



RUST COLLEGE

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RUST COLLEGE HIRES NEW VICE-PRESIDENT FOR ENROLLMENT MANAGEMENT

HOLLY SPRINGS, MS – Rust College President Ivy R. Taylor, Ed.D. has announced the appointment of Dr. Jason K. Johnson as the College’s Vice-President for Enrollment Management. Johnson will assume the role August 2, 2021.

“We are thrilled to welcome Dr. Johnson to the Bearcat family. His strong experience and commitment to serving students will make him a great leader for our efforts at refining Enrollment Services and elevating our recruitment efforts,” said President Taylor.

A senior-level higher education professional, Dr. Johnson comes to Rust College with 15 plus years of progressive leadership experience in higher education administration. His experience positioned him to oversee complex departments around enrollment management, student affairs, registrar’s office, financial aid, multi-cultural affairs, and retention initiatives.

Prior to his current position as Assistant Vice President of Academic Affairs, Student Success and Enrollment Management, Dr. Johnson served as Executive Director of Enrollment Management at Langston University.

At Langston, Johnson increased the Honor’s program enrollment by 80% and was credited with designing and integrating a strategic plan of best practices, ranging from co-curricular

programming to academic mapping, which increased retention rates by 13% and decreased student withdrawals by 10%.

Johnson's career track in higher education began in 2009 as Director of Sooner Upward Bound at the University of Oklahoma; followed by Graduate Research Assistant - College of Education and Assistant Director of the Office of Multicultural Affairs at Oklahoma State University.

Dr. Johnson was recently published in the Journal of Educational Studies, where he challenged educators to become more socially involved in the issues that are facing African American students on college campuses and public spaces. On February 8, 2018, Johnson published "*Who's Afraid of the Big Black Man*", in the Journal of Educational Studies, examining the experiences of big Black men in both their personal and professional lives.

As Vice President for Enrollment Management, Johnson will be responsible for the vision, strategy, and implementation of all full-time student recruitment-oriented initiatives and services, the financial aid systems, and registration for all students. He will serve as lead in the process of developing annual enrollment goals and an annual action plan to reach those goals with an emphasis on increasing and stabilizing enrollment; develop an admissions marketing strategy in concert with the College's marketing plan, goals, and positioning to compel a broader interest in Rust College from potential prospective student target markets including the adult market and the distance education market; and initiate and support strategic partnerships that can aid in creating a pipeline of prospective students for Rust College.

Johnson earned a Bachelor of Arts in Health Education from Oklahoma State University, a Master of Education in Urban Education from Langston University, and a Doctor of Philosophy in Social Foundations of Education from Oklahoma State University.

Dr. Johnson is married to the former Dr. Courtney Barrett. They have three beautiful children: Aiden, Ashlyn, and Austin.

About Rust College

Rust College is a historically, Black, co-educational, senior liberal arts college founded in 1866 by the Freedmen's Aid Society of the Methodist Episcopal Church to offer quality programs in business, education, humanities, science and math, and social science to prepare students for leadership and service in the global society.

Located in Holly Springs, MS, Rust College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the associate and baccalaureate degrees.

For more information about Rust College, call (662) 252-8000, ext. 4915 or visit www.rustcollege.edu.

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