

## Kevin A. Adams

*Asst. Dean for Marketing and Student Services*

Kevin A. Adams is the Assistant Dean for Student Services and Marketing in the School of Communication. As a team leader, his oversight includes working with the School of Communication cabinet, 90.1 KTSU Radio Station, TSU TV, and internal day-to-day operations. He is a dedicated administrator who ventured into higher education 18 years ago, serving in multi-faceted leadership roles in institutional advancement. With a proven record of success, his responsibilities have included institutional relations, capital campaign leadership, development, alumni affairs, public relations, community and corporate relations, publications, marketing, teaching, coaching, student recruitment, and the development of a student services department.

He received his bachelor's degree in business administration as well as a master's degree in education from TSU. In 2016, he began work on a doctorate in educational leadership. He has held several positions at Texas Southern University, including coaching the TSU men's basketball team, serving as director of university recruitment, and Assistant Vice President for Development/Alumni.

In the School of Communication, Adams has been instrumental in the success of many graduates. He counsels and mentors students, helping them to recover from their weak academic performance and regain solid academic status. His ultimate goal is to see students—especially the ones the world has written off—graduate and become productive citizens. He has used his marketing skills to create new branding concepts for the School of Communication. The increased buzz and popularity among current students have led to an enrollment increase of new, transfer, and continuing students. Also, under his leadership of the student services area, graduation rates within the school increased tremendously.

As a student-athlete at Texas Southern, Adams starred on the men's basketball team. He played a pivotal role on TSU's regular season and tournament championship teams of 1992, 1994, and 1995. The Tigers won back-to-back Southwestern Athletic Conference (SWAC) regular season and tournament titles and back-to-back NCAA appearances in 1994 and 1995. During the 1995 season, Adams was an All-SWAC selection, First Team All-Tournament selection, Most Valuable Player (MVP) of the SWAC Tournament, and received the Presidential Student-Athlete Award. This award was presented to the top male athlete by the university's first female president, Dr. Joann Horton.