



STETSON
UNIVERSITY

PROSPECTUS

SEARCH FOR THE NEXT DIRECTOR OF ATHLETICS



Stetson University invites nominations and applications to become the university's next Director of Athletics. This prospectus provides details about Stetson Athletics, the opportunities of the position, and the desired qualifications and characteristics of candidates, followed by an overview of Stetson University and its strategic priorities.

THE DIRECTOR OF ATHLETICS

Stetson University is seeking a director of athletics to lead a department of approximately 85 coaches and staff who are deeply committed to student-athlete success. The director is responsible for overseeing 18 sports teams and a cheer program, engaging more than 440 student-athletes.

As the leader of Stetson Athletics, the AD maintains a positive culture within the department and promotes the role of athletics in the community, nourishing a strong bond of loyalty and spirit among students, faculty, staff, parents, alumni, friends of the university and fans of Hatter athletics. The AD is responsible for fielding teams that sustain competitive success, ensuring financial health and continuing Stetson's strong record of student-athlete academic achievement and graduation rates. The AD guides the overall direction of the athletics department, operating in concert with the values and mission of the university, and aligning its priorities with those of the university. The AD reports directly to the president of the university.

Key duties and responsibilities

- » Provide leadership for all aspects of the intercollegiate athletics programs of the university, including matters pertaining to personnel, academic and athletic success, budget, facilities, operations, fundraising, compliance and student-athlete welfare and development
- » Responsible for the strategic planning, marketing, and program development of the athletics department
- » Develop and manage the department's operational budget and financial affairs in conjunction with the university's CFO
- » Build and manage strategic budget and resource plans for the athletics program
- » Report directly to the president of the university and serve as a member of the president's senior leadership team, fulfilling responsibilities as assigned by the president
- » Identify, hire, support and evaluate head coaches in all sports
- » Manage the athletic facilities and direct athletic events
- » Ensure full compliance with NCAA rules, conference policies and university standards
- » Ensure the academic excellence and integrity of student-athletes
- » In collaboration with the Vice President for Development and Alumni Engagement, develop funds for the department and work with donors
- » Commit to collaboration with other leaders across campus and in the broader community to continue to enhance the reputation and quality of the university and Hatter athletics
- » Support and promote an environment in which diversity, in all its forms, is valued and incorporated in the full range of activities
- » Represent the university to the NCAA, Atlantic Sun Conference, Metro Atlantic Athletic Conference and Pioneer Football League
- » Serve as a highly visible champion for Stetson athletics, effectively recruiting prospective student-athletes and their families, and partner with Stetson's Office of Development to form strong relationships with benefactors and effectively fundraise for the school.

QUALIFICATIONS AND CHARACTERISTICS OF A SUCCESSFUL CANDIDATE

Minimum requirements

- » A bachelor's degree is required with a master's degree strongly preferred
- » Minimum of ten (10) years of Division I athletic administrative experience and/or similar type of leadership role in relevant field

Preferred qualifications

- » Comprehensive knowledge of intercollegiate athletics, including experience at the Division I FCS level
- » Focus on student success, with demonstrated commitment to supporting student-athlete health, safety, and holistic wellness, as well as their academic, athletic and personal success
- » Demonstrate vision and passion for Stetson's values and the primary objectives of higher education
- » Have significant senior-level management experience, including experience with budgets, facilities, operations, personnel, academics, compliance, strategic planning, and student-athlete development
- » Excellent organizational, management, planning and marketing skills
- » Demonstrate highest levels of integrity and ethical standards
- » Ability to meet and work well with the public and all stakeholders, including the Board of Trustees
- » Demonstrated ability to represent the institution with professionalism and knowledge
- » Proven capability to manage multiple responsibilities and meet deadlines
- » Ability to work independently as well as lead a team
- » Demonstrate an ability and strong commitment to fundraising
- » Evidence of an ability to support an environment in which diversity and inclusion are valued and incorporated in a full range of diversity, equity and inclusion initiatives
- » Be a highly visible and approachable leader who relishes engagement with Stetson's many constituencies
- » Strong vision for the role of collegiate athletics at a top regional university



HOW TO APPLY

Stetson has engaged Collegiate Sports Associates to assist with this search. The position will remain open until filled; but, for best consideration, applicants are encouraged to submit a letter of application and resume electronically via: www.collegiatesportsassociates.com prior to February 5, 2024. No hard copy applications will be accepted. Nominations for the position and questions concerning the job requirements or hiring process should be directed to: steph@collegiatesportsassociates.com

Stetson University is an Equal Opportunity Employer that affirms cultural diversity and inclusion as a core value of academic excellence. We are committed to achieving equal access in education, employment and participation through the recruitment and retention of outstanding faculty, staff and students from diverse backgrounds, and to meaningful academic and intellectual transformation in curriculum, research and service.

We are dedicated to actions and policies that foster a community in which individuals with various identities, cultures, backgrounds and viewpoints work together to create opportunities for engagement through rewarding and fulfilling careers and personal experiences in a culturally and racially diverse society and a globalized world. We strongly encourage members of historically under-represented and economically disadvantaged groups, and women to apply for employment.

Stetson University is an EEO, ADA, ADEA and GINA employer.

SALARY

Commensurate with experience and includes a competitive benefits package.





ABOUT STETSON ATHLETICS

Stetson University Athletics offers opportunities that enrich the lives of student-athletes and that are consistent with and complementary to the university's mission. Stetson is an NCAA Division I member, sponsoring 18 teams and a cheer program. Teams compete in the Atlantic Sun Conference, Pioneer Football League, Metro Atlantic Athletic Conference (Women's Rowing) and Intercollegiate Rowing Association (Men's Rowing).

STETSON SPORTS

MEN

- Baseball
- Basketball
- Cross Country
- Football
- Golf
- Rowing
- Soccer
- Tennis

WOMEN

- Basketball
- Beach Volleyball
- Cross Country
- Golf
- Lacrosse
- Rowing
- Soccer
- Softball
- Tennis
- Volleyball

MEN AND WOMEN

- Cheer



Stetson's athletic programs include over 440 student-athletes. Demographically, the top five states for Stetson student-athletes in the 2022-23 season were: Florida, Georgia, Texas, New York and Ohio. Hatter student-athletes also come from 20 different countries and 43 percent reported an ethnicity other than White/Caucasian. Fifty-three percent are men and 47 percent are women.

Stetson Athletics is committed to the HATS culture, which stands for Helping a Teammate Succeed:

- » Hatter Purpose – Create and provide an experience of a lifetime through teamwork and relationships to achieve excellence.
- » Core Values

Communication

We build positive working relationships to develop trust and loyalty with people.

Value People

We actively engage the campus, the local community and alumni to increase participation and support for the Stetson Hatters.

Integrity

We act with honesty, civility, respect, transparency and personal accountability to build trust.

Excellence

We are dedicated to the very best in everything we do through preparation, discipline and perseverance.

Commitment

We foster pride, passion, and loyalty in support of the Stetson Hatters and our traditions.



Excellence in competition

Stetson has won a total of 35 conference championships. Twelve student-athletes have played in the MLB and two student-athletes have played in the NFL since football was reinstated in 2013. In December 2023, a former men's basketball student-athlete was signed by the Milwaukee Bucks G-League affiliate.

The most recent conference championships were won by the beach volleyball and the women's tennis teams. The beach volleyball team won the last two ASUN Championships in 2022 and 2023, earning an automatic bid into the NCAA Championship both seasons. The women's tennis team won the ASUN Championship in 2022, earning an automatic bid into the NCAA Championship. In the fall of 2023, the men's rowing 4 was victorious at the Head of the Charles Regatta. Stetson's baseball program advanced to the Super Regionals in 2018, ending their season with a top 13 ranking in every major poll.

Academic excellence

Stetson student-athletes demonstrate excellence in the classroom as they achieved a combined GPA of 3.26 in the 2022-23 academic year. Fifty percent of the student-athletes earned conference honor roll recognition from the ASUN, PFL and MAAC with GPAs of 3.0 or higher. The Hatter athletics graduation success stood at 96% in the 2022-23 season.

Stetson's academic progress rate is a 984 with all 17 programs being above the NCAA minimum 930, with three teams posting a perfect rate during the 2022-23 academic season. Stetson received the Most Improved APR award from the ASUN Conference in 2023.



Personnel

Stetson Athletics includes approximately 85 coaches and staff. Current direct reports to the AD include the following:

- Deputy AD/Senior Woman Administrator
- Associate AD for External Operations
- Associate AD for Compliance
- Associate AD for Facilities & Operations
- Associate AD for Strategic Communication & Tickets
- Associate AD for Student Success & Academics
- Head Strength and Conditioning Coach
- Head Athletic Trainer / Health Care Administrator
- Head Baseball Coach
- Head Men's Basketball Coach
- Head Women's Basketball Coach
- Executive Assistant to the AD



Head coaches for the 2023-2024 academic year

Baseball - Steve Trimper (8th season)
Men's Basketball - Donnie Jones (5th season)
Women's Basketball - Lynn Bria (15th season)
Beach Volleyball - Kristina Hernandez (11th season)
Men's and Women's Cross Country - Nathan Christianson (1st season)
Football - Brian Young (3rd season)
Men's Golf - Danny Forshey (3rd season)
Women's Golf - Teresa Brown (2nd season)
Lacrosse - Christy Leach (10th season)
Men's and Women's Rowing - Jamie Francis (3rd season)
Men's Soccer - Emmett Rutkowski (4th season)
Women's Soccer - Jamie Souza (1st season)
Softball - Shellie Cousins (3rd season)
Men's Tennis - Christophe Noblet (9th season)
Women's Tennis - Travis Sandlant (8th season)
Volleyball - Yang Deng (7th season)
Cheerleading - Melissa Kneppshield (3rd season)

Stetson athletics conference affiliations

The Atlantic Sun Conference members include: Austin Peay, Bellarmine, Central Arkansas, Eastern Kentucky, Florida Gulf Coast University, Jacksonville, Jacksonville State, Kennesaw State, Liberty, Lipscomb, North Alabama, North Florida, Queens and Stetson.

Stetson Football competes at the Division I FCS level in the Pioneer Football League, whose members include: Butler, Davidson, Dayton, Drake, Marist, Morehead State, Presbyterian, San Diego, Stetson, St. Thomas and Valparaiso. Women's Rowing competes in the Metro Atlantic Athletic Conference while Men's Rowing competes in the Intercollegiate Rowing Association.

Global engagement

Stetson is committed to providing a global experience for teams, as permissible by NCAA rules. Most recently in 2022, both the men's and women's basketball teams traveled internationally for competitions. The men's basketball team traveled to Dublin, Ireland, for the ASUN/MAAC Dublin Basketball Challenge. The women's basketball team went to Costa Rica for a pair of exhibition games and to perform community service with the Samaritan's Feet organization and conduct a basketball clinic.



Fans and fundraising

Hatter fans are energetic and very supportive of Stetson's athletics programs. The Hatter Athletic Fund is the annual fundraising sector of the Stetson Athletics department with two full-time staff members and is led by Heather McCormick, Associate Athletic Director for External Operations.

The Annual Hatter Athletic Fund Fundraiser Challenge provides support to teams' operations budget to purchase equipment, and to help cover travel costs. This fundraising effort has seen large growth in recent history with a 288 percent increase since the inception of the campaign in 2019, with the all-time high raised in 2023 at \$432,000 with over 500 donors.



Stetson Athletics Corporate Sponsorship program has been redesigned and was brought internally in 2020. It has enjoyed recent success since the 2021-2022 fiscal year. Since the 2021-2022 fiscal year there has been a 33 percent increase in revenue generation. Stetson Athletics currently has 29 corporate partners, which generates over \$440,000 in annual revenue. The Stetson Athletics Sponsorship program is led by Jon Hansen, Assistant Athletic Director for Sponsorship. The athletic ticket office provides tickets for eight sports and generates over \$300,000 of annual revenue.

Governance

The Director of Athletics is a member of the university's senior leadership team and reports to the president of the university.

The Board of Trustees supports and enhances Stetson's focus on intercollegiate athletics through its Student Experience and Success Committee. This committee focuses on and advocates for the best interests of student athletes at a policy, strategic, and compliance level.

Stetson's University Athletics Committee serves in an advisory and oversight capacity in the governance of Stetson Athletics. The committee includes the university president, the AD, the Faculty Athletics Representative, six faculty members, and three students.

President Christopher F. Roellke

In July 2020, Stetson welcomed its 10th president, Dr. Christopher F. Roellke, who brings a depth of success in academic preparation, student support, development and leadership that immediately resounded with the Stetson community as it navigated the post-pandemic environment in higher education.

Dr. Roellke is the former dean of the college emeritus and professor of education at Vassar College and is widely regarded as an exceptionally effective and collaborative higher education leader. Dr. Roellke is past president for the Association of Education Finance and Policy, a 2014 Fulbright Scholar, and the founder and fundraiser of Vassar College's Urban Education Initiative. A graduate of Cornell University and Wesleyan University, Dr. Roellke's teaching, research, and leadership interests are in the politics and economics of education, teacher education and faculty development, curricular innovation, and American higher education.

The university's most recent strategic planning process (2022-present) is underway and being led by President Roellke and the Board of Trustees. Under President Roellke's leadership, Stetson University continues to build on its remarkable renaissance at a time when American liberal arts education has been under scrutiny and national demographic trends have not favored private, tuition-dependent institutions.



FACILITIES

Spec Martin Memorial Stadium (Football)

Opened 1941, capacity 6,000



Edmunds Center (Basketball & Volleyball)

Opened 1974, capacity 3,500



Melching Field at Conrad Park (Baseball)

Opened 1999, Renovated 2023, capacity 2,500



Cooper Beach Volleyball Courts

Opened 2012



Patricia Wilson Field (Softball)

Opened 2003, capacity 400



Mandy Stoll Tennis Center

Opened 1996, Updated Scoreboard 2023



Edinger Golf Complex

Opened 2020



Sandra Stetson Aquatic Center

on Lake Beresford (Men's and Women's Rowing)

Opened 2019



Athletic Training Center and fields (Soccer & Lacrosse)
Opened 2012



Athletic Training Center Weight Room
Opened in 2012





STETSON BY THE NUMBERS

3,670

TOTAL ENROLLMENT

(2,339 undergraduates, 1,331 graduate)

11:1

STUDENT/FACULTY RATIO

55+

UNDERGRADUATE MAJORS

66%

**UNDERGRADUATE ENROLLMENT
FROM FLORIDA**

25% from out-of-state; 9% are international

52

COUNTRIES REPRESENTED

by international students

23%

**UNDERGRADUATES WHO ARE
FIRST GENERATION**

ABOUT STETSON UNIVERSITY

Our mission at Stetson University is to provide an excellent education in a creative community where learning and values meet, and to foster in students the qualities of mind and heart that will prepare them to reach their full potential as informed citizens of local communities and the world.

Located in the heart of Central Florida, Stetson University was founded in 1883 by New York businessman Henry A. DeLand, and later named for John B. Stetson, the nationally known hat manufacturer from Philadelphia who gave generously to advance the academic excellence of the institution.

Stetson University enrolled 2,339 undergraduates and 1,331 graduate and professional students for Fall 2023 in its four colleges and schools: the College of Arts and Sciences, College of Law, School of Business Administration, and the School of Music located across its three Florida campuses. Additionally, the university maintains a rich array of university centers and institutes. Stetson emphasizes a relationship-rich education, grounded in liberal learning, with practical experiences infused in its programs, culture, and community.

The DeLand, Florida, campus houses the College of Arts and Sciences, the School of Music, and the School of Business Administration. The College of Law is located in Gulfport, Florida, with a satellite campus in Tampa. This independent, private university is controlled by a Board of Trustees and has 44,000 alumni worldwide.

STETSON BY THE NUMBERS

70%

**UNDERGRADUATES LIVING ON
CAMPUS**

671

**FULL-TIME FACULTY AND STAFF
on the DeLand campus**

\$54,820

**UNDERGRADUATE FULL-TIME
TUITION
(2023-2024)**

**MORE THAN \$350
MILLION**

VALUE OF ENDOWMENT

\$162 MILLION

OPERATING BUDGET

At Stetson, the art of teaching is practiced through programs that stimulate critical thinking, imaginative inquiry, creative expression, and lively intellectual debate. The art of learning is enhanced through small interactive classes, close student-faculty alliances, and collaborative approaches that provide the foundation for rewarding careers and advanced study in selective graduate and professional programs.

Stetson University is ranked #4 in the South by U.S. News & World Report as a top-tier regional comprehensive university with a long-standing commitment to undergraduate education, outstanding professional graduate programs, and diversity and inclusion, and the university also has been named a 2024 College of Distinction. The Princeton Review has named Stetson a 2024 best undergraduate institution in the nation and Southeast for the ninth consecutive year.

In addition, Stetson was selected as a Green College for the eighth time and has been ranked by U.S. News & World Report as a top-10 institution in the South for best value, and one of the best institutions in undergraduate teaching. MONEY magazine has cited Stetson as one of the "Best Colleges for Your Money." The university's DeLand campus has also been included among Southern Living's "Most Beautiful College Campuses in the South." The Stetson University Campus Historic District in DeLand is listed in the National Register of Historic Places for its statewide significance.



University Strategic Vision

Led by President Roellke and Provost Elizabeth Skomp, PhD, Stetson's vision is to build on its core values and tradition of academic challenge and professionalism to take Stetson from a Florida Gem to a National Treasure. Stetson University seeks to prepare and inspire high-achieving students to be difference-makers, to excel as ethical professionals and responsible citizens, to demonstrate leadership as engaged global citizens, and to tackle complex challenges whose solutions will bring about tangible change. Stetson works to develop sustainable solutions that create a more just and healthy society.

To that end, the university's strategic plan focuses on five core themes.



University Community

Stetson University aspires to "Be a Diverse Community of Inclusive Excellence" with a commitment to diversity that extends throughout the educational programs and creates an inclusive environment that encourages open, honest discourse on a broad array of topics. Stetson University is a deeply intertwined community where members genuinely care for each other and develop strong personal bonds. University leadership has emphasized that every member of the community is responsible for valuing all voices, classes, backgrounds, and other identities, and thoughts in the work of the university. The university has established structures for discussing systems, policies, or activities that hamper the goals of a diverse, inclusive community.



ABOUT DELAND, FLORIDA

The City of DeLand is a thriving, diverse, welcoming college town with exciting and unique retail shops, award-winning eateries, a vibrant arts community, and a broad collection of live music venues. Recognized as one of the top small towns in America by Parade Magazine and CNN, DeLand is the ideal college town: less than an hour's drive from amazing beaches and the excitement of Orlando, not to mention the incredible Florida weather enjoyed year-round.

The university's proximity to a metropolitan hub increases opportunities for faculty and students to engage in athletic competitions, international experiences, internships, and other activities that deepen our engagement with events and communities off campus. Orlando International Airport is approximately one hour from DeLand, and the Orlando Sanford International Airport is 40 minutes from campus.



Centrally located, DeLand offers access to beaches along the east coast like Daytona Beach and New Smyrna Beach, and hosts a train station that is part of the greater Auto Train route. One hour north is the nation's oldest city, St. Augustine. Approximately one hour south of DeLand are Disney World® and Universal Studios®. Central Florida offers myriad state parks, camping, picnicking, swimming, scuba diving, canoeing and other outdoor activities at places like the Canaveral National Seashore, Hontoon Island State Park, Blue Spring State Park, DeLeon Springs State Park, and Lake Woodruff National Wildlife Refuge. DeLand is located 80 miles from Cape Canaveral and Kennedy Space Center, the central features of Florida's "Space Coast".