

M. Keith Brown Named Executive Director

M. Keith Brown became Executive Director of Opportunity Plan, Inc. in September 2007 after serving almost 10 years as executive director of the West Texas A&M University Alumni Association

"The Board of Directors is extremely excited to have someone with Keith's experience and expertise," Wright said. "His experience running a nonprofit organization coupled with his passion for higher education make him an excellent choice."



As executive director of the Alumni Association, he led the organization to increase revenue by 50 percent and was responsible for several special projects including the Buffalo Walk, the renovation of the Buffalo Courts Alumni Center and the establishment of the Anita Thigpen Perry Nursing Excellence Endowment.

A native of Happy, Brown received a bachelor of business administration degree with an emphasis in marketing in 1991 from West Texas A&M University. As a student, Brown received financial assistance from OPI's Kiwanis Memorial Fund, and he served on the OPI Board of Directors until his appointment as executive director.

"When I was a sophomore in college and struggling to find the needed resources to complete my education, my parents remembered my uncle having received aid from OPI," Brown said. "I certainly never anticipated their remembering that would lead to where I am now; however, had it not been for the loan provided by OPI, I'm not sure where I would have received the money I needed. OPI was the only option available to me at that time, and I look forward to assisting students who are in the same situation."

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In addition to his uncle, who received aid from OPI in the late 1960s, Brown's sister received assistance while attending WTAMU, and his cousin borrowed from the AMBUCS Loan Fund to complete physical therapy school at Texas Tech University.

Since graduating from WTAMU, Brown has spent most of his career in higher education at WTAMU in a variety of positions. He also worked in the healthcare industry in Amarillo for a short time. He is still active with his alma mater supporting areas from agriculture to education and athletics to the fine arts.

He is past president of the Canyon Rotary Club and the Canyon Chamber of Commerce and is a graduate of Leadership Amarillo Canyon. He is an active member of the First United Methodist Church in Happy and serves as a general officer for Phi Delta Theta International Fraternity.