

**ATHLETICS COMMITTEE**  
**(Following the Facilities Planning Committee)**  
**Monday, February 13, 2012**  
**Board of Supervisors' Meeting Room**  
2<sup>nd</sup> Floor, J.S. Clark Administration Building  
Southern University and A & M College  
Baton Rouge, Louisiana 70813

AGENDA

1. Call to Order
2. Roll Call
3. Adoption of the Agenda
4. Public Comments
5. Action Items
  - A. Recommendation for the appointment of Director of Athletics, SUBR
  - B. Continuation of employment of Interim Director of Athletics, SUBR
6. Other Business
7. Adjournment

**MEMBERS**

Atty. Patrick D. Magee – Chair; Mr. Demetrius D. Sumner - Vice Chair;  
Atty. Murphy F. Bell, Jr., Mr. Patrick W. Bell  
Dr. Eamon M. Kelly, Mr. Myron K. Lawson, Mrs. Ann A. Smith  
Mr. Darren G. Mire - Ex Officio



OK (K)  
1/31/12  
Board Agenda

Office of the Chancellor  
P. O. Box 9374  
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FAX [225] 771-2018

January 27, 2012

Dr. Ronald Mason  
President  
Southern University System

Mr. President:

Southern University and A&M College (SUBR) has conducted a national search for Athletic Director. The search was led by Dr. Doze Butler, who chaired the search committee. Following extensive reviews and interviews the committee submitted to me a list of three finalists. During the Fall semester I interviewed the three candidates and made several reference calls and solicited input from individuals in the collegiate athletic community. Even as I reviewed the qualifications of the three finalists I continued to receive inquiries and recommendations for the position. I considered those additional referrals but conducted no additional interviews.

After careful consideration, I submit to you for presentation to the Board of Supervisors my recommended candidate for the position of Southern University Director of Athletics, Ms. Paula L. Jackson. Ms. Jackson brings experience and commitment to the position. She brings a variety of experience in collegiate athletics, including the areas of compliance and gender equity. She has served as Athletic Director at Lincoln University and most recently as Assistant AD for Compliance and Senior Woman Administrator at Alabama State University. She is a graduate of the 2006 inaugural NCAA Leadership Institute for Ethnic Minority Females and has devoted her professional career to collegiate athletics.

I request your approval of this appointment and submission of the recommendation to the Board of Supervisors for approval at its February meeting. I have had initial discussions with Ms. Jackson regarding a contract and am confident that we can quickly reach an agreement on compensation and contract terms.

Thank you.

James L. Llorens  
Chancellor

**PAULA L. JACKSON**  
**9024 Ashland Park Place**  
**Montgomery, AL. 36117**  
**(404) 808.6595 cell**  
***E-mail [sportsenfocul@yahoo.com](mailto:sportsenfocul@yahoo.com)***

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## **EDUCATION**

**North Central University**  
**Prescott Valley, AZ**

**Doctor of Philosophy in Education**  
**Specialization, Athletic Administration**  
**Currently Enrolled**

**Clark Atlanta University**  
**Atlanta, Ga.**

**Master of Business Administration (MBA)**  
**Graduate School of Business Administration, Marketing Sequence**  
**School of Business - 1991**

**Southern University**  
**Baton Rouge, La.**

**Bachelor of Arts in Broadcast and Print Journalism**  
**With A Minor in Public Relations**  
**School of Communications – 1986**

## **CERTIFICATION AND PROFESSIONAL DEVELOPMENT**

**2005 Graduate of the National Association of Collegiate Women Athletic Administrators**  
**NACWAA/HERS Institute for Administrative Advancement.**

**2006 Graduate of the Inaugural NCAA Leadership Institute for Ethnic Minority Females.**

**2007 Graduate of the National Association of Collegiate Women Athletic Administrators**  
**NACWAA Level II Institute for Administrative Advancement.**

## **EMPLOYMENT AND RELEVANT EXPERIENCE**

**Alabama State University**  
**Montgomery, AL.**

**Senior Woman Administrator**  
**Assistant Director of Athletics for Compliance**  
**February 2011-November 2011**

- **Appointment:** Southwestern Athletic Conference APR Task Force
- **Appointment:** Southwestern Athletic Conference Basketball Committee
- Responsible for maintaining institutional control of NCAA compliance and for monitoring systems that assist the University in complying with all University, Southwestern Athletic Conference and NCAA rules and regulations.
- Personally directs senior athletics administrators and coaches with respect to monitoring the recruitment, admissions and initial eligibility of prospects in all sports programs

- Acts as liaison to the Southwestern Athletic Conference and NCAA for interpretations and eligibility issues and prepares all NCAA, Southwestern Athletic Conference or University waivers
- Developed a comprehensive rules education program for athletics department staff, students, coaches, boosters, representatives of athletics interest, members of the public and staff in other university offices
- Created a compliance manual for distribution within the department of athletics as well as other institutional entities to insure institutional control. Also created a manual for boosters.
- Monitors overall APR for all sports teams
- Serves as the Senior Woman Administrator and departmental liaison on all gender equity and Title IX issues.
- Developed a comprehensive gender equity plan to insure compliance with Title IX regulations.

**Mississippi Valley State University  
Itta Bena, MS.**

**Associate Director of Athletics  
Senior Woman Administrator  
August 2009 – February 2011**

- Oversees the day to day internal operations of the athletics department
- Responsible for the management and direction of the departments overall budget and serves as the department liaison to the institution's Office of Business and Finance
- Serving as Director of Compliance and Eligibility which includes but is not limited to initial eligibility certification, monitoring progress towards degree, and conducting education sessions for student-athletes, coaches, staff, campus entities, parents and alumni on NCAA Compliance
- Supervise 7 administrative staff members
- Responsible for the administration of 14 sports which includes full staff management and evaluations
- Created a team to develop a new strategic plan and monitor the implementation and progression
- Served as the Tournament Director for the Southwestern Athletic Conference (SWAC) Soccer Championship
- Assist with the development of the academic enhancement plan
- Serve on the facilities planning committee which is presently engaged in the renovation of the football stadium and basketball gymnasium.
- Serve as game day operations manager for football and men's and women's basketball
- Presently the Title IX Liaison for Mississippi Valley State University
- Developed a head coaches handbook/policy and procedures manual
- Developed a visitors guide that also serves as a revenue stream
- Responsible for the cultivation of relationships with alumni in specific areas as well as the development of events

**Lincoln University  
Jefferson City, MO.**

**Director of Athletics  
June 2008 – July 2009**

- Directed the intercollegiate athletic program by providing leadership and overall direction in a manner consistent with the institution's mission.
- Developed and implemented a 5-year marketing and promotions initiative to increase revenue, attendance, and awareness of the department of athletics.
- Responsible for the oversight of the department's operating budget.
- Negotiated the first all-inclusive apparel contract for the department.

- Created the Blue Tiger Sponsorship Initiative and the Thousand Paw Club as fundraising initiatives.
- Played an integral role in the move to the Mid-America Intercollegiate Athletics Association (MIAA). Membership will begin in 2010.
- Implemented the Inaugural Blue Tiger Hall of Fame Induction ceremony in conjunction with the homecoming activities.
- Implemented a sports administration program for improved staff and sport management.
- Developed a plan to upgrade the football stadium and build a new press box.
- Initiated the development of the first athletic department website.
- Initiated the first women's golf program, which began in the fall of 2009.
- Initiated plans to implement women's volleyball in 2010 and women's soccer in 2011.
- Completed football schedules through 2012.
- Re-implemented the spring football game, which had not been held in seven years.
- Re-implemented Basketball's Midnight Madness, which had not been held in five years.
- Developed the first season ticket program for football.
- Expanded to a 3-person sports medicine staff to better assist student athletes
- Created relationship with campus radio station KJLU Radio Station to air football games and select basketball games.
- Created the Blue Tiger Cub Club for kids.
- Developed a policy and procedures manual for better management of department staff.
- Spearheaded a relationship between the Department of Athletics and the local Boy Scouts as well as the Boys and Girls Club to promote health and well-being of area youth.
- Directed the implementation of Blue Tiger Summer Camps for Kids.
- Created the "Blue Tiger Ambassadors" to get student athletes involved in the community.
- Accompanied student-athletes to the NCAA Division II Leadership Academy to foster development and leadership. Their initiative to increase fan attendance has been implemented as part of the plan for the 2009 football season.
- Team Highlights: 2009 NCAA Women's National Indoor Track and Field Champions; 2009 NCAA Women's National Outdoor Track and Field Champions.
- Implemented the "Coaches Caravan" where coaches and administrative staff visit alumni chapters and host golf outings to develop relationships with alumni, boosters and friends.
- Nominated and unanimously voted to the Board of Directors of the Minority Opportunities Athletics Association (MOAA).

**Savannah State University  
Savannah, GA.**

**Interim Director of Athletics  
October 2007 – June 2008**

- Retained position as Senior Woman Administrator.
- Retained position as Director of Compliance.
- Directed the intercollegiate athletic program by providing leadership and overall direction in a manner consistent with the institution's mission.
- Established the overall athletic department's goals, objectives and strategies.
- Developed and implemented a 5-year marketing and promotions initiative to increase revenue, attendance, and awareness of the department of athletics.
- Developed new initiatives to facilitate productive relationships between alumni, boosters and other potential donors.
- Assisted the Vice President of Administration with the development of the Athletic Advisory Committee to ensure oversight of institutional control.
- Responsible for the oversight of the department's operating budget.

- Generated sponsorship commitments totaling over \$200,000.

**Savannah State University  
Savannah, GA.**

**Assistant Director of Athletics/ Senior Woman Administrator  
Director of Compliance  
September 2005 – October 2007**

- Provided daily operations management for all athletic programs and projects, including support for coaching staff.
- Managed all compliance related activities for the Department of Athletics, including providing education sessions to staff, student-athletes, prospective student-athletes, parents/guardians and program supporters.
- Assisted the Director of Athletics in coordinating the institution's NCAA certification process.
- Developed the departmental Compliance Policy and Procedures Manual.
- Monitored and assisted in all recruiting activities for all sports.
- Approved all athletic scholarships and all schedules for all sports.
- Coordinator of the National Letter of Intent Program.
- Implemented and disseminated "The Playbook", a departmental newsletter for compliance related issues.
- Provided leadership in attaining Title X compliance by developing and implementing a comprehensive gender equity plan and minority equity plan and created committees to monitor both.
- Developed and implemented a policy and procedures manual for travel as well as camps and clinics.
- Served as chair of the Savannah State University Compliance Committee.
- Chaired the search committee for new head football coach.
- Coordinated the Athletic Honors Banquet, and implemented activities to recognize National Student Athlete Day.
- Served as interim volleyball coach.
- Promoted to Senior Woman Administrator after 11 months of employment.

**Morehead State University  
Morehead, KY.**

**Assistant Director of Athletics/  
Senior Woman Administrator/  
Director of Marketing and Promotions/Compliance  
May 2004 – September 2005**

- Served as the administrator of all women's sports which encompassed hiring, gender equity, fiscal responsibility and academics.
- Managed all compliance related activities for the department which included the education of staff, student-athletes, parents/guardians and program supporters. Also served as liaison to the Pioneer Football League, Ohio Valley Conference and the NCAA.
- Created and implemented a survey for incoming freshmen and transfer students to determine interest in athletic participation as part of the gender equity initiative.
- Official departmental representative on all Title IX and gender equity issues.
- Non-voting member of the institution's Intercollegiate Athletics Committee.
- Served as co-chair of the athletics department budgetary committee.
- Served as the sport administrator for soccer, baseball, softball and rifle.
- Chosen to serve as the institutional representative for the Ohio Valley Conference (OVC) Soccer

Championship.

- Developed and implemented "Girl Talk", a forum for female student-athletes.
- Responsible for departmental oversight for all sports camps and clinics which included staff and budget management.
- Administered the department's financial aid program for athletics.
- Approved the recruitment process and activities for all sports.
- Implemented activities for "Student Athlete Week", "National Girls and Women in Sports Day" and "Bring Your Daughter to the Game Night".
- Planned and coordinated special events including pre-game and halftime promotional activities as part of a comprehensive marketing plan for the department of athletics.
- Created and disseminated "The Playbook", a newsletter for compliance related updates.
- Created and coordinated "Beakers Buddies" kids programs.
- Coordinated and solicited public speaking and appearance opportunities for coaches and administrators.
- Coordinated the production of pocket schedules, posters and schedule magnets, layout of newspaper advertisements and other print collateral.
- Implemented, coordinated and assisted in annual giving efforts for all fund raising activities.
- Supervised marketing graduate assistants and interns.
- Supervised all-game day operations staff for home football and basketball games.
- Promoted to Director of Marketing and Promotions after 10 months of employment.

**Clark Atlanta University**  
Atlanta, GA.

**Assistant Director of Athletics/  
Senior Woman Administrator**  
June 2001-May 2003

- Served as the official representative for the Athletics Department on all Title IX and gender equity issues.
- Coordinated all travel arrangements for all 13 sports which included the coordination of bid proposals as well as contract negotiation with transportation companies, hotels and other vendors and managed the budget.
- Maintained NCAA squad list for all sports and coordinated and maintained eligibility documentation
- Served as SWA Committee Chair for the Southern Intercollegiate Athletic Conference (SIAC)
- Nominated by the Commissioner of the Southern Intercollegiate Athletic Conference (SIAC) for the NCAA Management Council.
- Served as co-chair for the university compliance committee
- Manager of all head coaches (except football), involved with season-goal setting and evaluation.
- Served as event coordinator for the department and managed the staff and logistics of all events.
- Developed marketing strategy to increase attendance at all sporting events
- Created marketing proposals for the department, which garnered sponsorship for television broadcast.
- Coordinated all game day operations, including pre-game and halftime productions for football and men's and women's basketball.
- Served as advisor to the Student Athlete Advisory Council
- Created "Panther Ambassadors", a community service and youth outreach organization for

student athletes

- Created "FAN DAY" for football games.
- Created "Adopt A Sport" program in conjunction with area churches.
- Managed "National Alcohol Screening Day" in conjunction with the NCAA and the local community.
- Coordinated season ticket program and vendors program for football
- Served on departmental budget committee
- Wrote press releases
- Served as chair of the Panthers Awards Evening committee.
- Created collateral for special events.
- Organized football Media Day.

**Sports Enfocus  
Atlanta, GA.**

**Sports Marketing and Promotions Consulting/Owner  
January 1995 – Present**

- Marketing, public relations and development consultant to sports entities and personalities.
- Created and organized the Minority Trailblazers in Sports Conference.
- Developed marketing and public relations plans and created proposals to garner corporate sponsorship.
- Developed promotional collateral for the State Farm Bayou Classic, the largest African American sporting event in the country.
- Organized the Southwest Atlanta Sports and Fitness Week.
- Conducted market research, compiled data and presented reports on findings for a specialized project that resulted in the training sessions for marketing and promotions personnel.
- Developed brochures, newsletters, fliers, and program overviews.
- Implemented a new marketing program to cultivate new business.
- Conducted Organized and directed press conferences, wrote press releases and developed press kits.

**Clark Atlanta Athletic Booster Association, Inc.  
Atlanta, GA.**

**Director of Development and  
Event Management  
June 2003 – May 2004**

- Implemented new development programs and fund raising initiatives and developed database management systems for association membership.
- Managed the CAABA Hall of Fame Breakfast and Induction Ceremony.
- Developed premium packages for membership levels and managed football season ticket distribution
- Coordinated the 1<sup>st</sup> Annual Carl Seldon Hall of Fame Golf Classic.
- Develop press releases and public service announcement for all events as well as sponsorship packages.
- Coordinate travel for all road football games and coordinate tailgate activities and "The Fifth Quarter" for all home football games.



**Atlanta Falcons**  
Atlanta, GA.

**Public Relations Game Day Operations Staff**  
August 1999 – May 2004

- Managed the dissemination of media credentials for five seasons for all home football games
- Assisted with the distribution of quarter and end of game statistics.
- Assisted with the writing and distribution of post-game quotes by coaches and players.

## **MARKETING AND PUBLIC/MEDIA RELATIONS EXPERIENCE**

**Paladin Public Relations**  
Atlanta, GA.

**Account Manager**  
January - October 2000

- Served as a consultant to public relations companies or departments specifically geared towards sports and entertainment.
- Coordinated the recruitment and placement of freelance public relations talent and developed marketing plans to present talent to potential clients.
- Developed sales strategies to garner new or additional business.
- Responsible for the office website.

**MTV Networks Affiliate Sales and Marketing**  
Atlanta, GA.

**Marketing and Sales Manager**  
February 1998 – December 1999

- Managed cable accounts of 10,000 subscribers or less and negotiated contracts with cable companies to secure new or additional services.
- Developed training materials and conducted training classes for customer service and marketing personnel.
- Assisted with the development of marketing materials for the “Rugrats Tour” and “VH1 Divas Live”.
- Was a member of a sales team that increased sales to affiliates with 10,000 subscribers or less, by 117%, setting a company record.

## **PUBLIC/COMMUNITY AFFAIRS EXPERIENCE**

**Committee to Re-Elect Bill Campbell, Mayor**  
Atlanta, GA.

**Deputy Campaign Manager for  
Southwest Operations**  
April – December 1997

- Served as media spokesperson for the Southwest Office.
- Managed a staff of 14 and a group of 20 volunteers.
- Served as a liaison between the committee and outside organizations and special interest groups.
- Organized press conferences, and fundraisers and facilitated a dialogue between Mayor Campbell and the
- Developed and managed the Campaign Speakers Bureau.
- Served as Chairperson of the Grand Opening of the Southwest Campaign Headquarters and developed marketing and public relations collateral.

## MANAGEMENT/ADMINISTRATIVE EXPERIENCE

**Burks Bailey Mann**  
Atlanta, GA.

**Director of Marketing and Public Relations**  
October 1992 – May 1997

- Managed the New Business Center for the Property and Casualty division.
- Implemented new marketing program and developed marketing strategies to cultivate new business.
- Developed training materials and trained customer service representatives.
- Managed the Personal Lines department and developed marketing and public relations strategies to introduce the new department to clients.
- Created the Sports and Entertainment Division and served as manager for 3 years.

**TAFT International (Today's Athletes For Tomorrow)**  
Atlanta, GA.

**Assistant Director of Marketing  
And Promotions**  
August 1991 – October 1992

- Created strategic marketing plans to present professional athletes for endorsement opportunities.
- Interviewed athletes to determine which organizations would best fit their personality and interest.
- Developed relationships with community organizations as well as non-profit entities to present our clients and services.
- Managed special events for all athletes as well as the company.
- Managed contract negotiations for special appearance.

## MARKET RESEARCH EXPERIENCE

**Metro Atlanta Rapid Transit Authority (MARTA)**  
Atlanta, GA.

**Market Research Consultant**  
August 1990 – August 1992

- Developed a national vendor survey to analyze minority business contracts awarded by MARTA (Metro Atlanta Rapid Transit Authority).
- Conducted market research, compiled data and presented reports on findings for specialized project and later managed the marketing process that was funded for one million dollars.

**Freelance Marketing and Public Relations Consultant**

**Atlanta, Georgia**  
September 1991-Present

Clients included: Cultural Crossroads, State Farm Bayou Classic, Mardi Gras Indians National Tour, Taft International, Metro Atlanta Rapid Transit Authority (MARTA), and The Doug Williams Foundation.

**AFFILIATIONS**

**Minority Opportunities Athletic Association (MOAA) Board of Directors; National Collegiate Athletic Association-Historically Black Colleges and University's Advisory Council; National Association of Collegiate Women Athletics Administrators (NACWAA) Served as Chairperson of the Marketing Committee, Presently on the Nominating Committee; National Association of Collegiate Directors of Athletics (NACDA); National Association of Athletic Compliance Coordinators; Georgia Women's Intersport Network; Women In Sports and Events (WISE); Black Women's Sports Foundation; Women's Sport Foundation; National Association of Black Sports Executives and Administrators; National Association for the Advancement of Colored People (NAACP); Kiwanis International; Southern University Alumni Foundation (Life Member); Delta Sigma Theta Sorority, Inc.**

**Paula L. Jackson**  
**9024 Ashland Park Place**  
**Montgomery, AL. 36117**  
**(404) 808.6595 cell**  
**sportsenfocus1@yahoo.com**

**Chancellor James Llorens**  
**Southern University and A&M College**  
**Baton Rouge, LA. 70813**

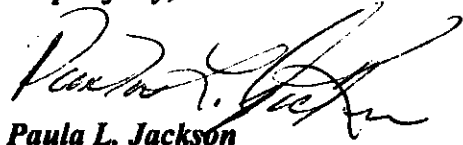
**Dear Chancellor Llorens,**

**Thank you for allowing me the opportunity to meet with you and share my ideas and vision on the revitalization of the Department of Athletics at Southern University. The department has found itself in a position where vast improvements are needed to its image and reputation. Given the opportunity my ideas will address those issues in incremental steps that focus on Student-Athlete well-being, APR, Gender Equity, Fiscal Responsibility and overall Marketing of the program. As a department we will have a united message of excellence in all we do. It will be my mission to transform all facets of the Department of Athletics at Southern University into a best practices model for all to emulate. This will be our Era of Excellence!**

**You will find attached to this letter my initial overall plan of action that is ready for implementation. You will also find enclosed additional information about me for your perusal that is not captured on my resume. If you have any questions or need additional information please do not hesitate to contact me.**

**Chancellor Llorens, again I thank you for the opportunity to speak with you in reference to this great opportunity and it is my sincere hope that I will have the opportunity to work with you and for my beloved Southern University.**

**Respectfully,**



**Paula L. Jackson**

## **GOALS**

### **100 DAY PLAN**

#### **1. BUDGET**

##### **A. Review Revenue Policies**

- 1. Study the underlying rationale of the policies**
- 2. Look at revenue generated from policies**
- 3. Develop and plan for a goal of annual growth in operating outlay/expenses**
- 4. Review audits performed over the last three years**

##### **B. Cost of Operating the Office**

- 1. Analyze the number and function of the staff**
- 2. Keep spending increases for office operations below the rate of inflation**
- 3. Cut unnecessary expenditures**

##### **C. Review the Major and Potential Sources of Revenue**

- 1. Develop broad revenue bases and diversified sources of revenue**
- 2. Revenue share**
- 3. Corporate sponsorships**
- 4. Membership dues and donations**
- 5. Licensing and merchandising**
- 6. Retail sales and promotions**
- 7. Internet, catalogue mail order**
- 8. Radio and television**

#### **2. STAFF DEVELOPMENT**

##### **A. Evaluate**

- 1. Introduce team-building concepts**
- 2. Bi-weekly meetings with entire staff**
- 3. Review all job descriptions and performances**
- 4. Conduct one-on-one meetings with staff**
- 5. Conduct staff retreats in the future**

#### **3. AGENDA**

##### **A. Goals**

- 1. Develop objectives (academic, athletic and financial)**
- 2. Establish groundwork and foundation for growth**
- 3. Develop long-range plan (including cost and income projections)**

### **100 DAY PLAN CONTINUED**

4. Meet with all college deans, departments (i.e., Registrar, Admissions, Financial Aid) various faculty, student organizations and civic leaders to share information and establish a working relationship.
5. Review team goals with each coach.
6. Review calendar for meeting schedules and team events.
7. Improve public awareness by reviewing public relations plan, communications plan, media plan, interact with media, review outreach program and charitable ventures.
8. Review all pertinent contracts for performance details and re-negotiation dates.

### **SIX MONTH TO ONE YEAR PLAN**

#### **4. REVIEW 100 DAY PLAN**

##### **A. Components**

1. Make appropriate adjustments
2. Make changes in staff (if necessary)

#### **5. CORPORATE SPONSORSHIPS**

##### **A. Sponsors**

1. Entitlement of events
2. Presenting of events

##### **B. Product Categories**

- |                       |                          |
|-----------------------|--------------------------|
| 1. Automobiles        | 11. Social Media         |
| 2. Airlines           | 12. Apparel              |
| 3. Financial Services | 13. Snack Foods          |
| 4. Soft Drink         | 14. Software             |
| 5. Communications     | 15. Isotonic Sport Drink |
| 6. Fast Food          | 16. Consumer Electronics |
| 7. Computer           | 17. Restaurants          |
| 8. Copier/fax         | 18. Rental Car           |
| 9. Credit Card        | 19. Hotel                |
| 10. Express Delivery  | 20. Grocery Store        |

##### **C. Facility Naming Rights**

## **SIX MONTH TO ONE YEAR PLAN CONTINUED**

### **C. Corporate Packages**

1. Exclusive right to use name and mark of Southern University Athletics
2. 3-5 year term/agreement
3. Access to tickets to events (advertisement on back of all event tickets)
4. Exit/product sampling at the event
5. Couponing and product display
6. Signage and/or banners
7. Television advertising (:30 commercials), opening and closing billboards
8. Hospitality
9. Parking passes
10. Public address announcements and/or video board message
11. Banquets
12. Community outreach

## **7. MARKETING AND PROMOTIONS**

### **A. Messaging Campaign**

1. Communications is most effective if it is consistent
2. Establish a relationship with the press and broadcast entities
3. Develop an integrated media relations and external communications program
4. Communicate effectively with media professionals
5. Create new methods and means of communicating positive messages on behalf of Southern University Athletics
6. Develop key messages that reflect the mission and goals of Southern University Athletics
7. Look at it in terms of Message-Theme-Vehicle-User
8. Website/Social Media is the basic information infrastructure of the future

### **B. Integrated Approach**

1. Tie-in television, corporate sponsorships, merchandising, licensing, retail promotions and messaging campaign
2. Category exclusive consumer trade promotions
3. Use of registered trademarks, name and logos in advertising promotions
4. Point of sale materials
5. Retail promotions
6. Merchandising and on-package displays
7. Proof of purchase offer
8. Sweepstakes

**C. Program**

1. Tailor the program to the unique business goals and objectives of the corporate sponsor
2. Borrow equity and goodwill of Southern University
3. Excite retailers and have an impact on retail

**D. Miscellaneous**

1. Improve website/internet/social media
2. Take advantage of multi media opportunities

**8. LICENSING**

**A. Merchandise**

1. Upscale and high quality merchandise and apparel
2. Use of name and mark of Southern University
3. Cross licensing opportunities
4. Enhance image and promote name and mark

**B. Retail Shop Concept**

1. Product that combines the institution's logos with corporate sponsor
2. Product that combines the institution's logos with other associations
3. Product that displays only the institution's logo

**C. Controlled Program**

1. Quality licensees
  - a. Expand program and consistently find licensees and retailers who can expose products to a larger audience
  - b. Exclusive and non-exclusive agreements
2. Internet and Direct Mail
  - a. Catalogue
  - b. Fulfillment house and toll free number
3. Pricing of program
  - a. Guarantees/advances to enter the program
    1. Apparel
    2. Hats
    3. Other merchandise
  - b. Royalty fees and term/agreement



## **CONCLUSION**

**You must begin to establish relationships, build partnerships, improve public relations and develop messaging to further enhance the image of Southern University Athletics. The challenge before the institution is to create a niche in the marketplace and develop an area of real growth. You have to watch for major economic downturns, have some vision to anticipate the trends of the marketplace, look for incremental long-term growth and create opportunities in the market driven environment.**

**A long-range vision must be developed that identifies where the Department of Athletics should be headed in this new millennium. The strategic plan builds on Southern University's successful history to this point and identifies the areas where it should focus over the next five years in order to continue its quest for success and excellence.**

**In order to continually improve the image of athletics, the coaches, staff, administrators, alumni and faculty must understand that the student-athlete's welfare is the number one goal. Southern University's rich tradition and history in intercollegiate athletics is a silver lining from which you can continue to develop a solid athletic program...it is the Diamond on the Bluff!**

JOB CLASS				
JOB CODE				
CAL ID				

**SOUTHERN UNIVERSITY SYSTEM**

Personnel Action Form

RECEIVED

POSITION NUMBER	2	M	9	6	8	7
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CAMPUS: SUS \_\_\_\_\_ SUBR  SULAC \_\_\_\_\_ SUAREC \_\_\_\_\_ SUND \_\_\_\_\_ SUSLA \_\_\_\_\_

EMPLOYMENT CATEGORY: 9-MONTH \_\_\_\_\_ VP/FINANCE & BUSINESS AFFAIRS/COMPTROLLER \_\_\_\_\_ OTHER \_\_\_\_\_ (Specify) \_\_\_\_\_

- |  |  |   |
|--|--|---|
| <input checked="" type="checkbox"/> Academic   | <input checked="" type="checkbox"/> Non-Academic           | <input type="checkbox"/> Civil Service    |
| <input type="checkbox"/> Temporary             | <input type="checkbox"/> Part-time ( _____ % of Full Time) | <input type="checkbox"/> Restricted       |
| <input type="checkbox"/> Tenured               | <input type="checkbox"/> Undergraduate Student             | <input type="checkbox"/> Job Appointment  |
| <input type="checkbox"/> Tenured Track         | <input type="checkbox"/> Graduate Assistant                | <input type="checkbox"/> Probationary     |
| <input type="checkbox"/> Other (Specify) _____ | <input type="checkbox"/> Retiree Return To Work            | <input type="checkbox"/> Permanent Status |

Previous Employee LaSandra Pugh Reason Left Continuation  
 Date Left \_\_\_\_\_ Salary Paid \$113,800 + (\$12,000 Housing)

**Profile of Person Recommended**

Length of Employment January 1, 2012 To February 29, 2012  
 Effective Date January 1, 2012

Name LaSandra Pugh SS# xxx-xx-0557 Sex F Race\* Black  
(Last 4 digits only)

Position Title: Interim Athletic Director Department: Athletics

Check One  Existing Position \*Visa Type (See Reverse Side):  U  S  \_\_\_\_\_

New Position Expiration Date: \_\_\_\_\_  
(Position vacancy authorization form must be processed and approved to fill existing and new positions. Position must be advertised before processing PAF, if applicable.)

Years Experience 28 Southern University Experience 12

Degree(s): Type/Discipline (BA-Education): \_\_\_\_\_ Institution/Location (SU-Baton Rouge): \_\_\_\_\_ Year: \_\_\_\_\_

B.S. Northwestern State University 1987

Current Employer Southern University

**Personnel Action**

Check One  New Appointment  Continuation  Sabbatical  Leave of Absence  
 Transfer  Replacement  Other (Specify) \_\_\_\_\_

Recommended Salary \$113,800.00 Salary Budgeted \$113,800.00

Source of Funds Auxiliary

Identify Budget: 181100-1807-61002 & 181100-1801-61002 Location F.G. Clark Activity Center

Form Code: \_\_\_\_\_ Page 1 Item # \_\_\_\_\_

Change of: From \_\_\_\_\_ To \_\_\_\_\_

Position \_\_\_\_\_

Status \_\_\_\_\_

Salary Adjustment \_\_\_\_\_

\*\$12,000/housing Financial Aid signature (if, applicable): \_\_\_\_\_

List total funds currently paid this employee by Southern University:

\*See Reverse Side

Comments: (Use back of form)

Source of Funds	Amount
181100-1807-61002	\$88,800
181100-1801-61002	\$25,000

\*See Reverse Side

Graduate School signature (if, applicable): \_\_\_\_\_

<u>[Signature]</u> Supervisor _____ Date _____	<u>[Signature]</u> Dean/Unit Head _____ Date _____
<u>[Signature]</u> Vice Chancellor _____ Date <u>01/26/12</u>	<u>[Signature]</u> Chancellor _____ Date _____
<u>[Signature]</u> Director/Personnel _____ Date _____	<u>[Signature]</u> Vice President/Finance _____ Date _____
<u>[Signature]</u> President _____ Date <u>2/7/12</u>	<u>[Signature]</u> Chairman, S.U. Board of Supervisors _____ Date _____

This information is requested solely for the purpose of determining compliance with Federal Civil Rights Laws and does not affect employment consideration.

**ETHNIC ORIGIN (Please check one):**

\_\_\_\_\_ Hispanic or Latino \_\_\_\_\_ Non-Hispanic or Non-Latino

**RACE (Please check all that apply):**

\_\_\_\_\_ White, not of Hispanic origin. A person having origins in any of the original people of Europe, North Africa, or the Middle East.

Black, not of Hispanic Origin. A person having origins in any of the Black racial groups of Africa.

\_\_\_\_\_ Hispanic. A person of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origins, regardless of race.

\_\_\_\_\_ Asian or Pacific Islander. A person having origins in any of the original peoples of the Far East, Southeast Asia, the Indian Subcontinent, or the Pacific Islands. This area includes, for example, China, Japan, Korea, the Philippine Islands, and Samoa.

\_\_\_\_\_ American Indian or Alaskan Native. A person having origins in any of the original peoples of North American, and who maintains cultural identification through tribal affiliation or community recognition.

**COMMENTS:**

**EMPLOYEE REGULAR WORK SCHEDULE:**

8:00 a.m. – 5:00 p.m.

**EMPLOYEE DIRECT SUPERVISOR:**

Dr. James L. Llorens

**SUPERVISOR/DEPARTMENT CONTACT NUMBER**

**NUMBER OF EMPLOYEES SUPERVISED, (if any)**

51

**HR USE ONLY: STATUS (circle one):**

EXEMPT

NON-EXEMPT

**GUIDELINES:** All employees, students, graduate assistants being employed through the use of this form are to report to and be cleared by the Human Resources before any employment is offered and before starting to work. All students are to bring with them clearance from the Financial Aid office, Statement of Account (fee receipt), and a class schedule. All prospective employees/students must bring a pictured ID, social security card, birth certificate, certificate of naturalization, resident alien card, H1-B and J-1 visas, passport, and F-1/I-94. The latter six (6) documents do not apply to U.S. Citizens.

Documentation must be provided for review and approval by Human Resources before employment is offered.

**CLASS OF EMPLOYMENT (VISA STATUS):**

**TYPE**

**CODE**

United States Citizen/Certificate of Naturalization

US

Resident Alien

RA

H-1 Visa (Distinguished Merit & Ability)

H1

J-1 Visa (Exchange Visitor Program)

J1

F-1 Visa (Student Emp. FT Student at S.U.)

F1

OPT (F-1 Visa-INS Prior Approval-“Practical Work Experience”)

F0

RECEIVED

FEB 03 2012

VICE CHANCELLOR FOR ADMINISTRATION AND FINANCE

FEB 27 AM 10:18

RECEIVED SUBS/BUDGET OFFICE

**Do Not Write Below This Area**

**For Human Resource and Budgetary Control Use Only!**

**PAF APPROVAL PROCESS CHECKLIST (Must have the information outlined below):**

- \_\_\_\_\_ Approved Position Vacancy Authorization Form (applicable for new and replacement positions)
- \_\_\_\_\_ Position Vacancy Announcement (position advertised before processing PAF, if applicable)
- \_\_\_\_\_ Application for Employment Form Admin/Fac/Uncl Positions (Civil Service Application for classified employees)
- \_\_\_\_\_ Authority to Release (signed by employee) (submitted to Human Resources with Criminal/Background Check form)
- \_\_\_\_\_ Supervisory Criminal/Background Check Form (completed by employee/ verified and signed by supervisor)
- \_\_\_\_\_ Exemptions Survey Form (signed by employee and budget head)
- \_\_\_\_\_ Proposed Employee Appointment
- \_\_\_\_\_ Proposed Employee Clearance
- \_\_\_\_\_ Restricted/ Job Appointment/CS Rule 6.5g Letter of Justification (for classified, if applicable)