Chair of Trustees, 2020 - Present
- First Baptist Church, Durant, Scholarship Committee, 2014 - 2020
- Kiamichi Technology Center, Administrative Advisory Committee, 2012-2019
- Kiwanis Club of Durant, Board of Directors, 2010 - 2011
- Leadership Oklahoma, Class XXIII, 2009 - 2010
- Southeastern Oklahoma State University, Centennial Celebration Committee, Co-Chair, 2009
- First Baptist Church, Durant, Personnel Committee, 2008 - 2011
- Bryan County Superintendents Organization, 2007 – 2019
- Leadership Durant, Inaugural Member, 2003 - 2004
- NCAA, NAIA, NJCAA Basketball Referee, 2000 - 2007