

DENA M. FREEMAN-PATTON, M.S.

SUMMARY OF QUALIFICATIONS

- Experienced administrator with over 20 years of progressive and student-centered positions within intercollegiate athletics.
- Experience in the California State University system.
- Former Division I basketball student-athlete at Liberty University and Baltimore, MD native.
- 2018 Administrator of the Year, Women Leaders in College Sports.
- 2020 Chair of NCAA Minority Opportunities and Interests Committee (Association Wide)

AREAS OF EXPERTISE

- University Relations
- Strategic Planning
- Department Leadership
- Sports Supervision
- Academic Success
- Student-Athlete Well-Being
- Community Relations
- Athletics Development
- Budget Design
- Management
- Alumni Relations
- Marketing
- Facilities

EDUCATION

MASTER OF SCIENCE (M.S.), Sports Administration
Georgia State University

1999
Atlanta, GA

BACHELOR OF SCIENCE (B.S.), Sports Management / Minor in Business
Liberty University

1996
Lynchburg, VA

PROFESSIONAL EXPERIENCE

DEPUTY DIRECTOR OF ATHLETICS/CHIEF OPERATING OFFICER
University of New Orleans

September 2019 - Present
New Orleans, LA

The University of New Orleans is a comprehensive urban research institution serving over 8,000 students. UNO competes at the Division I level in the Southland Conference.

Administration

- Serve as second in command to Director of Athletics with oversight of operation aspects of 14 sports and over 65 staff and coaches.
- Direct sports supervision of men's basketball, volleyball and beach volleyball.
- Oversee budget creation for fiscal responsibility and forecasting intended to grow a \$6 million budget.
- Direct oversight of facilities and capital projects within an anticipated \$14 million athletics facilities capital campaign.
- Lead the development of a 5-year strategic plan, promotion and accountability plan.
- Lead COVID-19 task force for athletics department and liaison to university COVID-19 task force. Created protocols for the return to campus and competition.

Academics and Student-Athlete Welfare

- Led NCAA Accelerating Academic Success Program Grant application.
- Achieved highest departmental GPA at a 3.23 during the 2019-20 Academic Year.
- Direct oversight of sports medicine and strength and conditioning through partnership with Ochsner Health.
- Assisted in creation of "Privateers for Equality" program.
- Lead Mental Health Summit

University Relations

- Serve on President's Cabinet in the absence of the Director of Athletics.
- Serve on Diversity and Inclusion Board for university and as the Athletics Diversity and Inclusion Designee (ADID).
- Liaison to the Vice Provost of Faculty and Diversity Affairs.

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- Liaison to Dean of Students.
- Work closely with Director of Recreation and Intramural Sports.

Facility Enhancements

- Liaison to Associate VP of Facility Services and General Manager of Lakefront Arena.
- Serve as liaison to campus Events Services department.
- Initiated the development of a facilities master plan.
- Lead facility renovations to Lakefront Arena, the Human Performance Center, UNO Tennis Center and Maesrti Field.
- Spearheading development of facilities branding plan.

Revenue Generation and External Relations

- Oversee revenue generation from facility rentals and partnerships.
- Oversee merchandising opportunities for fans. Launched new Mardi Gras themed uniforms and campaign.
- Oversee equipment and Under Armor partnership. Initiated team store opportunities for parents and fans.
- Assisted with acquisition of partnership with Aspire Group for Ticketing.
- Serve on Women Fund Board to develop a plan to increase philanthropic giving to women's sports.

DEPUTY DIRECTOR OF ATHLETICS
ASSOCIATE DIRECTOR OF ATHLETICS
California State University, Bakersfield (CSUB)

August 2015 – August 2019
July 2013- July 2015
New Orleans, LA

CSU-Bakersfield is a regional Hispanic serving university that serves more than 10,000 students across two campuses located in the southern San Joaquin Valley. CSUB competes at the NCAA Division I level in the Big West Conference.

Administration

- Served as second in command to Director of Athletics.
- Assisted in oversight of all operational aspects of 16 sport NCAA Athletics Department with a \$16 million annual budget, over 85 coaches and staff, and approximately 310 student-athletes.
- Oversaw Varsity Club, Academic Support, Compliance, Life Skills, Sports Medicine, Strength and Conditioning
- Supervised of women's basketball, baseball, men's soccer and men's and women's swimming and diving programs. Secondary supervision of men's basketball program.
- Spearheaded the development and facilitation of the department strategic plan.
- Served on the President's Strategic Planning Task Force for the university.
- Created and implemented program and coaches' evaluation through end of season survey.
- Implementation of staff and coach development programs such as diversity training and student-athlete mental health awareness.
- Led the creation of Student-Athlete Learning Outcomes for university President.
- Served an integral role in getting acceptance into the Big West Conference.

University Relations

- Liaison to the Provost's office
- Member of Enrollment Management Director's Board with the Registrar, Admissions Director, Financial Aid Director, and International Student Services Director, etc.
- Liaison the Office of Alumni Engagement.
- Liaison to the Faculty Athletics Representative.
- Served on CSUB WASC Accreditation Essay Writing Group for Student Success: Student Learning, Retention, and Graduation.
- Presentations for CSUB Foundation Board, CSUB Academic Affairs Council and CSUB President's Community Advisory Council.
- Member of university President's African-American Community Advisory Committee.

Academics and Student-Athlete Welfare

- Oversaw academic support department with six full-time and over twenty part-time staff, an increase from three staff four years ago.
- Hired and oversaw first ever Life Skills Coordinator and created the `Runner Ready Life Skills Program and Student-Athlete Leadership Academy.

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- Oversaw sports medicine and strength and conditioning departments with six total full-time staff and hired first Head Trainer in six years.
- Elevated departmental GPA from 2.87 to 3.06 within two years and maintained 3.0 GPA or above consistently.
- Increased graduation success rates from 60% to 79% - highest in departmental history.
- Built a comprehensive student-athlete mental health awareness program.
- Established WINGS (Women Influencing the Next Generation Through Sports) leadership program.
- Initiated "Backpacks to Briefcases" networking event.
- Created the "Runner Ambassador Program for international student-athletes.
- Developed a comprehensive nutrition program.

Competitive Success

- 2017 Volleyball WAC Tournament Champions and NCAA Tournament Appearance
- 2017 Men's Basketball WAC Regular Season Champions and NIT Final Four Appearance
- 2016 Softball WAC Tournament Champions and NCAA Regional Appearance
- 2016 Men's Basketball WAC Tournament Champions and NCAA Tournament Appearance
- 2016 Men's Basketball WAC Coach of the Year
- 2016 Women's Basketball WAC Freshman of the Year
- 2015 Baseball WAC Tournament Champions and NCAA Regional Appearance, WAC Coach of the Year and WAC Pitcher of the Year
- 2015 Volleyball WAC Tournament Champions and NCAA Tournament Appearance
- 2015 Softball WAC Pitcher of the Year
- 2014 and 2015 Women's Basketball WNIT Appearance
- Men's Swimming All-American 2014
- WAC Conference Joe Kearney Award 2014 (Top male student-athlete in the conference)

Compliance

- Supervised the Associate Director of Athletics for Compliance.
- Served on the President's Intercollegiate Athletics Advisory Committee.
- Oversaw student-athlete academic certification process.
- Oversaw NCAA Academic Progress Rate (APR) and Graduation Success Rate (GSR) submission.
- Assisted with monthly compliance education meetings.
- Monitored Title IX compliance.

Facility Enhancements

- Aided in development of the facilities master plan.
- Developed the design of \$1 million academic support facility for student-athletes.
- Oversaw softball facility improvements.
- Partnered with campus and community partners on facility improvement plans for athletics training room and weight room.
- Assisted with men's and women's basketball locker room renovations.
- Monitored soccer and baseball field maintenance and improvements.
- Assisted with baseball stadium renovations.

Revenue Generation and External Relations

- Served on the Roadrunner Scholarship Fund Board that raised over \$700,000 in donations for scholarships with over three million in fundraising generated for the 2017-18 fiscal year.
- Created and oversee the Runners Varsity Club to engage alumni student-athletes. Secured over 60 new members and donors.
- Maintained relationship with University Advancement and attend monthly athletic development meetings.
- Served on softball facility capital fundraising committees and assisted with \$300,000 individual gift for softball facility.
- Secured \$75,000 gift for sports medicine and swimming and diving.
- Developed and secured \$870,000 NCAA Grant to support life skills and academic support. and assisted in securing a \$150,000 gift to name a computer lab.
- Developed and secured \$10,000 community grant to support female student-athlete leadership.

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- Increased ticket revenue for men's basketball resulting in consecutive sell-outs and quadrupled season ticket sales over two years and doubled season ticket sales for women's basketball.
- Served on Athletics Action Committee and assisted in efforts to increase attendance at athletics events. Implemented new ticketing for softball program.

ASSOCIATE DIRECTOR OF ATHLETICS

Georgia State University

August 2007 – July 2013

Atlanta, GA

Georgia State University is public research institution with over 50,000 students. GSU competes at the NCAA Division I FBS level with 16 teams.

- Managed and oversaw all aspects of academic support, student affairs and community service for student-athletes.
- Served as sports administrator for women's soccer.
- Supervised six full-time and over 40 part-time staff.
- Managed staff development and oversee training for academic support team.
- Managed budgets for academic support, tutoring, summer school, student affairs and exhausted eligibility.
- Assisted in development of departmental strategic plan and FBS transition plan.
- Oversaw the implementation of an academic support plan and recruiting for new football program.
- Oversaw and designed new football academic facility and improvements to the existing academic facility for all other sports.
- Coordinated continuing eligibility certification for all student-athletes.
- Assisted with initial eligibility certification and financial aid.
- Created and taught transfer orientation course.
- Oversaw APR calculations, reporting and projections.
- Liaison to the Registrar and the Provost.
- Served on University Admissions and Standards Committee
- Served on Special Talents Committee (Admissions exceptions)
- Served on Senate Committee on Athletics
- Developed departmental graduate assistant/internship program and training.
- Increased student-athlete graduation rates by 20% over 7 years
- Student-Athletes maintained 3.0 or above GPA for twelve consecutive term and achieved highest graduation success rates in the Sunbelt Conference.
- Achieved over 90% graduation of men's basketball student-athletes over 7 years.
- Increased departmental APR scores to all-time high.
- Coordinated over 5000 hours of community service for student-athletes.

ASSOCIATE DIRECTOR OF ACADEMICS and CAREER DEVELOPMENT

University of Maryland (UMD)

August 2005 – July 2007

College Park, MD

UMD, College Park is a public research institution with over 39,000 students. The Terps compete at the NCAA Division I level in the Big Ten Conference and have 19 teams.

ACADEMIC COORDINATOR

North Carolina State University

August 2002 – July 2005

Raleigh, NC

NC State University is a public research-extensive land-grant university with over 33,000 students. The Wolfpack compete at the NCAA Division I level in the Atlantic Coast Conference with 23 teams.

ACADEMIC COORDINATOR

Georgia State University (GSU)

August 1997 – July 2002

Atlanta, GA

Georgia State University is public research institution with over 50,000 students. GSU competes at the NCAA Division I FBS level with 16 teams.

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Awards and Recognitions

2018 Division I Administrator of the Year, Women Leaders in College Sports
2018 “SheEducates” Award, ShePower Global
2018 NCAA Accelerating Academic Success Program Class 3 Grant Recognition

National/Conference Committees

Southland Conference Diversity, Equity and Inclusion Panel (2020 – present)
NCAA MOIC Committee, Chair (2017 – present)
Minorities Opportunities for Athletic Administrators (MOAA) – Board of Directors (2017 – 2020)
WAC Sports Management Committee (2016 – 2019)

National Presentations

“Specialized Retention Strategies”, 2018 NCAA AASP Conference
NCAA Presidents/Chancellors Roundtable, HACU 2017 Convention
“Runner Ready: Creating a Life Skills Program with Purpose and Uniqueness”, 2018 N4A National Convention.
“The #2: The Best Job in Athletics”, 2017 Emerging AD Academy
“The Academic Leader: A MOAA/N4A Panel Discussion”, 2017 N4A National Convention

Community Involvement and Outreach

Sports Advisory Council, Jefferson Parish Visitors Bureau (2020-present)
New Orleans Chapter, Links Inc. (2019-present)
Bakersfield Links STEAM Leadership Academy, Program Committee (2017-2018), National Trends and Services Committee Co-Chair (2018-2019)
Youth Mentor, Rose Program, Bakersfield, CA (2016)
ASTEP Program Mentor, Bakersfield College (2015)
Basketball Assistant Coach Mentor Program, BDS Agency (2016)
Kern High School District College Outreach (2016-2018)

Leadership Training/Advanced Education

National Collegiate Athletics Association (NCAA) Pathway Program (2020-present)
Women Leaders in College Sports – Member (2010 – present) 2017 EI Graduate, 2011 IAA Graduate
National Association of Athletic Development Directors (NAADD) – 2018 Diversity Award Recipient
Emerging Administrators Academy Advisory Board (2013 – present)
National Association of Basketball Coaches (NABC) Convention (2016)
ACE Women’s Network Forum (2015)
NACDA Senior Administrators Mentoring Institute (2015)
NCAA AASP Fundraising Workshops (2014)
CALs Athletic Director Symposium (2014 and 2016)
National Association of Academic Advisors for Athletics (N4A) – Board of Directors (2009-2011)
