

# RESUME

## Jim Senter

### CAREER OBJECTIVE

To build a vibrant, goal oriented team that is metric driven and passionate about creating a diverse athletic department while serving a diverse group of student-athletes. Maximize the impact that the University of Texas at El Paso can have on the personal and professional lives of the university community and Southwest Texas and Northern Mexico regions.

### PROFESSIONAL EXPERIENCE

2014 to present                      The Citadel                                      Charleston, SC

*Director of Intercollegiate Athletics*

#### Leadership Responsibility

- Supervise 80+ coaches and staff members within the department
- Provide leadership for 16 NCAA DI men's and women's sports
  - Personnel, have hired 5 new head coaches
  - Budget, currently at \$15.5 million dollars
    - Over 45 % of budget is self-generated revenue ( highest in SoCon)
    - Balanced budget with profit in 2 years under my formulation process
    - Completion of a 5-year strategic budget forecast with board approval
  - Compliance, no major infractions, implemented comprehensive compliance software program for improved compliance outcomes
  - Facilities, current upgrades/construction/completion from private donations
    - Completion of Athletic Facilities Masterplan – Board Approved
    - New center-hung basketball scoreboard \$600,000
    - Demolish 10,000 football seats for construction of new seating area
    - New basketball courts \$340,000
    - New sprint turf football practice field \$500,000
    - New baseball locker room and indoor hitting facility \$300,000
    - New football locker room, graphics and meeting areas \$500,000
  - Student-Athlete Academics, Engagement & Conduct
    - 130 & 174 athletes awarded the Southern Conference Honor Roll during the last two years
    - Athletes have higher GPA than student body 5/6 semesters
    - > than 50 athletes in engineering, > than 100 in business
    - Cumulative 14/15 APR of 979 and 5-year score of 961 which has improved by 8.3%
    - GSR of 84%
  - Revenue Generation
    - Development
      - Have grown scholarship endowment by almost \$6,000,000 in cash and pledges during my 3+ years at The Citadel as a goal of the LEAD 2018 strategic plan.
      - Have grown the annual fund by \$210,000 or 16%
      - Total fundraising revenue by 7.6 and 8 million in consecutive fiscal years both record years
    - Marketing, Promotions & Ticket Sales

- Have grown football attendance by more than 3,000 per game to lead SoCon in football attendance annually
- Sold out Pearson Club level 2 consecutive years – never accomplished before
- Have exceeded budgeted football ticket revenue by \$183,000 & \$119,000 during each of the last two seasons
- Corporate Sales & Sponsorships
  - Brought multi-media back “in-house” for a \$250,000 increase in FY17
- Concessions & Licensing
  - Took concession “in-house” with a break even 1<sup>st</sup> year and an expectation of a 100% increase in year 2
  - Licensing revenue leads the SoCon and has increased each year
- Athletic Communications
  - Completely redesigned web presence and overhauled unit to focus more on social media elements/new digital platforms
- Bulldog Video Productions
  - The department now produces (44) ESPN 3 HD quality sporting events each year in Football, Basketball, Volleyball, and all other Soccer & Baseball games are broadcast on the SoCon Digital Network.
- External Events & Rentals
  - Rental revenue exceeds more than \$135,000 annually

2013 to 2014

University of Colorado

Boulder, CO

*Sr. Associate Athletic Director for External Operations*

Leadership Responsibility

- Sport supervisor for Colorado Football Program, Skiing, Men’s & Women’s Golf
  - Personnel > than 65 individuals
  - Budget > than 28 million dollars annually
  - Compliance
  - Facilities
  - Recruiting
  - Student-Athlete Engagement & Conduct
  - External Relations
- Supervision of Sports Medicine, Sports Performance and Equipment Services
- Supervision of Facilities
  - Grounds
  - Building Maintenance
  - New Construction
- Supervision of Game and Event Management, and Concessionaire Partner (Levy)
- Supervision of Chief Marketing Officer
  - Ticket Office
  - Special Events
  - Licensing
  - Buffalo Sports Properties (Learfield)
  - Marketing & Promotions

- Partner with Media Relations
- Partner with Development
- Multi Media Buff Vision
- Member of Gender Equity Committee
- Member of Strategic Planning Core Team
- Oversight of the Buffalo Courtesy Car Program
- Serve as the liaison with University Legal Counsel
  - Coordinate external contracts with concessionaire, multi-media rights holder
  - Coordinate football game contracts and scheduling
  - Coordinate coaching contracts, separations and extensions
  - Coordinate policy & procedures updates and approval processes

2011 to 2013                      University of Colorado                      Boulder, CO

*Associate Athletic Director*

Leadership Responsibility

- Sport supervisor for Colorado Football Program
- Member of Executive Sr. Staff
- Member of AD's Senior Staff
- Member of External Operations Team
  - Partner with development unit
  - Partner with ticket office
  - Partner with Buffalo Sports Properties (Learfield Communications)
  - Partner with marketing & promotions
  - Partner with media relations
  - Partner with special events team
- Member of Gender Equity Committee
- Oversee the Buffalo Courtesy Car Program
- Serve as the liaison with University Legal Counsel
  - Coordinate external contracts with concessionaire, multi-media rights holder
  - Coordinate football game contracts and scheduling
  - Coordinate coaching contracts, separations and extensions
  - Coordinate policy & procedures updates and approval processes

2006 to 2011                      University of Colorado Foundation (CUF)                      Boulder, CO

*Assistant Vice President for Development/Associate AD for Development*

Leadership Responsibility

- Complete oversight and responsibility for Athletics Development Unit. To include budgeting, revenue projecting, ticket sales projections for suites and premium seating, annual giving and major gift initiatives for capital projects and endowments.
- Supervision of CUF development unit to include annual fund and major gifts
- Supervision of Suites & Premium Seating Operations
- Supervision of Letterman's Organization – Alumni C Club
- Supervision of Special Events Staff
- Supervision of External Groups & Volunteer Activities
- Budget oversight in excess of 1.5 million dollars

- Fundraising totals exceeding 8-10 million annually
- Secured three 1 million dollar commitments
- Member of Athletic Department Sr. Staff
- Member of CUF Boulder Campus Sr. Staff
- Member of Pac-12 Conference Transition Team
- Responsible for ongoing fundraising process of identifying, cultivating, soliciting and stewarding donors who support the University of Colorado.

2005 to 2006 San Diego State University      San Diego, CA

*Associate Athletic Director for Development/Senior Associate AD for External Sales*

Leadership Responsibility

- Oversight of athletic department's comprehensive development efforts. Major focus on bringing athletic department development activities in line with institution focus on philanthropy. Integrating staff members into the university's prospect management protocol system in preparation for a university wide 500 million dollar comprehensive campaign.
- Development of all athletics campaign materials to include: Campaign Plan, Staffing Requirements, Gift Range Chart, Case for Support, Naming Opportunities and Communications Plan for impending 45 million dollar campaign.
- Engaged and identified volunteer leadership for campaign
- Coordination of athletics' prospects staff assignments
- Responsible for identification, cultivation, solicitation and stewardship of a portfolio of 100-150 major gift prospects.
- Implementation of comprehensive endowment program to include consistent cultivation, solicitation and stewardship of major gift prospects for scholarships.
- Developed and re-implemented the SDSU letter winners' organization (Aztec Club). Led efforts to create a strategic five year plan which includes an exhaustive data base compilation of each sport and their alumni and led a collaborative effort with internal constituencies to integrate the athletics' stand alone database to the university's alumni database know as BSR Advance.
- Evaluation of all development activities to include annual fund program. Raising 3.3 million dollars annually from approximately 3,000 donors. Oversight of Executive Director responsible for the Aztec Athletic Foundation and its Board of Directors.
- Coordination and evaluation for sport fundraising programs such as Big 50, Big 64, special events and special projects
- Athletic Department's liaison to University Advancement and the Office of Central Development
- Oversight of development budget
- Served on the department's subcommittee for the NCAA Self Study Certification process

2003 to 2005

Idaho State University

Pocatello, ID

*Director of Athletics*

### Leadership Responsibility

- Reported directly to the University President and provided direction for the entire athletic department (67 staff members) at the NCAA Division 1-AA level. Complete oversight for ISU's 16 sports and respective coaches and support staff. Responsible for 6.5 million dollar budget, student-athlete welfare, hiring of head coaches and administrative staff, football scheduling and contract negotiations.

### Accomplishments

- Increase in football attendance of 19%
- Solidified 1-A football games against San Diego State University, University of Kentucky and the University of Idaho
- Took control and brought radio network and coaches television shows in-house to facilitate bundling comprehensive corporate sponsorship packages
- Renegotiated contracts for Men's & Women's Basketball Coaches, Head Football Coach, Women's Soccer and Men's & Women's Golf Coaches
- Increase of \$600,000 in revenue from Advertising, Marketing & Corporate Sales
- Creation of Minority Student-Athlete Advisory Board
- Implemented a revised gender equity plan
- Fundraised and oversaw construction of a new expanded Student-Athlete Academic Center
- Assimilation of Football Alumni Team (F.A.T.) booster group into athletic development and under institutional control
- Instituted a priority seating program in the sports of football and men's basketball, splitting ticketing from donations and increasing athletic donations by \$100,000
- Hired head coaches in the sports of Men's & Women's Golf and Women's Soccer
- Chairman of Blue Ribbon Committee on Gender Equity - thorough evaluation of sports sponsorship process, data analysis of financial model, EADA report, integration of NCAA Certification Self Study Gender Equity Plan that eventually led to a new women's softball program starting in 2006
- Committee Member of NCAA Championship & Competition Cabinet

1998 - 2003

University of Idaho

Boise, ID

*Assistant/Associate Athletic Director for Development*

### Leadership Responsibilities

- Employed, evaluated, trained and supervised staff
- Staffed Non-Profit 501-C3 organization – 48 National Directors
- Solidified volunteer Campaign Cabinet
- Major gift officer - \$25,000 gifts and above
- Liaison to Central Development – 140 million dollar University Campaign
- Oversaw all campaign publications, developed gift range chart and created naming opportunity structure
- Projected fundraising revenues, planned and oversaw fiscal budget of 1.2 million
- Secured four 1 million dollar commitments

1992 – 1994                      University of Idaho                      Boise, ID

*Regional Development Director for Athletics*

- Directed annual membership campaign in southern Idaho
- Cultivated and solicited relationships with new donors
- Established new Vandal Scholarship Fund Chapters
- Coordinated and organized 17 annual special events throughout southern Idaho

1986 – 1992/1994 – 1997                      University of Idaho                      Moscow, ID

*Assistant Head Football Coach and Recruiting Coordinator*

Leadership Responsibilities

- During this time coached the defensive line, linebackers and secondary
- Responsibilities included fundraising, strength coach, summer camp director

EDUCATION

University of Idaho	Moscow, ID	MS Recreation
University of Tulsa	Tulsa, OK	BS Education
Coffeyville Community College	Coffeyville, KS	AA General Studies

ADDITIONAL CONTINUING EDUCATION

Darkness to Light (D2L)

National Coalition Building Institute (NCBI)

AFFILIATIONS

Executive Committee Member FCS ADA 2016 to present

Honorary Commander – Joint Base Charleston 2016 to present

NCAA FCS Regional Advisory Committee 2017 to present

Past Executive Committee Member – National Association of Athletic Development Directors (NAADD) Past President 2013-14

Member – National Association of Collegiate Athletic Directors

Presenter/Moderator – NAADD - NCADA Convention 2001, 2002, 2007 – 2017

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