

**BOARD OF SUPERVISORS FOR THE
UNIVERSITY OF LOUISIANA SYSTEM**

PERSONNEL COMMITTEE

October 27, 2016

Item I.1. **Nicholls State University's** request for approval to appoint Mr. K. Matthew Roan as Athletic Director effective November 15, 2016.

EXECUTIVE SUMMARY

The University requests approval to appoint Mr. K. Matthew Roan as Athletic Director effective November 15, 2016 at an annual salary of \$115,000. The staff recommends approval.

RECOMMENDATION

It is recommended that the following resolution be adopted:

***NOW, THEREFORE, BE IT RESOLVED,** that the Board of Supervisors for the University of Louisiana System hereby approves Nicholls State University's request for approval to appoint Mr. K. Matthew Roan as Athletic Director effective November 15, 2016.*

Office of the President

P.O. Box 2001
Thibodaux, LA 70310
985.448.4003
Fax: 448.4920

October 4, 2016

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Dr. Daniel Reneau, Jr.
Interim President
University of Louisiana System
1201 North Third Street
Suite 7-300
Baton Rouge, LA 70802


Dear Dr. Reneau:

Nicholls State University requests consideration and approval of the following to be placed on the agenda for the October 27, 2016, meeting of the Board of Supervisors for the University of Louisiana System:

Athletics – Recommendation for Board Approval of K. Matthew Roan, Athletic Director

Thank you for your assistance in this matter.

Sincerely,



Bruce T. Murphy
President

BM:jms

Attachments

pc: Dr. Lynn Gillette, Provost and Vice President for Academic Affairs
Dr. Todd Keller, Associate Vice President for Academic Affairs
Dr. Eugene Dial, Vice President for Student Affairs
Dr. Neal Weaver, Vice President for University Advancement
Mr. Terry Braud, Vice President for Finance and Administration
Mr. Alex Arceneaux, Chief of Staff
Mrs. Stacy LeJeune, Internal Auditor
Dr. Michael Jeffress, Faculty Senate President/ Faculty Association Representative
Mrs. Renee Hicks, Executive Director of Planning and Institutional Effectiveness

K. Matthew Roan
609 Lilac Ct. Richmond, KY 40475

July 21, 2016

Dr. Neal Weaver
Vice President for University Advancement
Nicholls State University
906 East 1st St.
Thibodaux, LA 70301

Dear Dr. Weaver,

I am pleased to submit materials for your consideration for the Athletic Director position at Nicholls State University, including my resume and several references. I would appreciate the opportunity to discuss my candidacy in greater depth with you in the near future.

A university and athletics administrator, former student-athlete and coach, and fan and supporter, I have the unique advantage of having experienced the world of intercollegiate athletics from these different viewpoints. Even more, I am proud to be an ambassador for mentoring young people and helping my colleagues achieve their full potential, whether this be coaches, support staff, or contemporaries on campus. This is a core value of mine and is the goal around which I have set the course of my life and professional opportunities. Consequently, you will find that I bring unbridled energy, innovation, and passion that will help further the department in our mission of preparing young men and women to become well-educated, productive citizens through athletic competition and success at the highest level.

Upon obtaining my law degree from the University of Kentucky, I have been afforded a great deal of opportunity and responsibility at Southern Utah University and Eastern Kentucky University, serving the president and as the chief operating officer for athletics at each place. At each of these institutions, I have made extremely positive contributions to the building up of the universities and their athletic departments and to the men and women with whom I have collaborated and led. I would love the opportunity to take the next step in my career and experience similar results at Nicholls State.

As noted, my credentials are attached. Here are a few other things that are important for you to know:

- *Effective communication drives me.* My days are built on outreach, follow-up, and interaction with a variety of internal and external constituents. Whether this is written, in meetings, or via phone, I am articulate, thorough, and passionate about what I do and who I support each day.
- *I embrace challenges.* At every stop of my career, I have been asked to work on an area where no one has had success, or to create relationships where none existed, and we have

been successful in spite of limited resources. I am proud to say that I have helped build foundational relationships that flourish. This is due to my persistence and transparency, and to finding common ground from which to build and achieve success.

- *My leadership style is to model the way.* While clear and communicative, I am a firm believer that the best way to lead is to model the behavior you want to see from others. In doing so, I value all opinions and those I interact with. I work hard to break down silos and create an inclusive, collaborative environment.
- *The mission and the team always come first.* The greatest successes I have experienced have been collaborative and have always been rooted in what we tell our student-athletes each day: be concerned with the results of the team rather than individual statistics.

I am thrilled to apply for this position and to have the opportunity to potentially join the University's executive leadership team. It would be an honor to visit with you in the near future and discuss my addition.

Thank you for your time and consideration. I look forward to hearing from you soon about the next steps.

Geaux Colonels!

Sincerely,

Matt Roan

EDUCATION

University of Kentucky College of Law, Lexington, KY

Juris Doctor, May 2012

- CALI Award (Highest Grade) in Legal Research and Writing (UDSL)
- Academic Excellence and Social Justice Scholarship Awards (UDSL)
- Sports and Entertainment Law Society (UDSL)

Southern Utah University, Cedar City, UT

Bachelor of Science, December 2007

Political Science Major, History Minor

- *Summa cum laude*
 - Department of Political Science & Criminal Justice Outstanding Student, 2007-08
 - Alpha Chi Honor Society
 - Who's Who
 - Dean's List
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PROFESSIONAL EXPERIENCE

Eastern Kentucky University, Richmond, KY

October 2013—Present

Deputy Director of Athletics and Special Counsel to the President

(Previous titles/roles include: Associate University Counsel, Associate Athletics Director for Administration, Adjunct Professor, and Special Assistant to the President)

LEADERSHIP

Comprehensive perspective of university operations. Focus on hiring quality people, outlining clear expectations, and having open and honest communication, which leads to high accountability, superior results, and advancement opportunities.

- Serve as a member of the Executive Committee of the President's Council along with the Executive Vice President & University Counsel and Vice President for Finance & Administration, and individually consult with and advise the President on special matters
 - Meet regularly on University-level executive issues, including compliance, budgeting, litigation, personnel, real estate, and strategic planning, among other matters
 - Responsible for initial crisis communication to President and/or Board Chair
 - Address concerns received by the Office of the President
 - Work directly with the President on special events and opportunities
- Most senior member of the athletic department's leadership team and lead the department in the athletic director's absence
 - Serve as sport administrator and oversee external operations, administration, and legal matters
- Serve as a member of the University's Administrative Council
- Developed, implemented, and manage University-wide compliance initiative, *Colonels Comply*, in collaboration with University Counsel and Director of Internal Audit with accompanying compliance hotline and support resources

- Reviewed all contracts of which University is a party and currently responsible for all athletics contracts
 - Participated in noteworthy contract negotiations, such as ticketing service provider, multimedia rights holder, game contracts, and travel agreements
 - Have negotiated all 11 current head coach contracts
- The Assistant AD for Compliance and Student Success/Senior Woman Administrator reports to me on important NCAA and OVC compliance-related issues
 - Regularly lead monthly all-department compliance meeting
 - Help monitor the recruitment, admission, initial and continuing eligibility, and financial aid of all student-athletes
 - Helped develop creative rules education initiatives for coaches, staff, student-athletes, prospective student-athletes, and boosters, including social media and web presence
 - Personally created five-year gender-equity plan for department
 - Additionally, the Student-Athlete Academic Success Center staff report to me on matters involving academics and student-athlete success
- Act as a liaison to several University offices, including the offices of University Counsel, Development & Alumni Relations, Engagement & Regional Stewardship, and University Branding & Marketing, while also working closely with Academic Affairs, Student Success, and Finance & Administration
 - Responsible for preparing annual athletics operating budget with AD and Director of Budgeting
 - Work regularly with Financial Aid, Housing, and Human Resources on matters affecting student-athletes, coaches, and staff
 - Work directly with Student Assistance and Academic Enhancement Funds
- Sport administrator for Women's Basketball and Football
 - Serve as the daily point of contact for the sports, as well as principal advisor to the respective head coaches
 - Role includes staff evaluation and serving as a guide on all administrative and compliance issues
 - Football achieved a perfect single-year APR score for 2014-15
 - Secured funding for cost of attendance stipends for Women's Basketball
 - Recently advanced to the OVC Tournament championship game and resigned head coach to multi-year extension
- Lead and manage all external units of the athletics department: communications and branding, development, marketing and promotions, ticket operations and sales, and ECU Sports Properties (Learfield)
 - Create internal and external goals and determine unit initiatives and tactics to support those goals
- Provide support to Athletics Business Manager
 - Assist in ensuring department compliance with all University purchasing and travel policies
 - Responsible for budgeting for external units, Women's Basketball, and Football
 - Project spending, set budgets, give approvals, and conduct budget reviews—total budgets for areas exceeds \$1.2 million
 - Worked creatively to combine basketball ops positions and add assistant business manager position in face of University budget cuts
- Work closely with members of Athletic Performance Team
 - Informed by Director of Sports Medicine of any unit rule or policy violations

- Increased operating budget of Strength and Conditioning to allow for increased student-athlete nutrition offerings and currently working closely with Director of Strength and Conditioning on planned improvements to facility
 - Instituting Athletics Training Table in new campus dining hall with Athletics Nutritionist
 - Work directly with Student Assistance and Intervention Team on any personal crisis affecting a student-athlete
- Responsible for NCAA Financial Reporting System, EADA report, and other NCAA, OVC, University, and reports as required by law
- Responsible for staff and student-athlete handbooks, including regular review and revision to department policies
 - Responsible for department diversity plan
- Developed University-wide licensing committee and serve as member for the purpose of increasing University licensing revenue
- Hired Assistant AD for Development to oversee leadership and major giving, as well as the Director of Colonel Club
 - Grew the athletic development staff from one to three full-time employees
- Mentored staff member hired as associate athletic director at Ball State
- Helped lead and successfully concluded searches for the following leadership positions: Head Men's Basketball Coach, Director of the Colonel Club, Head Baseball Coach, Assistant Athletic Director for Communications and Branding, Ticket Manager, Assistant AD for Development, Head Football Coach, Head Soccer Coach, and Director of Sports Medicine
 - Hire of Assistant AD for Communications and Branding created a revamped communications organizational structure and messaging approach
 - Restructured Sports Medicine and Strength and Conditioning staffs, including the creation of a new position within Strength and Conditioning
- Created a four-year strategic plan for the athletics department with feedback from senior staff, including detailed facility master plan
- Chaired search committee responsible for the hire of University's Director of Capital Construction and Project Administration
- A member of the SACSCOC Leadership Team, which oversees the institutional review and reaccreditation process
- A member of the University Implementation Team, whose purpose is to unite the efforts of Academic Affairs, Student Success, Finance & Administration, and Development & Alumni Relations to enhance student achievement at ECU
- At request of the President, led multiple task forces, including:
 - evaluating and responding to our athletic conference affiliation; and
 - creating both short- and long-term plans for University housing
- Co-chaired University Strategic Planning Steering Committee and received Board approval for *"Make No Little Plans: A Vision for 2020"*
- Developed and led the President's Leadership in Action Academy, a professional development program for high-potential, aspiring higher education leaders
- Created and was in charge of the *Campus Challenge*, a "shark tank"-like initiative to identify and reward ideas with the potential of making a campus-wide impact
- Served on multiple University committees and policy drafting teams, including the University's Cross-functional Data Team
- Assisted University President and U.S. Congressman Andy Barr team teach a course on American government

ACADEMIC, PERSONAL, AND ATHLETIC EXCELLENCE

Uncompromising in commitment to win the right way, which includes commitment to academic and personal success and operational integrity.

- Best-ever 3.179 all-student-athlete GPA in spring 2016
- Fifteen of 17 teams with 3.0 or greater GPA in spring 2016
- Fifty-five (of 300+) student-athletes with a perfect 4.00 GPA in spring 2016
- Produced 196 Colonel Scholars (> 3.00 GPA) and 101 Dean's List student-athletes
- 1483.5 total hours of student-athlete-related community service in academic year 2015-16
- Six programs met or exceeded the national average in the multi-year APR, including Women's Basketball, in 2014-15
 - Two tallied perfect multi-year APR scores
- Seven programs received perfect single-year APR scores in 2014-15
- Won three straight OVC Commissioner's Cups (2014-16)

RESOURCE CREATION AND FISCAL RESPONSIBILITY

Proven track record of financial responsibility and increasing monetary support by building the profile and promoting the brand among internal and external constituents; identifying, cultivating, closing annual and major gifts and sponsors, and improving donor stewardship and benefits; and increasing ticket sales.

- During fiscal year 2016, increased cash giving/pledges to ECU Athletics by more than 122% and Colonel Club memberships by 64%
 - Created and implemented revised Colonel Club membership levels and benefits
 - Have initiated a loyalty points program simultaneous with increased premium seating options in athletic venues
 - Streamlined development and ticketing solicitation/renewal communications strategy
 - Led staff in executing annual fund-related initiatives, including telemarketing, faculty/staff/student giving, special events, and an increased donor outreach and recognition plan
- Helped secure the three largest cash gifts ever to ECU Athletics
- Involved in creation and implementation of University's \$50 million comprehensive campaign
 - Campaign manager for the branding and development of the \$15-20 million athletics component of campaign, which will include capital improvements to basketball/volleyball arena and football stadium, a combined soccer/track and field complex, among other projects
- Responsible for managing the top athletics donors/prospects with the AD
 - Communicate regularly with any donor who contributes more than \$2,500, including ticket premiums, in any fiscal year
- Creating the Big E Society, a select group of individuals who are high potential current/prospective donors and who are uniquely experienced and resourced to consult with the AD
- Helped solicit and secure leadership gifts and created special capital project accounts for the \$200,000 men's basketball locker room/office suite renovation, the \$120,000 Coach Roy Kidd Tribute statue project, the \$100,000 volleyball locker/team room renovation, and the \$55,000 women's basketball locker room renovation
- Established and implemented new courtside premium seating for Men's Basketball, as well as exclusive parking for Men's and Women's Basketball

- Also developed expanded, courtside student seating for Men's and Women's Basketball, plus new LED tables inside arena
- Secured funding for new tennis center roof, lighting, and playing surface
- Participated in procurement of \$15 million in bonding authority from the state legislature in spring 2014 for renovations to baseball, football, and softball facilities and created funding source
- Secured an additional \$93 million from the state legislature in spring 2016 and part of a two-person team responsible for receiving student support for the successful approval of a \$150/semester student fee to pay the bond for projects that will benefit student-athletes
- Led the creation of specific marketing and communications plans for each of our 17 sports
 - In 2015, ECU Football experienced a 14% increase in season ticket revenue and a 26% increase in new season tickets sold
 - ECU Men's Basketball season ticket revenue increased by 72% and new season tickets sold by 21%, while total ticket revenue was up 37% in 2015-16
- Created a five-year strategic budget with Director of Budgeting in preparation of potential move from FCS to FBS
 - Conducted extensive research against benchmark schools to determine where revenue lines needed to be for a move and presented to Board
- Total revenue from corporate sponsorships increased 13% from previous year in 2015-16
- Secured cost-of-attendance funding for Men's and Women's Basketball, as well as Men's and Women's Cross Country and Track & Field
- Improved consistency and quality of self-produced OVC Digital Network broadcasts

COMMUNICATIONS

Develop productive and meaningful relationships based on trust and transparency with investors, campus partners, and staff.

- Implemented external strategy sessions to enhance revenue generation, the game day experience, brand promotion, and external operations staff cohesion
 - Corporate sponsorships, development, and combined ticket sales for Women's Basketball, Men's Basketball, and Football are at an all-time high
- Have initiated communications to obtain first-ever corporate naming rights for athletic venues and potential community partnerships for constructing new venues
- Heavily involved in negotiation and implementation of outsourcing multimedia rights with Learfield Sports, which resulted in significant savings in personnel and operating expenses, while experiencing all-time highs in corporate sponsorship revenue
 - Presently negotiating a long-term extension, which will guarantee record-level revenues each subsequent year
- Reinforcing athletic marks for greater consistency in usage and ease of production for internal use and sale
 - In negotiations with apparel provider for an all-sports contract
- Implemented integration of technology into ticket operations with widespread e-communication and purchase ability
- Improved web site consistency and accuracy, as well as enhanced and increased video production, social media unification and presence, and media coverage
 - Currently undergoing significant revisions with redesigned and focused ticketing, giving, and facility pages on website
- Developed idea and strategy to honor former student-athletes, coaches, and staff within respective playing venues

- Developed the idea and implemented the Colonel Caravan to grow support in select markets across the state and region
- Created and launched the Colonel Fan Experience Committee to engage and receive feedback respective to improvement areas
 - Also utilizing a survey to different stakeholder groups to gauge fan experience

Southern Utah University, Cedar City, UT

July 2012—September 2013

President's Council Fellow and Deputy Director of Athletics

(Previous titles/roles include: Director of Football Operations, Football Color Analyst)

LEADERSHIP

- As part of the university's top administrative group, participated in council discussions and provided input on various executive campus issues, and completed special projects as designated by the University President and/or Council members
 - Heavily involved in University's self-study with respect to compliance standards and strategic plan for accreditation purposes
- Served as the primary advisor to the Director of Athletics and reported to the President on matters involving Athletics
- Responsible for NCAA rules compliance for all recruiting and camps
 - Responsible for coordination of monthly coaches meeting
- Responsible for the management of the external relations component of SUU Athletics, including development, marketing and promotions, Thunderbird Sports Properties, ticketing, and business affairs
- Served as Executive Director of the Thunderbird Club
 - Created and executed annual fund timelines, provided staff and board correspondence on pertinent business, fund management, and gift processing procedures
- Created a five-year strategic and comprehensive campaign for SUU Athletics, "*Titles, Tassels, and Tradition*"
- Helped eliminate a running department deficit and projected a five-year budget surplus
- Responsible for all operations of ECU Football, including travel agreements

RESOURCE CREATION AND FISCAL RESPONSIBILITY

- Assisted in the execution of the *Future is Rising* campaign, the University's most ambitious fundraising campaign in institution history at \$100 million
- Created the first-ever external operations team at SUU and oversaw the development of the Athletics External Operations Plan and corresponding marketing plans for ticketed sports
 - Season ticket sales increased by the following percentages:
 - Women's Basketball=87%
 - Men's Basketball=54%
 - Football=16%
 - Gymnastics=22%
- Instituted the "T-Bird Teammates" program, which provided a smaller, more attractive sponsorship package for local businesses
- Oversaw all donor-based seating and priority parking
- Designed all publications for events and mailings
- Oversaw the development and ticketing portions of the athletics web site, including the updating of text and integration of multimedia

- Created and oversaw distribution of mass email messages focused on marketing and promotions, ticketing, and development, as well as customer service
- Worked with the Director of the Varsity Club, a dues-paying group of former letter winners
 - Responsibilities included coordination of reunions and other events, cultivation and stewardship of former student-athletes, and research and assessment of the group's operations
 - Came up with idea for and implemented Varsity Club Seating Section, a premium football seating area reserved for former student-athletes
- Developed student and young alumni involvement in the Thunderbird Club
- As a major gifts officer, assisted AD with responsibility for a portfolio of 25 prospects
 - Was able to identify multiple new donor prospects in collaborating with University Advancement

University of Kentucky Athletics, Lexington, KY
Operations Assistant and Tutor/Mentor

January 2011—June 2012

- Assisted the football program in a support staff intern role across myriad areas, including practice and game planning, scouting opponents, recruiting, self-scout, player development, marketing, and football operations
- Assisted compliance staff with summer camps and complimentary prospect game tickets
- As a summer school tutor in the Center for Academic and Tutorial Services, individually matched with student-athletes based on the student's abilities and learning style. Discussed important concepts related to specific coursework in political science and career planning. As a mentor, provided one-on-one instruction that assisted many student-athletes develop time management techniques and improve study skills. Met on a weekly basis with students dissecting their syllabi, helping students organize their academic, athletic, and personal responsibilities, and remediated any deficient study skills. Made daily, weekly, and monthly calendars, listing all homework, projects, exams, and papers, as well as sports' travel dates. Discussed any reports of grades and/or professors' comments that were returned to the student-athletes. Communicated important information related to the students' academic progress, both verbally and in written report form, to the student-athletes' academic-athletic counselors.

University of Dayton School of Law, Dayton, OH
Teaching Assistant

August 2010—December 2010

- Conducted review sessions with students and offered guidance for a first-year legal research and writing course. Held meetings with students individually as part of maintaining my own office hours. Drafted educational materials such as quiz answer keys and other supplemental course materials and attended tutorial sessions with the professor who provided feedback on the students' work.

Scot S. Farthing, Attorney at Law, PC, Wytheville, VA
Law Clerk

May 2010—December 2010

- Engaged in a wide array of research and writing assignments for a county attorney and general practice law firm, primarily focusing on bankruptcy, business issues, estate planning, and real estate matters. Assignments included researching relevant case law, drafting inter-office memos, answering interrogatories, developing debt plans, and conducting discovery. Heavily involved in the drafting of court documents and attending

depositions, hearings, negotiations, and trials. Also assisted in firm marketing and business development.

Hargrave Military Academy, Chatham, VA
Assistant Post-graduate Football Coach

August 2008—May 2009

- Heavily involved in the day-to-day administration and operation of one of the nation's top prep school football programs. Assisted in all aspects of practice, game-planning, in-game strategy, and strength and conditioning. Maintained daily contact with colleges and universities to facilitate the recruitment of Hargrave athletes. Heavily involved in academic matters, including monitoring study hall and determining eligibility with the NCAA. Also heavily involved in marketing and fundraising efforts, media relations, game operations, and travel.

Southern Utah University, Cedar City, UT

January 2006—March 2008

Athletic Event Usher and Facility Custodian, Intramural Official, and Fitness Center Supervisor

- Responsible for routine cleaning of all athletic facilities and worked as an usher for men's and women's basketball games, providing security and customer service. Within campus recreation, served as a referee for intramural basketball games and as a supervisor in the on-campus fitness center.

PROFESSIONAL AFFILIATIONS

- Member of the National Association of Collegiate Directors of Athletics (NACDA)
- Member of the National Association of College and University Attorneys (NACUA)

PROFESSIONAL LICENSES

- Kentucky Bar Association, Admitted May 2015

BOARD AND COMMUNITY SERVICE

- Active member of the Church of Jesus Christ of Latter-day Saints, often engaged in service opportunities and holding ecclesiastic positions
- The University Club at Arlington Board of Directors
 - Pool Committee Chair
- United Way Madison County Board of Trustees
- Guest coach for Southern Utah Football Camps
- Assisted in the coordination and instruction at a football camp for underprivileged kids in Chatham, VA
- Formerly heavily involved in the Hensel Eckman YMCA in Pulaski, VA
- Assistant youth soccer coach in the Cedar City, UT and Richmond, KY communities

PERSONAL

- Married to Mallory and father to two daughters, Gattlyn (6) and Radley (4), and one son, Catcher (2)
- Attended offseason activities with the NFL's Minnesota Vikings as a rookie free agent in 2008

- Played in the 2008 Texas vs. the Nation All-Star Football Game and 2007 East Coast Bowl invitee
- 2007 NFL Draft Bible All-Small School Team
- Recipient of the Varsity Award at Southern Utah University
- SUU Football Team Captain and Leadership Committee member in 2007
- Three-time All-Great West Football Conference honoree (2005-07)
- Academic All-Great West Football Conference in 2006 and 2007
- ESPN/CoSIDA Academic All-District VIII in 2006 and 2007; candidate for Academic All-American
- Three-time honoree on Athletic Director's Honor Roll at Virginia Tech

REFERENCES

Michael T. Benson
 President
 Eastern Kentucky University
 (859) 622-2101

Richie Riley
 Head Men's Basketball Coach
 Nicholls State University
 (205) 603-2010

Marc Hill
 Executive Associate AD for Internal Operations
 University of Kentucky Athletics
 (859) 257-1423

Ken Beazer
 Development Officer (formerly AD at Southern Utah)
 Dixie State University
 (615) 278-4297

Mark Sandy
 Director of Intercollegiate Athletics
 Ball State University
 (765) 285-5131

Additional References Available Upon Request