DIRECTOR OF ATHLETICS
Candidate Profile

1. **Character and Integrity**...*A person of character reflected in his/her personal and professional life.*
   a. Uncompromising commitment to NCAA, Sun Belt Conference, and University rules, policies, and procedures.
   b. Unwavering honesty, trustworthiness, integrity, and sportsmanship.
   c. Willingness to prioritize institutional values, personal integrity, sportsmanship, and student-athlete well-being above athletics success.
   d. Respect for all people, including an advocacy for diversity and gender equity.
   e. Intelligence and wisdom.
   f. Self-confidence.
   g. Dedication to serving others while leading with humility.

2. **Commitment to Appalachian State's Mission, Culture, and Values**...*A person grounded in the fundamental mission of Appalachian State, placing a high value on education.*
   a. Commitment to the academic success and graduation of student-athletes.
   b. Commitment to the total development of student-athletes, including: athletics, academics, and personal life-skills.
   c. Commitment to the recruitment of students who can succeed academically, socially, and athletically at the university.
   d. Commitment to abide by, support, and promote the University’s values, principles, and traditions.
   e. Commitment to inclusiveness and an appreciation for the importance of diversity and gender equity in the work place.
   f. Commitment to developing and maintaining a broad-based program of athletics.
   g. Proven ability to fully integrate the Athletics Program into the daily life of the University through regular communication and collaboration.
   h. An understanding of and respect for the history and traditions of Appalachian State.

3. **Leadership and Organizational Skills**...*A person with the ability to assemble a team, motivate and manage it effectively to achieve overall program success.*
   a. A clear vision for the Athletics Program and the ability to motivate and empower others to work enthusiastically to achieve that vision.
   b. Embrace the public nature of the position and be both visible and accessible.
   c. Experience navigating the changing landscape of the NCAA and an understanding of complexities involved in transition from the FCS/Southern Conference to the FBS/Sun Belt Conference.
   d. Experience in effectively managing people.
e. Proven ability to hold employees accountable to high standards of performance.

f. Proven network of contacts to assist in recruiting and hiring staff.

g. Commitment to discipline.

h. Demonstrated communication skills that reach a diverse constituency.

i. Proven ability to build bridges on campus and to be seen by colleagues as a teammate who values collegiality and transparency.

j. Demonstrated commitment to being a collaborative team player within the University.

k. Personal commitment to honesty, integrity, and sportsmanship with an insistence of the same from student-athletes and staff.

4. **Development and Resource Management** 
   A person with the interpersonal skills, creativity, and business acumen required to grow and effectively manage resources.
   
   a. Proven ability to raise significant funds on behalf of the Athletics Department and University.
   
   b. Proven ability to grow revenues and develop new sources of income through creative marketing of the Athletics Program.
   
   c. Proven ability to build and maintain positive, productive personal relationships with a wide variety of individuals and University constituent groups.
   
   d. Demonstrated ability to manage a budget and be fiscally responsible.
   
   e. Demonstrated ability to manage expectations of an ever-changing landscape.

5. **Communication Skills** 
   A person with the ability to articulate a clear vision for the program.
   
   a. Ability to represent Appalachian State publicly and with distinction.
   
   b. Ability to motivate others, rally support, and create excitement.
   
   c. Understanding of the recruiting process and the ability to recruit effectively.
   
   d. Appreciation for the news media and proven ability to work with them.
   
   e. Ability to promote Appalachian State and the sports program to a widely diverse public.
   
   f. Appreciation for good relationships and the ability to be a good colleague to the faculty, University administration, and Athletics Department staff.
   
   g. Ability to be a team builder who can mentor and develop staff and coaches.
   
   h. Sensitivity to diversity in the community and commitment to interact effectively with a widely diverse citizenry.
   
   i. Ability and commitment to reach out to the community through participation in civic and charitable events and organizations.
   
   j. Ability to successfully interface with students, University colleagues, alumni, and friends of the University.

6. **Motivation and Competitive Instincts** 
   A self-motivated person with a burning desire to excel in all facets of life.
   
   a. A passion for sports competition that is contagious.
   
   b. A desire to compete successfully against the very best.
   
   c. A desire to be the best.
   
   d. An energetic, tireless worker.

7. **Education and Relevant Experience** 
   Educational preparation, work experiences, and personal mentors who have prepared him/her to be an effective leader.
   
   a. Bachelor’s degree required; Master’s Degree or equivalent preferred.
b. Experience working in a campus environment that reflects this University's values and unique position in Division I athletics, where competitive success is common.

c. Experience working under or being mentored by successful leaders in higher education who reflect this University's values.