

Bryan Maggard

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SUMMARY

- Professional Administrator and Executive with 27 years of experience in College Athletics
- Serving as Director of Athletics at the University of Louisiana since 2017
- Experience in University Relations, Department Leadership, Strategic Planning, Financial Affairs, Compliance & Risk Management, Academic Affairs, Student-Athlete Life, Sport Program Administration, External Relations, Planning & Construction of Facilities, Human Resources, Crisis Communications, and Athletics Development

EDUCATION

University of Missouri – Columbia, Missouri

- Doctor of Philosophy in Educational & Counseling Psychology (2007)
Dissertation: Predictors for Academic Success for Student-Athletes

Kansas State University – Manhattan, Kansas

- Master of Science in Health & Physical Education (1992)
Emphasis in Athletic Administration
- Bachelor of Science in Journalism & Mass Communication (1989)
Emphasis in Advertising

CONTINUING EDUCATION

- Cardinal Advisors – Strategic Planning Academy (2015)
- Cardinal Advisors – Executive PREP Program (2015)
- Cardinal Advisors – Professional Development Academy (2007)
- 1A Athletic Directors' Association – Leadership Institute (2005)
- N4A – National Association of Academic Advisors for Athletics (Since 1995)
- NACDA – National Association of Collegiate Directors of Athletics (Since 2014)
- NCAA – National Collegiate Athletic Association; APR Consultant Training (2007)

COMMUNITY

- United Way
- Boys & Girls Club
- The Crossing Church
- Annual Mission Trip to Jamaica

PERSONAL

- 52 years of age; Excellent health
- Married for 26 years to Kerry (nee) Tarrant from Manhattan, Kansas
Bachelors in Journalism & Mass Communication from Kansas State
- Children: Dalton (24), Aubrey (22) and Kaylin (20); Dogs: Kevin & Tiny
- Interests: Time with Family, Personal Fitness, Dining, and Outdoor Activities

PROFESSIONAL EXPERIENCE

University of Louisiana – Lafayette, Louisiana Director of Athletics (2017 to Present)

Department Overview

- Sun Belt Conference
- 450 Student-Athletes
- 16 Athletic Programs
- 100 Staff and Coaches
- 8 Athletic Facilities
- \$32 million Operating Budget
- 1 of 9 campuses in University System

System & University Relations

- Member of President's University Council
- Assist with presentations for President
- Collaborate with University Facilities on Athletic Facilities Master Planning
- Presentations to University Athletics Committee
- Collaborate with University Provost and Dean regarding all facets of Academic Affairs

Department Leadership

- Report directly to University President
- Assessment, design and installation of formalized Strategic Plan for the Department
- Oversight or management for all Operating Units within the Department
- Leadership and management for all facets of Crisis Communication Planning

Strategic Planning & Unit Management

- Serving as Strategic Plan Administrator
- Oversight of Athletic Department Strategic Planning Steering Committee
- Coordinate comprehensive and standardized Unit Management systems and reporting
- Submit Monthly Operations Report in support of President's Control for the Department

Financial Affairs

- Partner with System and University CFO and VP's for Departmental Financial Planning
- Oversight of all facets of Financial Planning, Budget Design & Management for Department
- Direct responsibility for Budget Development and Management for all Operating Units
- Collaborate with Coaches for Budget Development & Management
- Assessment, design and installation of Financial Controls for Operating Units
- Responsible for Revenue Enhancement initiatives within the Department

Academic Affairs

- All Athletic Programs meet NCAA Academic Progress Rate standards
- 76% Graduation Success Rate
- 52% of Student-Athletes with GPA of 3.0

University of Louisiana continued

Student-Athlete Development

- Student-Athletes average over 3800 hours per year in Community Service projects
- Serve over 40 local organizations
- Planning and oversight for Life Skills Programming

Compliance & Risk Management

- Oversight for all Department, University, Conference and NCAA Compliance
- Collaborate with Coaches and Student-Athletes on Compliance education and reporting
- Involved with Title IX Compliance and Gender Equity issues

Sport Program Administration

- Planning and management for all facets of Sport Program Administration
- Oversight for Sport Program Administrators for all Sport Programs
- Involved in recruiting, hiring and orientations for all Coaches
- Sport Program Administrator for Football and Men's and Women's Basketball

External Relations

- Oversight of assessment and planning for Athletics Marketing Plan
- Oversight of comprehensive Social Media Program to draw closer to Student-Body and fan base
- Selection process and internal planning for Website Design and Management
- Involved in negotiation for 5-year Adidas agreement for shoes, apparel and equipment
- Involved in negotiation for Media Rights; \$14 million in guaranteed revenue over 10 years
- Collaborate with Collegiate Licensing Corporation for sale of branded merchandise

Athletic Facilities

- Primary Contact for planning, funding and construction of Athletic Facilities

Human Resources

- Recruiting, hiring and management in all areas of the Department
- Oversight of Search Committee for Football, Softball and Soccer Head Coaches
- Collaborate with General Counsel and Human Resources to develop Coaches Contracts
- Involved in development and refinement of Departmental Policies & Procedures
- Actively involved in Staff and Coach Review Process

Athletics Development

- Member of planning team to restructure Athletics Development Unit and Giving Models
- Involved in planning and related activities for University Capital Campaign
- Cultivation and stewardship activities with an array of Prospects and Donors

University of Missouri – Columbia, Missouri
Executive Associate Athletic Director (2012 to 2017)
Adjunct Faculty (2008 to Present)

Senior Associate AD (2005 to 2012)

Associate AD for Academic Services (2002 to 2005)

Assistant AD for Academic Services (2000 to 2002)

Academic Coordinator (1995 to 2000)

- Reported directly to Director of Athletics
- Member of AD's Executive Staff and Senior Staff
- Assessment, design and installation of formalized Strategic Plan for the Department
- Oversight or management for all Operating Units within the Department
- Leadership and management for all facets of Crisis Communication Planning
- Directed all facets of Academic Support Services
- Partnered with System and University Treasurer and VP's for Departmental Financial Planning
- Involved in all facets of Financial Planning, Budget Design & Management for Department
- Direct responsibility for Budget Development and Management for 8 Operating Units
- Collaborated with Coaches for Budget Development & Management
- Assessment, design and installation of Financial Controls for Operating Units
- Responsibility for Revenue Enhancement initiatives within the Department

Florida State University – Tallahassee, Florida
Assistant Director for Athletic Academic Services (1993 to 1995)

- Involved in all facets of Academic Services Unit
- Provided academic support services and monitored progress toward degree for student-athletes participating in the sports of football, men's basketball, and baseball. Developed and implemented comprehensive career counseling program for all student-athletes. Assisted with various administrative duties including advising, admissions, and residential life. Served as department representative in absence of program director.

Kansas State University – Manhattan, Kansas
Academic Counselor (1990 to 1993)

- Involved in all facets of Academic Services Unit
- Developed and installed Career Counseling Program for Student-Athletes
- Provided academic support services and monitored progress toward degree for student-athletes participating in the sports of football, men's basketball, and baseball. Developed and implemented comprehensive career counseling program for all student-athletes. Assisted with various administrative duties including advising, admissions, and residential life. Served as department representative in absence of program director.