

ATHLETICS COMMITTEE
3:30 P.M.
THURSDAY, MARCH 15, 2012
BOARD OF SUPERVISORS' MEETING ROOM
2ND FLOOR, J.S. CLARK ADMINISTRATION BUILDING
SOUTHERN UNIVERSITY AND A & M COLLEGE
BATON ROUGE, LOUISIANA

Agenda

1. Call to Order
2. Roll Call
3. Waiver of ten-day requirement for meeting notice
4. Adoption of the Agenda
5. Public Comments
6. Action Item
 - a. Recommendation for appointment of Director of Athletics, SUBR
7. Informational Item
 - a. Comprehensive SUBR Intercollegiate Athletics Ticket and Related Activities Policy
8. Adjournment

Members

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



OK (M)
3.13.12

Office of the Chancellor
P. O. Box 9374
[225] 771-5020
FAX [225] 771-2018

March 12, 2012

Dr. Ronald Mason
President
Southern University System
Baton Rouge, LA 70813

Mr. President:

I respectfully request that you accept and forward the following recommendation for the position of Athletic Director to the Board of Supervisors for approval. I have solicited and received several nominations of and applications from individuals interested in the position of Athletic Director. During this process I focused on identifying a candidate that, through experience and training, would come to Southern University prepared to address critical areas of student-athlete academic support, external fundraising and NCAA compliance. I also sought to identify a candidate that would be open to innovative approaches that would build an athletics program that would focus on creating a model for the conference and position us to build champions both on the field and in the classroom.

I am pleased to recommend Dr. William J. Broussard for the position of Southern University and A&M College Director of Athletics. Dr. Broussard is a young and accomplished professional who has established a solid reputation in a short period of time. He has demonstrated the ability to direct a successful fundraising program, manage athletic operations, and is dedicated to a strong academic support structure for athletes. Dr. Broussard recently served as Athletic Director at Centenary College in Shreveport and prior to that served as Associate Athletic Director and Executive Director of the NSU Athletic Foundation at Northwestern State University. While at Northwestern State he was successful in increasing external giving to the Athletic Department and assumed additional responsibilities in athletic operations that provided him with a broad based experience. His credentials are attached.

I request your approval of this appointment and submission of the recommendation to the Board of Supervisors for approval. Dr. Broussard and I have tentatively agreed to contract terms should his appointment be approved.

Thank you.



James L. Llorens
Chancellor

To: Chancellor James Llorens, Ph.D.

From: William Broussard, Ph.D.

Re: Letter of interest for Director of Athletics position at Southern University

February 23, 2012

With this letter, I wish to express my interest in the position of Director of Athletics at Southern University. My love for my home state of Louisiana and experiences as an All-American and National Football Foundation/College Football Hall of Fame inductee have motivated me to pursue a career in higher education, college athletics, and institutional advancement at Southern University, and uniquely suits me for success in this position. Critical times seek capable leadership in order to convert crises into opportunities, and I am determined to do so at your prestigious institution.

In my tenure at Centenary College as Director of Athletics, I helped steer the athletic department into its first full year as a member of NCAA Division III, navigating a tenuous media and public relations cycle, managing a fiscal crisis, overseeing resurgence in student enrollment, and enabling a discouraged, but determined staff to achieve considerable success. I attended college-sponsored functions and made myself accessible to the media (television and print, as well as through public and internal relations on campus) in order to share the new narrative of Centenary Athletics. Within my first 30 days, I submitted a budget that absorbed a 55% YOY cut in a manner that appeased the administration and encouraged coaches and staff that success was attainable, as well as a balanced budget proposal through 2014-15. By the end of my second month, I'd successfully submitted an appeal to the NCAA's decision to place Centenary under probationary review, avoiding the derailment of the transition into Division III. In nine months, I oversaw a department that earned conference championships, broke records, and had winning records in sports that had not earned them in many years. I will bring this same commitment to engagement, fiscal responsibility, and excellence to Southern University.

My managerial experiences at NSU (external relations staff and three areas for sport oversight) and Centenary (oversight for all athletic operations) have given me great leadership opportunities. However, I have also been involved in institutional work on behalf of athletics in which I was not the lead. In the past twelve months, I have assisted two athletic departments with their NCAA institutional self-studies. I assisted with the submission of Centenary College's year one submission to the NCAA for Division III reclassification and oversaw its progress in year two. In my final year at NSU, I assisted with the Diversity, Gender and Inclusion areas of the self-study, drafting responses and regularly meeting with the assigned team members to ensure a successful submission. During these experiences, I gained valuable knowledge about and developed my commitment to student-athlete welfare, equity, APR performance, and institutional compliance.

With regard to representing the athletic department externally, I have also excelled. Though I was not permitted to raise private funds for athletics at Centenary College, I have more than five years of experience in institutional advancement and fundraising, and a career attainment of over \$8 million. Most of my experience came as Associate Director of Athletics of External Relations at Northwestern State University. In my 4+ years as director, I helped set or establish over 40 annual or categorical records, including total attainment, annual fund attainment, membership, corporate sales, gifts-in-kind, endowment attainment, and planned giving. The growth of annual total attainment for the NSU Athletic Association increased over 120% from 2006-07 to 2010-11.

During my tenure at NSU, my staff and I focused on creating a culture of not only asking for support, but demonstrating the need, value, and pride donors can feel in giving through a comprehensive public

relations campaign. We regularly recognized donors who made large gifts, at sporting events, in profiles on our website and literature, and we began introducing riders which leveraged multi-year commitments higher, and targeted donors whom we believed to be underperforming with larger asks. I routinely analyzed trends in donor giving, providing weekly reports through the first half of the year and then monthly as the year closed. I work excellently with others, am as interested in mentorship as I am in mentoring, and have extensive experience working with campus committees, with faculty and staff, with community organizations, and with volunteer staffs.

I am committed to making face-to-face donor appointments and vigorously supporting alumni relations. I regularly conducted three face to face appointments on a weekly basis with donors and prospects within a one-hour radius, and supplemented these visits with regular trips to Houston, New Orleans, Dallas, Austin, Lafayette, and other areas within a four-hour radius, which were in conjunction with Alumni or Admissions-sponsored events. I would conduct multiple daily appointments in these areas and then represent the university at the sponsored events. I am committed to assisting Southern University in identifying and attracting more private and corporate support by working with Alumni Federation and SUSF staff, spending time on the road visiting donors and attending sponsored events, and sharing the skill and motivating coaches and staff to engage in this process, as well.

I also have experience in securing major gifts in excess of \$100,000. The largest cash gift I was a lead in securing was in excess of \$200k, and was a single donor funding of a pavilion facility. I also developed mini-campaigns, identified and solicited prospects, and secured gifts in excess of \$100k for facility enhancements. The planned giving program I introduced (The Second Century Circle) was featured by the National Association for Athletic Development Directors, and secured three gifts in its first year, including the largest, single private donor bequest in the 126-year history of NSU University, a \$1.07 million estate gift. Additionally, my working knowledge of charitable trusts, annuities, bequests, and estate gifts was sufficient to compel deferred gift-giving, bringing in \$1.61 million in planned gifts and an additional \$100k pledge. I also coordinated the NSU Athletics annual fund for 5 years. This included design of the mailout, development of the annual cultivation/solicitation/stewardship calendar, and coordination of premium seating/benefits, database management, and donor recognition events. My first year coordinating the annual fund was its first year over \$200k in cash gifts, and each year it exceeded this mark comfortably.

I have prepared and managed deliverables on corporate, foundation, and government grant proposals. I assisted in the collection of data to prepare and fulfill the promise of two large multi-year grants, a \$400k grant from the Office of Culture, Tourism, and Recreation (under Lt. Governor Mitch Landrieu) and \$300k Boyer Project grant for the study of disruption in the classroom at the University of Arizona. I worked with individuals in local government, on-campus, and presented at national conferences to fulfill requirements of those grants. Individually, I composed and was awarded eight grants from university foundations and corporations totaling \$23,300. I conducted ten fundraiser/special events at NSU and volunteered for eight more. The two largest events I conducted were the 2007 and 2009 Scholarship Auctions. For each event, I coordinated volunteer staffs of 25 or more, secured \$100's of thousands in items to be auctioned off in live and silent auctions and netted \$93,000 in two events. The golf tournament fundraisers I coordinated secured approximately \$37,000, and generally hosted anywhere from 30-100 golfers. I will bring these abilities to bear for Southern University Athletics, ensuring that private, corporate, and community supporters have opportunities to interact with and show support.

I am a university-trained rhetorician, experienced public speaker, and a published scholar with an excellent reputation among athletic administrators. I have presented at local, regional, and national conferences, hundreds of panel discussions, and am in my 12th year of teaching at the college level, which gives me a unique rapport with students, faculty, and administrators. I have run board meetings, managed a staff as large as 34 employees, and communicated messaging to a donor base through social media, email newsletters, and campaigns. I communicate professionally, efficiently, and courteously, am proficient in Microsoft Office Suite and adept at managing donor databases. I am versatile, adaptable, as willing to teach as I am to learn, and am well-prepared for the challenges of being a 21st century Division I athletic director, and to promote student-athlete excellence in all phases.

Thank you very much for your consideration, and I await your response eagerly, and am also submitting a full curriculum vita, detailed gift record, and references for your perusal.

William Broussard, Ph.D.

William J. Broussard, Ph.D.
323 Atkins Drive Shreveport, LA 71104
(318) 663-5700 williamjrbroussard@gmail.com

EDUCATION

- Ph.D.** Completed: May 2007
Rhetoric, Composition, and the Teaching of the English Language
University of Arizona, Tucson
- Dissertation** **"One Foot In: Student-Athlete Advocacy and Social Movement Rhetoric in the Margins of American College Athletics"**
Dr. Roxanne Mountford, Chair
Drs. Anne Marie Hall, Geta LeSeur, and Debbie Hawhee, Readers
- M.A.** Completed: April 2002
Comprehensive exams passed with "High Honors"
Rhetoric, Composition, and the Teaching of the English Language
University of Arizona, Tucson
- B.A.** Completed, with Distinction: May 2000
English, with an emphasis on Professional Writing
Louisiana Scholars' College at Northwestern St. University, Natchitoches
- Honors Thesis** **"The Artist Formerly Known as LeRoi Jones: Style, Statement, and the Importance of Amiri Baraka"**
Dr. James Means, Chair

Administrative Experience

Centenary College of Louisiana **2011-12**
Director of Athletics

Oversight of 34 staff and coaches, all operations and budgets for 16 NCAA Division III and 1 transitional Division III club sport. Secured \$75,600 in grants/gifts in limited advancement role.

2011-12 Highlights

- 1) **Steered athletic department** into American Southwest Conference membership and Division III
- 2) **Established sports medicine agreement** with Willis-Knighton Hospital, Shreveport, Louisiana
- 3) **Unofficial ASC points champion** in Men's Soccer, with 13-3-1 overall record
- 4) **Winningest records** in Women's Volleyball since 1999 (14-14) and Men's Basketball since 2003 (11-11)
- 5) **2011 NCAA unofficial statistical leader** in kill pct. Shelby Singleton, Women's Volleyball
- 6) **Centenary College single-game scoring record** for Men's Basketball, Maxx Nakwassah, with 51 points to break Robert Parish's 41 year old record
- 7) **Fall Sports** placed 28 student-athletes on Academic All-Conference and Distinguished student-athlete teams
- 8) **Established Men's Lacrosse as 17th intercollegiate sport**, becoming the only NCAA Men's Lacrosse program in the State of Louisiana

Northwestern State University of Louisiana **2007-2011**
Associate Director of Athletics and Executive Director of the NSU Athletic Association
Assistant Athletic Director of External Relations (2007-2008)

Duties: Donor relations and prospecting; Coordination of athletic fundraising including the Demon Victory Fund and Endowed Scholarship Fund, Executive Director of the Northwestern State University Athletic Association Board, coordination of fundraising events; liaison to miscellaneous duties including Corporate and Campus relations, various campus committees. In 2008, Assumed sport oversight for Men's and Women's Cross Country, Sports Performance, game management responsibility for and hospitality for Football and Basketball. Total gift revenues of \$7.925 million in 4 years, with \$1.07 mil as largest single gift.

2010-11 Highlights

- 1) **Largest gift** in department, foundation, and in the 126 year history of the university
- 2) **Record high** for athletic endowment, up 50% since 2007
- 3) **Annual record** for Demon Victory Fund total attainment
- 4) **Record** total attainment, up 88% in five years

2009-10 Highlights

- 1) **Largest gift** in department history
- 2) **Record high** for athletic endowment, up 34% since 2007, over \$375,000 contributed in 2009-2010
- 3) **Annual record** for Select 100 members
- 4) **Annual record** for Demon Victory Fund members
- 5) **Largest gift** for facility expansion in department history
- 6) **Record** total attainment, up 78% in four years

2008-09 Highlights

- 1) **Annual record** for gift-in-kind attainment
- 2) **Largest planned gift** in department history
- 3) **Annual record** for annual fund donations, up 48% in three years
- 4) **Annual record** for number of Select 100 members, up 45% in three years
- 5) **Annual record** for licensing royalties
- 6) **Record** number of Demon Victory Fund members
- 7) **Record** total attainment, third consecutive year, up 36% in three years

2007-08 Highlights

- 1) **Record** total attainment, second consecutive year
- 2) **Annual record** for corporate sponsorship sales
- 3) **Annual record** for total operating revenues
- 4) **Annual record** for gift-in-kind attainment
- 5) **Annual record** for commitments (8) to NSU Endowed Athletic Scholarship Program
- 6) **Annual record** for annual fund donations
- 7) **Annual record** for number of Select 100 members
- 8) **Annual record** for licensing royalties

Black Coaches Association

2005-2006

Research Assistant-Paul Robeson Center for Athletic and Academic Prowess

Duties: Research assistant, database management, and consultant for grant-sponsored, multi-year study of NCAA Division I-A and I-AA institutional recruitment and retention practices in college football ("The Race Report Card").

University of Arizona Dean of Students Office

2004-2007

Judicial Affairs Coordinator and Qualitative Researcher

Duties: Supervision of qualitative research for multi-year, Boyer Project sponsored study of disruption and student faculty interaction in general education learning environments. Supervision of one Ph.D., one graduate student, and three undergraduate students.

University of Arizona Athletics

2001-2003

Founder/Coordinator/Consultant - CATS Center for Learning and Writing

Duties: Founder and coordinator of joint program between Intercollegiate Athletics and English Departments; Coordinated writing tutor training and recruitment for student-services.

- In 2 ½ years under my direction, CATS CLAW tutors conducted more than 1,200 tutorial sessions with 316 University of Arizona student-athletes. 3 years later, the center remains open and continues to thrive under the co-direction of the Athletic Department and the Writing Program
- Received university and national recognition for work with student-athletes, resulting in multiple requests for consultations with writing program and athletic department personnel across the country

TEACHING/RESEARCH Experience

Lecturer

2011-12

Department of English, Centenary College of Louisiana, Shreveport, Louisiana

Courses Taught:

FYE 101 – First Year Experience—Fall 2011

ENGL 102—Intro to Rhetoric and Composition—Spring 2012

Assistant Professor

2010-11

Department of Language and Communications, Northwestern State University, Natchitoches, Louisiana

Assistant Professor

2008-2010

Department of Journalism, Northwestern State University, Natchitoches, Louisiana

Duties: Design curricula, teach, and evaluate student essays in across Journalism and Public Relations, facilitate online and in class seminar discussions, participate in faculty committee work, advise Journalism students in student groups, internships, and with scholarly and professional work, conduct research, engage in professional journalistic writing, and offer public relations and public information service to the Department of Journalism, Department of Athletics, and the general university.

Courses Taught:

JOUR 3600 – Public Relations Writing and Composition – Spring 2009

JOUR 3660 – Public Relations Management – Fall 2009

JOUR 4060 – Public Relations Campaigns – Spring 2010

(<https://news.nsula.edu/assets/Uploads/NSU-News-June-20101.pdf>, page 10)

Adjunct Faculty

2008

Department of Journalism, Northwestern State University, Natchitoches, Louisiana

Duties: Design curricula, teach, and evaluate student essays in upper division courses in Literary Journalism and Public Relations, facilitate online and in class seminar discussions.

Courses Taught:

JOUR 4600 - Literary Journalism - Spring 2008

JOUR 4010 – Feature Writing - Fall 2008

Adjunct Faculty/Visiting Faculty

2002-2007

College of Humanities, Pima Community College – Desert Vista and West Campuses, Tucson

Duties: Teach undergraduate writing courses in literature, basic writing, honors colloquium, and developmental writing, prepared syllabi, all assignments, and conducted lectures, facilitated class discussion, held conferences, and responded to and evaluated all class assignments.

Average Teacher Effectiveness Rating: 4.78/5.0 scale

Courses Taught:

WRT 100 – Introduction to College Writing – Fall 2003, Spring 2004, Winter 2005

WRT 101 – Intro to Rhetoric and Composition – Fall 2003, Fall 2006

WRT 102 – Intro to Writing about Literature – Spring 2004, Spring 2005

HON 101 – Honors Capstone on “Rhetoric of Civics” – Fall 2004

Graduate Assistant/First-Year Composition Instructor

2000-2006

Writing Program, University of Arizona, Tucson

Duties: Teach undergraduate on writing about literature, rhetoric and composition, basic writing, and technical writing, prepared syllabi, all assignments, and conducted lectures, facilitated class discussion, held conferences, and responded to and evaluated all class assignments.

Average Teacher Effectiveness Rating: 4.7/5.0 scale

Courses Taught:

ENGL 100 – Introduction to College Writing – Fall 2002, Spring 2004, Spring 2005

ENGL 101+ – Introduction to College Writing – Fall 2004
ENGL 101 – First-Year Composition – Intro to Writing about Literature – Fall 2000
ENGL 102 – First-Year Composition – Intro to Rhetoric and Composition – Fall 2000, Fall
2001, Spring 2002, Spring 2003
ENGL 308 – Technical Writing, Summer 2001

AWARDS/FELLOWSHIPS/GRANTS

College Athletics

- Named member of the Northwestern State University All-Century Football Team (1907-2007)
- D-IAA All-American, Center, 1998-1999
 - *Walter Camp Foundation Kodak First Team All-American, 1999*
 - *Don Hansen's Football Gazette Third Team All-American, 1999*
 - *Sports Network I-AA Third Team All-American, 1999*
 - *Sports Network I-AA Pre-Season Second Team All-American, 1999*
 - *Sports Network I-AA Second Team All-American, 1998*
- 6-time Southland Football League Academic All-Conference Award, 1996-1999
- 2-time NCAA Verizon/CoSIDA GTE Academic All-District VII, 1998-1999
- 2-time All-Louisiana Team Selection, Center, 1998-1999
- 2-time All-Southland Conference Selection, Center, 1998-1999
- National Football Foundation College Football Hall of Fame, 1999 (1 of 15 nationally)
- Joe Delaney Memorial Award Honorary Team Captain, 1999
- Issues in Black Higher Education "Arthur Ashe Scholar-Athlete" 1999
- Burger King College Football Scholar-Athlete Award, 1999 (1 of 25 nationally)
- Division I-AA National Semifinalist and Southland Football League Champion, 1998
Division I-AA National Playoff Participant and Southland Football League Champion, 1997

Awards/Fellowships/Grants

- Centenary Muses Grant to install WiFi in the Gold Dome Athletic Complex (\$5,000) – 2011
- National Association of Athletic Directors of Development Diversity Initiative Grant
(\$1,000) – 2009
- National Association of Athletic Directors of Development Diversity Initiative Grant
(\$1,000) – 2008
- State of Louisiana Office of Culture, Tourism and Recreation grant for the "Second Century Project"
(\$400,000 grant, Greg Burke, lead writer) – 2007
- University of Arizona English Department David L. Patrick Dissertation Completion
Fellowship (\$7,000) – 2007
- University of Arizona English Department Non-GAT Travel Stipend (\$150) – 2006
- University of Arizona Dean of Students Office IKON Grant
(funded travel for undergraduate researcher) (\$439) – 2006
- University of Arizona Commission on the Status of Women Mini-Grant (\$1,500) – 2006
- University of Arizona Graduate College Graduate Student Travel Award (\$491) – 2006
- Alpha Kappa Alpha Sorority, Inc.–Tucson Continuing Education Award (\$1,000) – 2006
- University of Arizona Collegiate Leadership Council Staff Member of the Year –2006

- University of Arizona Boyer Project sponsored study on disruption in the learning environment (\$300,000 grant, Dr. Deb Levine-Donnerstein, lead writer) – 2004-2007
- University of Arizona Graduate College Graduate Student Travel Award (\$475) – 2004
- University of Arizona Graduate Tuition Scholarship (\$475) – 2004
- Southern Arizona Writing Project Writers Stipend (\$500) – 2003
- University of Arizona Minority Graduate Student Travel Award (\$425) – 2003
- University of Arizona English Graduate Union Travel Award (\$325) – 2003
- University of Arizona Centennial Graduate Student Award (\$500) – 2003
- Black Coaches Association Ethnic Minority Graduate Fellowship (\$5,000) – 2002
- University of Arizona Black Alumni Association Scholarship (\$1,000) – 2002
- University of Arizona English Graduate Union Travel Award (\$325) – 2002
- University of Arizona Black Graduate Student Fellowship (\$1,000) – 2001
- University of Arizona English Graduate Union Travel Award (\$325) – 2001
- University of Arizona Department of English Fellow (Post-Graduate Fellowship) - 2000
- National Collegiate Athletic Association Postgraduate Fellowship (\$5,000) – 1999
- National Football Foundation Hall of Fame Scholar-Athlete Fellowship (\$18,000) – 1999
Awarded the “Eddie Robinson Scholar-Athlete Award

SCHOLARLY/PEER-REVIEWED Publications/Reports

- “Collaborative Work, Competitive Students – A Counter-Narrative.” *Writing Lab Newsletter* 28:1 (2003), 1-5.
- “Writing into the Bounds: Countering the Balkanization of College Athletes.” *IWCA Update* 5:1 (2004), 11-15.
- “One for the Gipper ... and One for the Tutor – College Writing with College Student-Athletes.” With Nahal Rodieck, co-author. *Writing Lab Newsletter* 29:2 (2004), 1-6.
- “Scoring the Hire: A Hiring Report Card and Social Networking Analysis for NCAA Division I-A and I-AA Football Coaching Positions in American Higher Education.” With E. Keith Harrison, Sharon Yee, et al. Report supported and funded by the Black Coaches Association. September, 2006. <http://www.bcasports.org/Assets/PDF/HRCfootball.pdf>.
- “Classroom as Community: Shooting for Excellence and Intercultural Discourse.” *Review – Community Literacy Journal* 1:1 (2006). Available online at <http://www.communityliteracy.org/index.php/cli/index>.
- “William Rhoden’s Forty Million Dollar Slaves and the Call for Black Athletic Leadership.” *The Western Journal of Black Studies* 30:2 (2008). (also published on “Chicken Bones: an Online Journal” <http://www.nathanielturner.com/callforblackathleticleadership.htm>).
- “One Foot In: Student-Athlete Advocacy in the Margins of American College Athletics.” Accepted in 2009 *Issues in Intercollegiate Athletics* Working Paper series. University of Washington, Seattle.
- “The Games We Play: College Athletics in a Recession and SB 335.” *Louisiana Progress Journal* Vol 1,1 August 2009. also published in *The Real Views*, 21 August 2009.

"Game Theory: Averting the Collapse of Louisiana's Four-Year Institutions." *Louisiana Progress Journal* Vol 1,2 November 2009.

"He cuts left ... he cuts right ... he *does not* score!: How cuts to college athletics will further challenge community development nationwide." *Louisiana Progress Journal* Vol 2,1 August 2010.

"Bowled Over: Big-Time College Football from the Sixties to the BCS Era." *Journal of Issues in Intercollegiate Athletics*. 2011, 4, i-v. Available online at http://csri-jiaa.org/documents/puclications/book_reviews/JIIA_2011_1_book_review_Bowled_Over.pdf.

MAGAZINE and Other Publications

As Sports Editorialist for The Real Views Magazine:

"Green and white color lines: Sport as a metaphor for race relations" 27 June 2008.

"Well, there you go" -- Imus is public civility enemy #1." The Real Views 11 July 2008.

"We all watch it for the car wrecks anyway ..." The Real Views 25 July 2008.

"Where is the *Hate*? The Indescribable (Media) Story of Brett Favre." The Real Views 8 Aug 2008.

"The White Stripes and the myth of racism in pro sports." The Real Views 5 Sept 2008.

"*Off Broadway?* A memoir on black college football." The Real Views 3 Oct 2008.

"The bigger they are, the harder they *brawl*: Rhetoric, athletics, and the public sphere/public's fear (Part 1)." The Real Views 21 November 2008.

"The myth of racism's end in the panacea of sport." The Real Views 19 Dec 2008.

"Black on both sides: On hiring black college football coaches." The Real Views 9 Jan 2009.

"A Head of 'The Game': Tom Williams' hiring historic, not surprising." The Real Views 23 Jan 2009.

"Spare A-Rod, spoil the child." The Real Views 20 Feb 2009. also published on "*Chicken Bones: an Online Journal*" <http://www.nathanielturner.com/blamearodspoilthechild.htm>.

"The bigger they are, the harder they *brawl*: Rhetoric, athletics, and the public sphere/public's fear (Part 2)." The Real Views 6 March 2009.

"Code Inspector or Architect?: The Role of the Social Critic." The Real Views 20 March 2009.

"Driving While Black, and Life in Post-Racial (sic) America." The Real Views. 3 April 2009.

"What's G?." The Real Views. 17 April 2009.

"One Foot In (Part 1)." The Real Views. 1 May 2009.

"One Foot In (Part 2)." The Real Views. 12 June 2009.

"On the Air: RIP Steve McNair." The Real Views. 10 July 2009.

"Poor Sports." The Real Views. 7 August 2009.

"Hurricane Disney: ABC's Monday Night Football and the Fantasy of New Orleans' Reconstruction." The Real Views. 25 September 2009.

"Natchitoches, Stand Up!" The Real Views. 25 September 2009.

"Let me be Blount." The Real Views. 13 November 2009.

"Game Theory: The Collapse of Fall of Louisiana's Four-Year Institutions." The Real Views. 27 November 2009.

"Rooney Fooled." The Real Views. 15 January 2010.

"Time out, Mr. President." The Real Views. 5 February 2010.

"New Orleans Saints: Super Bowl Champions and Soundtrack for a Revolution." The Real Views. 19 February 2010.

"'D'Oh, Canada' and 'Go, Canada'" The Real Views. 5 March 2010.

"Torii Hunter becomes the hunted: Were his comments racist or righteous?" The Real Views. 19 March 2010.

"Is more less in the case of March Madness?" The Real Views. 30 March 2010.

"By the time SB 1070 gets to Arizona." The Real Views. 1 May 2010.

"Shocking Behavior--The Philly fanatics and the decline of fan civility in American sport." The Real Views. 11 May 2010.

"Bryant D's up Jackson ... Phil Jackson, that is." The Real Views. 20 May 2010.

"Jim Joyce and the Jinx." The Real Views Online. <http://thisweekinblackness.com/2010/06/04/sports-jim-joyce-and-the-jinx/>. 4 June 2010.

"My Father, the Sports Legend." The Real Views Online. <http://therealviews.wordpress.com/2010/06/20/real-view-sports-my-father-the-sports-legend/>. 20 June 2010.

"He cuts left ... he cuts right ... he does not score!" The Real Views. 16 July 2010.

Other:

"Ahead of the Game: Year-Long Football Promotions." *Athletic Management*. Oct/Nov 2009.

"Northwestern State University's Planned Giving Program." *National Association of Athletic Directors of Development Newsletter*. Dec 2009.

"Review of Careerball: The sport athletes play when they're through playing sports." *Athletic Administration*. August 2010.

"Advancing your strategic planning." *Athletic Administration*. May 2011.

CONFERENCE Presentations/Workshops

National

"Perspectives on Division III." National Collegiate Athletic Association National Conference, Indianapolis, Indiana, January 2012.

"Annual Fundraising at FCS Football Institutions." National Association of Athletic Development Directors National Conference, Orlando, Florida, June 2011.

"'The Bigger they are, the Harder they Brawl: Depictions of Black Athletes in Sport Media and the Public's Fear/Public Sphere.'" Proposed for American Educational Research Association National Conference. New Orleans, Louisiana, 2011.

"Writing/Righting College Athletics." College Sport Research Institute National Conference, Memphis, Tennessee, April 2008.

"Research on the Front Porch: Scholarship and Practice in Intercollegiate Athletics." *Jennifer Hoffman, Jim Antony, Sara Lopez, and Barbara Osborne, Co-presenters.* American Educational Research Association National Conference. Chicago, Illinois, March 2007.

"Redressing the Mis-Education of Student-Athletes: The University Writing Program as Locus of Student-Athlete Advocacy." *Deb-Levine Donnerstein and Genie Willett, Co-authors.* American Educational Research Association National Conference – Sport and Education Special Interest Group. Chicago, Illinois, March 2007.

"Rewriting the Student (Athlete) Body: Rhetoric, Composition, and the College Student-Athlete." College Conference on Composition and Communication. *Paper accepted, not presented.* New York City, New York, March 2007.

"Students' of Color Perceptions of Student-Faculty Interaction and Navigation in Predominantly Caucasian Southwestern American Universities." *Deb-Levine Donnerstein and Genie Willett, Co-authors.* American Educational Research Association National Conference. San Francisco, California, April 2006.

"(Im)Possible Lives? College Athletes/College Writers." College Conference on Composition and Communication. San Antonio, Texas, March 2004.

"Reaching Out with a Slapped Hand – The Politics of Writing Center Development." Conference of the International Writing Centers Association. Hershey, Pennsylvania, October 2003.

"Creating/Creative Community Literacy – Developing Writing Programs." College Conference on Composition and Communication. New York, New York, March 2003.

"Writing Centers as Trojan (work)Horses." National Association of Graduate and Professional Students National Conference. Tucson, Arizona, November 2001.

Regional/State/Local

"Sportsman's Pair of Dice: College Athletics in Louisiana *Beyond* LSU." Paper accepted for Louisiana Studies Conference. Natchitoches, Louisiana, September 2011.

"Hurricane Disney: A Transcript Analysis of the New Orleans Saints vs. Atlanta Falcons September 2006 MNF Game." Paper accepted for Louisiana Studies Conference. Natchitoches, Louisiana, September 2009.

"*A Critical Approach to Ethical Journalism.*" Society of Professional Journalists Forum on Ethics in Journalism. Invited panelist. Natchitoches, Louisiana, March 2009.

"*The Bigger they are, the Harder they Brawl! Depictions of Black Athletes in Sport Media and the Public's Fear/Public Sphere.*" Featured speaker at the National Association of Black Journalists NSU Chapter Diversity Day Forum. Natchitoches, Louisiana, February 2008.

"*Yo, Did the Prez Just Call Osama a Hater?: Hip-Hop and African American Vernacular English in Popular Culture, the Black Community, and Rhetoric and Composition.*" Panel on Race-Culture, and Hip-Hop. Pacific Sociological Association Annual Conference. Hollywood, California, April 2006.

"Home Turf: Defining Access and Success for College Student-Athletes." Invited Speaker, Syracuse University Writing Program Workshop Series. Syracuse, New York, August 2005.

"Struggling with Difference and Inequality: A Roundtable of Recent Debates in the UA Writing Program." Panelist. University of Arizona Spring Conference. Tucson, Arizona, March 2004.

"Diversifying the Curriculum." University of Arizona Spring Conference. Tucson, Arizona, 2004.

"Multi-Genre Writing Meets Alt-Dis." *Taryn Burlison, Sandra Florence, Alessia Sartorio, co-presenters.* Rural Sites Network National Conference. Tucson, Arizona, March 2003.

"Collaborative Work, Competitive Students." University of Arizona Spring Conference. Tucson, Arizona, March 2003.

"Writing in (an) Outer Space: New Territory for the Writing Center Satellite." East Coast Writing Centers Association Annual Conference. Kent State University-Stark, Canton, Ohio, April 2002.

"Writing in (an) Outer Space: Instituting a Writing Center Satellite in a Division I Athletics Department." University of Arizona Spring Conference. Tucson, Arizona, March 2002.

"ProfessorShare at Work in a Non-College Prep Classroom." Panelist. "Writing in (an) Outer Space: Instituting a Writing Center Satellite in a Division I Athletics Department." University of Arizona Spring Conference. Tucson, Arizona, March 2002.

CONSULTATIONS

University of Utah Writing Center **Spring 2004**
Met with Director of Writing Center, discussed satellite center possibility in athletics department at CCCC Annual Conference, San Antonio, TX

Michigan State University Student Athlete (SASS) Writing Center Satellite **2004-2005**
Consulted with student director of SASS Writing Center Satellite, co-owned joint University of Arizona and Michigan State University writing tutor listserv, SAT-Center

University of Arizona Athletics/CATS Academics Tutorials Program **2003-2004**
On-going consultation/transitioning with succeeding program coordinator

Syracuse University Writing Center (On-Site) **Fall 2005**
Invited lecturer of the Syracuse University Writing Program, delivered talk to audience of Writing Program faculty and administrators and ICA administrators entitled "Home Turf: Defining Access and Success for College Student-Athletes" Syracuse, New York

RedInk – A Native American Student Publication **Spring 2006**
Advised organization's leadership and student writers on university compliance and drafting of new constitution and program bylaws.

University of Arizona African-American Student Affairs Leadership Council **2006-2007**
Advised, consulted, and conducted student life research for interim leadership council of African-American Student Affairs Office.

University of Washington Intercollegiate Athletics Leadership Program **Fall 2006**
Participated in panel in Intercollegiate Athletics Leadership Program; held discussions with program faculty on issues related to curriculum; observed and offered feedback on pilot courses offered in Fall 2006 semester Seattle, Washington

Cal Baptist University Intercollegiate Athletics **Fall 2008**
Advised fledgling athletics development program in NAIA athletic department on annual fund development, Riverside, California

PROFESSIONAL Memberships

American Educational Research Association

American Educational Research Association – SIG on Research in Sport and Education

Black Coaches Association

National Football Foundation and College Football Hall of Fame – Inductee and Member

National Association of Collegiate Directors of Athletics

National Association of Athletic Directors of Development

SERVICE – Civic and Professional

Keynote speaker – Louisiana School of Mathematics, Sciences, and the Arts MLK Day Celebration, 2012

Panelist – Shreveport/Bossier City Young Professionals Initiative, 2011

Commencement speaker – Natchitoches Magnet Middle School, 2010

Keynote speaker – Louisiana School of Mathematics, Sciences and Arts Athletic Banquet, 2010, 2011

President, Board Member, and Lions Scholarship Chair – Natchitoches Lions Club, 2010

Graduate Internship Director, Luc Godin, M.A. in Health and Wellness, 2010

Senior Thesis First Reader/Research Advisor, Leigh Gentry Guidry, Journalism B.A., 2009.

Graduate Internship Supervisor, Luc Godin, Wellness Recreation M.S., 2009.

Panelist – NAACP Diversity Forum, 2009

(journalism.nsula.edu/assets/newsletters/JAN2010/images/InformedSourcesJAN2010.html)

Director of Head Football Coach Interview Committee and Black Coaches Association Liaison, 2008

Invited Speaker – Natchitoches Lions Club, Natchitoches Kiwanis, Natchitoches Rotary

Club, City of Natchitoches Youth Council Day, Natchitoches Night Out, 2008

Crowley Middle School Black History Month Keynote Speaker, 2008

Member – Northwestern State University Graduate “N” Club Hall of Fame Selection

Committee

Member – Natchitoches Chamber of Commerce Educational Programming Committee

Chair - University Council on Diversity, Northwestern State University, 2007

Volunteer – University of Arizona Family Weekend, 2006

Board Member – University of Arizona Leadership Nexus (Development and

Implementation of Interdisciplinary Minor in Cotemporary Leadership Studies), 2006

Team Advisor – University of Arizona Blue Chip Organization, 2006-2007

Chair – University of Arizona Centennial Student Awards–Undergraduates, 2006-2007

University of Arizona Commuter Student Affairs Senior Coordinator Search, 2006

Faculty/Cluster Facilitator – UA LeaderShape Conference, May13-19, 2006.

Invited Speaker – Hohokam Middle School Career Day, 2006

Chair - University of Arizona Senior Awards Application Committee, 2006

Host – Cristina Kirklighter, Texas A&M-Corpus Christi, Invited Speaker, University of

Arizona Writing Program, 2005

Campus Coordinator - “ArizonaCares” Hurricane Katrina Relief Effort, 2005

Raised over \$12,500 in cash and donations for Hurricane Katrina Relief Efforts

Volunteer – UA Discusses ... Cultural Competency “Tiles of Hope” Project, 2005

Inter-departmental art project nominated for Regional Award

Contributor – University of Arizona Code of Academic Integrity Survey/Evaluation, 2005

UA Discusses ... Cultural Competency Planning Board, 2005

Board Member – International Writing Centers Association Conference Committee, 2004

Moderator – Difference and Inequality Subcommittee Brown Bag Series, 2005

Chair – Panel Discussion on “Race,” moderated by Dr. Susan Romano, U. of New

Mexico, Rhetoric Society of America National Conference, Austin, Texas 2004

Presenter and Judge – Barry Briggs Memorial Teaching Award, 2004-2007
Chair – English Graduate Union Subcommittee on Difference and Inequality
Graduate Rep. – Rhetoric and Composition Faculty Search Committee, 2004-present
Graduate Rep. – College of Humanities Millennium Initiative Committee, 2004-2005
Honors Representative – Pima Community College Faculty Senate, 2004
Host – Raul Sanchez, University of Utah, and Shirley Logan, University of Maryland,
Essay Grader – University of Arizona Writing Placement Exam 2001-2002
Northwestern State University Head Football Coach Search, Student Representative, 2000

OTHER

- Honored by Shreveport/Bossier/Desoto African-American Scholarship Awards committee as one of ten "Making a Difference" in Shreveport/Bossier, 2012
- Honored as Shreveport/Bossier City Chamber of Commerce "40 Under 40" award winner, 2011
- Certified by Arizona Board of Community Colleges, 2006
- National *Chancellor's List*, 2005
- Volunteer Coach – LaCima Middle School Cardinals, Tucson, Arizona, 2003-2006
- Accomplishments featured in Victory Magazine (October, 1999), NewMan Magazine's "Twenty One Heroes for the 21st Century" (March 2000), Black Coaches Association Journal (January 2002), Northwestern State University "100 Greatest Players of All Time" book (2007), and National Association of Athletic Directors of Development newsletter (November 2009), CityLife Magazine (November, 2011).
- "William Broussard Day" established March 15, 2000 in Crowley, Louisiana/Presented with "Key to the City of Crowley" by Mayor Isabella Delahoussaye
- Named "Mr. Northwestern State University," 1999
- Named both finalist for Draddy Award (also known as the "Academic Heisman Award") in 1999 and state finalist for Wendy's "High School Heisman Award" in 1996.
- Carried Olympic Torch, XXVI Olympiad, Atlanta, 1996

References

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