

Dr. PAULA L. JACKSON

EDUCATION

**North Central University
Prescott Valley, AZ**

**Doctor of Philosophy in Education
Specialization, Athletic Administration**

**Clark Atlanta University
Atlanta, Ga.**

**Master of Business Administration (MBA)
Graduate School of Business Administration, Marketing Sequence
School of Business**

**Southern University
Baton Rouge, La.**

**Bachelor of Arts in Broadcast and Print Journalism
With A Minor in Public Relations
School of Communications**

CERTIFICATION AND PROFESSIONAL DEVELOPMENT

**2005 Graduate of the National Association of Collegiate Women Athletic Administrators
NACWAA/HERS Institute for Administrative Advancement.**

2006 Graduate of the Inaugural NCAA Leadership Institute for Ethnic Minority Females.

**2007 Graduate of the National Association of Collegiate Women Athletic Administrators
NACWAA Level II Institute for Administrative Advancement.**

2020 Graduate NCAA Pathway Program

EMPLOYMENT AND RELEVANT EXPERIENCE

**Hampton University
Hampton, VA.**

**Senior Women Administrator
Associate Director of Athletics
Chief Diversity and Inclusion Officer
August 2014 – Present**

PRESENT EXPERIENCE

Leadership & Strategic Planning

- Serve as the top administrator to the Director of Athletics and a member of the senior leadership team
- Responsible for the day-to-day internal operations for the department of athletics
- Serving as the chair of the Return to Play task force for post COVID-19
- Serve as the Title IX liaison and Chief Diversity and Inclusion Officer for the Department of Athletics
- Collaborated with the Director of Athletics to develop the proposal for conference realignment for the department from the Mid-Eastern Athletic Conference to the Big South Conference. Membership was effective July 1, 2018

- Planned and directed the implementation of three new sports: Women's Soccer and Men's Lacrosse (Plans started in December of 2014, competition began in August of 2015). Men's Lacrosse is the only HBCU Division 1 program in the country. Women's Triathlon began in the fall of 2019 and it is the first and only HBCU program and the 7th Division 1 program.
- Presently serve as sport administrator for Football, Men's Basketball, Men's and Women's Cross Country and Track and Field, Women's Volleyball, Women's Soccer, Cheerleading, Men's and Women's Golf, Softball, Men's Lacrosse, Men's and Women's Tennis and Women's Triathlon.
- Presently managing the scheduling of football games and have oversight of the scheduling of all competitions for the sports presently reporting to me
- Collaborated with the Director of Athletics to facilitate an all-inclusive deal for apparel with Under Armour;
- Oversaw the project to transition the football practice field to the new Women's Soccer field
- Oversaw the project to create locker rooms for Women's Soccer and Men's Lacrosse
- Created and serve as chair of the APR Task Force and served as the catalyst to revitalize the entire APR program, moving teams from potential penalty phase to award winning teams
- Created "Girl Talk" a mentoring initiative specifically for the female student-athletes
- Created "Conversations with the Women of Hampton Athletics" a professional development initiative specifically for the women in the Department of Athletics
- Crafted a grant proposal for the Accelerating Academic Success Program (AASP) that was funded by the NCAA for \$675,000, created and managed the Institutional Oversight Committee
- Manage the Game Day Operations staff for all football, men's and women's basketball, soccer and lacrosse competitions with the following areas as direct reports: facilities, ticket operations, marketing, sports information and Hampton Nation
- Managed the football staff transition process and served as chair of the search committee for a new head coach
- Developed and manage the "Fan Zone" tailgating area which created an additional revenue stream for the Department of Athletics growing from \$24k for homecoming the first year to almost \$200,000
- Crafted a grant proposal submitted to USA Triathlon that was funded for \$225,000. Funds were utilized to start the new Women's Triathlon program
- Through Presidential appointment serve on the Freshman Intake Committee
- Through Presidential appointment serve on the Hampton Day of Giving Committee which raised \$1.2 million in 24 hours
- Through Presidential appointment serve on the Phi Beta Kappa shelter chapter committee
- Through Presidential appointment serve on the Presidential Executive Extended Cabinet

Budget & Finance

- Collaborate with the Director of Athletics on the development and allocation of a \$19 million dollar departmental budget
- Personally manage a \$9.2 million dollar athletics scholarship budget
- Oversee the management of the budgets for all sports reporting to me as well as Compliance and Academic Service, and Sports Information
- Oversee all championship budgets
- Manage the allocation of funds from a \$675,000 grant and a \$225,000 grant
- Serve as the liaison for the Department of Business Affairs and Finance, and the Financial Aid Office

Development

- Personally responsible for an influx of \$1.4 million to the overall athletic budget
- Collaborate with the Director of Athletics to create strategic plans for long and short term fundraising goals
- Supervise the re-structuring of the development staff and Hampton Nation which includes oversight of all fund raising events
- Created a development/sponsorship plan for football and men's and women's basketball seasons which included 20 donor events across the country which garnered nearly \$300,000
- Collaborated with the Director of Athletics on the creation of the first priority seating program for football
- Managed alumni and donor engagement events during the 2017 and 2018 MEAC Basketball tournaments as well as the NCAA Women's Basketball tournament.

Academics, Compliance & Student Athlete Services

- Developed a strategic plan to expand the compliance and academic services areas to better serve student-athletes;
- Supervise eligibility, compliance, academic and student service staff and oversee all initiatives;
- Created the ***“Classroom on the Road”*** initiative to assist student-athletes with academic services while traveling to competitions. This initiative was funded by the AASP Grant;
- Developed ***“Pirate Partners”*** an initiative that strengthened the relationship between athletics and academics by creating mentorship opportunities between professors and teams. Through this initiative professors and Deans are invited to travel with teams to serve as tutors and mentor on the road.
- Serve as the athletic department liaison for the Registrar's Office, the Office of Admissions, the Office of Student Affairs and Office of International Student Relations;
- Personally crafted an academic improvement plan that successfully moved the football team out of the APR penalty phase to the highest scores in the Mid-Eastern Athletic Conference (MEAC) and fifth in the state of Virginia;
- The APR improvement plan also resulted in perfect scores of 1,000 for several teams, putting them in the top 10% in the nation;
- Created new initiatives that have resulted in a GSR for student-athletes of 79%
- Created a new compliance and academic services manual;

Human Resources & Personnel

- Manage 32 direct reports which includes head coaches, assistant coaches, administrative staff, graduate assistants and workstudy students;
- Manage a Game Day Operations staff of 25;
- Have oversight of the Intermural and Recreation Department and staff of 6
- Collaborate with the Director of Athletics on the recruitment, hiring, training and retention of all personnel;
- Served as the lead on the search committees for a head football coach, head volleyball coach, head soccer coach, head lacrosse coach, director of compliance, eligibility specialist, 4 athletic academic advisors, head cheer coach, head soccer coach and head women's triathlon coach.

NCAA, Conference & University Committees

- **NCAA:** The NCAA Accelerating Academic Success Program Grant Selection Committee
- **The Big South Conference:** Board of Administrators; Multimedia Development; Hall of Fame; Woman of the Year; Men's Soccer, Strategic Plan Sub-Committee for Championships and Student-Athlete Experience; Men's and Women's Track and Field; Men's and Women's Basketball Tournament; Task Force on Race, Diversity and Inclusion.
- **Mid-Eastern Athletic Conference:** Delegates Assembly; Chair of the MEAC Volleyball Championship 2014 - 2017; Woman of the Year Committee; Chair of the Indoor and Outdoor Track and Field Championships 2017;
- **Hampton University:** Presidential Extended Executive Cabinet; Presidential appointment to the Phi Beta Kappa shelter chapter committee; Presidential appointment to the Freshman Intake Committee; Presidential appointment to the Hampton University Day of Giving Committee; Hampton Nation Board of Advisors; Primary Administrator for the 2014 NCAA Volleyball Tournament, 2015 & 2016 NCAA Men's Basketball Tournaments, 2016 NCAA Indoor Track and Field Regionals, 2016 Women's NIT Basketball Tournament, 2017 NCAA Women's Basketball Tournament, 2017 CBI Men's Basketball Tournament, 2018 Men's NIT Basketball Tournament, 2019 Men's CIT Basketball Tournament, APR Taskforce (Chair); NCAA Accelerating Academic Success Program Oversight Committee (Chair); Homecoming Committee; International Student Academy

Recent Hampton University Athletic Accomplishments

- Women's Golf Student-Athlete Jakari Harris, received the 2019 Big South Christenberry Award for the highest GPA in the conference with a 4.3 in electrical engineering
- In 2018, 21 student-athletes were inducted into Chi Alpha Sigma (Student-athletes honor society)
- 65 student-athletes achieved a 3.0 -3.39 GPA
- 72 student-athletes achieved a 4.0 or higher GPA
- 6 student-athletes were recognized as Arthur Ashe Scholars over the last 2 years
- 2015 Hampton University won the 14th straight Mary McLeod Bethune Women's All-Sports Award
- A member of the women's track team was a finalist for the Rhodes Scholarship in 2016.

- 2017 Hampton University Commencement Valedictorian was a member of the women's track and field team.
- **Women's Volleyball**
 - 2014 MEAC Season Champion and Tournament Champion; Advanced to the 1st round of the NCAA tournament
- **Women's Golf**
 - S/A Cheryl Chua was featured on the Golf Channel as a part of the PGA Minority Collegiate Golf Championship Highlight Show
- **Women's Track**
 - 2014 MEAC Outdoor Champions
 - 2015 MEAC Indoor Champions
 - 2016 MEAC Indoor Champions (6th Consecutive Title)
 - 2019 Big South Indoor Champions
 - 2019 Big South Outdoor Champions
- **Men's Track**
 - 2016 IC4A Indoor Champions (1st HBCU to ever win this championship)
 - 2019 Big South Indoor Champions
 - 2019 Big South Outdoor Champions
- **Men's Basketball**
 - 2015 MEAC Tournament Champion; Advanced to post-season NCAA play-in game and moved on to the 16th seed
 - 2016 MEAC Season Champion and Tournament Champion; Advanced to post season NCAA Tournament as the 15th seed
 - 2017 4th place finish; advanced to post season CBI Tournament
 - 2018 MEAC Season Champion; advanced to the first round of the NIT
 - 2019 Advanced to the Round of 4 for the CIT Tournament
 - 2020 Big South Championship Runner-up
- **Women's Basketball**
 - 2015 MEAC Season Champion; advanced to post-season WNIT and earned the 1st post season win over Drexel
 - 2017 MEAC Tournament Champion (6th championship in 8 years); advance to 1st round of the NCAA Tournament as a 15th seed
- **Men's Lacrosse**
 - Hosted and was featured on *ESPN on the Road* as the 1st Division I HBCU Lacrosse team. The show was broadcast from Hampton University and featured the team and it transition from a club sport to a Division I program.
- **Co-ed Sailing**
 - 2016 Qualified for the College Sailing Nationals for the 1st time in program history (only HBCU program in the country)
 - 2017 Qualified for the College Sailing Nationals for the 2nd year in a row. Finished 9th in the country.
 - 2018 Qualified for the College Sailing Nationals for the 3rd consecutive year (still the only HBCU program in the nation).

- **Women's Tennis**
 - 2017 MEAC Northern Division Champion
 - 2018 MEAC Northern Division Champion
 - 2018 Coach of the Year
- **Women's Softball**
 - 2017 MEAC Northern Division Champion

Presentations and Interviews

- 2017 Association for Applied Sports Psychology Conference – Women In Sports Panel, January 2017
- Women Leaders in College Sports – Featured guest on the Women of Color Chat, April 2017
- Black College Experience Podcast – Featured guest, July 2017 and October 2019
- Bauce Magazine Article – 10 Successful Women of Color Reveal How They Got a Job in the Sports Industry, August 2017
- 7th Annual Minority Trailblazers in Sport Conference – Founder and Moderator, April 2018
- 2018 Women Leaders in College Sports – Women of Color Panel Committee; Featured panelist, Supervising Male Coaches, October 2018
- 2019 Big South Head Coaches Professional Development Symposium, Featured panelist, Preparing for Your Next Coaching Job, May 2019
- NCAA Accelerating Academic Success Program Conference, Featured Panelist, The Importance of the SWA Designation, July 2019

OTHER ATHLETIC EXPERIENCE

Sports Enfocus
Atlanta, GA.

Sports Marketing and Athletic Consultant/Owner
January 2000 – Present

- Developed and presented presentations for the National Football Leagues' *NFL NEXT Player Engagement Career Transition Program*. The presentations are specifically designed for NFL Alumni who are interested in careers in collegiate athletics after retirement.
- Developed presentations to educate high school clients on the college recruiting process and assist with preparation for the transition from high school athlete to collegiate student-athlete and also educate them on the requirements and responsibilities associated with becoming and remaining eligible as a collegiate student-athlete.
- Developed marketing, public relations and development plans and proposals for sports entities and personalities as well as events for non-profit organizations to garner corporate sponsorships.
- Created and managed the Minority Trailblazers in Sports Conference geared towards students and professionals interested in careers in sports. Responsibilities include marketing, public and media relations, sponsorship, contract negotiations, development of itinerary and speakers' panel and management of budget. This conference has been in existence since 2000.
- Developed promotional collateral for the State Farm Bayou Classic, the largest African American sporting event in the country at the time.

Alabama State University
Montgomery, AL.

Senior Woman Administrator
Assistant Director of Athletics for Compliance
February 2011-November 2011

- Served as a member of the senior leadership team
- **Appointment:** Southwestern Athletic Conference APR Task Force
- **Appointment:** Southwestern Athletic Conference Basketball Committee
- Responsible for maintaining institutional control of NCAA compliance and for monitoring systems that assist the University in complying with all University, Southwestern Athletic Conference and NCAA rules and regulations.
- Acted as liaison to the Southwestern Athletic Conference and NCAA for interpretations and eligibility issues and prepared all NCAA, Southwestern Athletic Conference or University waivers.
- Served as the Senior Woman Administrator and departmental liaison on all gender equity and Title IX issues.

Mississippi Valley State University
Itta Bena, MS.

Senior Woman Administrator
Associate Director of Athletics
August 2009 – February 2011

- Served as the top administrator to the Director of Athletics and a member of the senior leadership team
- Responsible for the management and direction of the departments overall budget and served as the department liaison to the institution's Office of Business and Finance.
- Managed the day to day internal operations of the athletics department.
- Served as Director of Compliance and Eligibility which included but is not limited to initial eligibility certification, monitoring progress towards degree, and conducting education sessions for student-athletes, coaches, staff, campus entities, parents and alumni on NCAA Compliance.
- Supervised 7 administrative staff members.
- Responsible for the management of 14 sports which included full staff management and evaluations.
- Served as the Tournament Director for the Southwestern Athletic Conference (SWAC) Soccer Championship.
- Developed an academic enhancement plan which resulted in a team not reaching occasion three penalties but being awarded for the highest APR in the conference.
- Served on the facilities planning committee which was engaged in the renovation of the football stadium and basketball gymnasium.
- Served as game day operations manager for football and men's and women's basketball.
- Served as the Title IX Liaison for Mississippi Valley State University.

Lincoln University
Jefferson City, MO.

Director of Athletics
June 2008 – July 2009

- Gained the distinction of being the only African American female athletics director to have 2 NCAA National Championships within the same year
- Developed and implemented a plan for conference realignment moving the department from the Heartland Conference to the Mid-American Intercollegiate Athletic Association
- Negotiated the first all-inclusive apparel contract for the department.

- Created the Blue Tiger Sponsorship Initiative and the Thousand Paw Club as fundraising initiatives.
- Initiated the development of the first athletic department website.
- Developed the first season ticket program for football.
- Created relationship with campus radio station KJLU Radio Station to air football games and select basketball games.
- Directed the implementation of Blue Tiger Summer Camps for Kids.
- Nominated and unanimously voted to the Board of Directors of the Minority Opportunities Athletics Association (MOAA).

**Savannah State University
Savannah, GA.**

**Interim Director of Athletics
October 2007 – June 2008**

- Managed the re-organization of the football program which included the oversight of recruiting, management of the budget, and development of a 5-year football schedule
- Managed the football staff transition process and served as chair of the search committee for a new head coach
- Directed the intercollegiate athletic program by providing leadership and overall direction in a manner consistent with the institution's mission.
- Established the overall athletic department's goals, objectives and strategies.
- Responsible for the oversight of the department's operating budget.

**Savannah State University
Savannah, GA.**

**Assistant Director of Athletics/
Senior Woman Administrator
Director of Compliance
September 2005 – October 2007**

- Serve as the top administrator to the Director of Athletics and a member of the senior leadership team
- Provided daily operations management for all athletic programs and projects, including support for coaching staff.
- Managed all compliance related activities for the Department of Athletics, including providing education sessions to staff, student-athletes, prospective student-athletes, parents/guardians and program supporters.
- Assisted the Director of Athletics in coordinating the institution's NCAA certification process.
- Provided leadership in attaining Title X compliance by developing and implementing a comprehensive gender equity plan and minority equity plan and created committees to monitor both.
- Developed and implemented a policy and procedures manual for travel as well as camps and clinics.
- Chaired the search committee for a head softball coach, head volleyball coach, head baseball coach and head football coach.
- Served as sport administrator for volleyball, softball, baseball, and men's and women's golf
- Served as interim volleyball coach and achieved the first tournament victory in 6 seasons.
- Promoted to Senior Woman Administrator after 11 months of employment.
- Crafted the proposal that moved the Department of Athletics from Independent Status to membership in the Mid-Eastern Athletic Conference

**Morehead State University
Morehead, KY.**

**Senior Woman Administrator
Assistant Director of Athletics/
Director of Marketing and Promotions/Compliance
May 2004 – September 2005**

- Serve as the top administrator to the Director of Athletics and a member of the senior leadership team
- Served as the administrator of all women's sports which encompassed hiring, gender equity, fiscal responsibility and academics.
- Managed all compliance related activities for the department which included the education of staff, student-athletes, parents/guardians and program supports. Also served as liaison to the Pioneer Football League, Ohio Valley Conference and the NCAA.
- Official departmental representative on Title IX, gender equity & diversity and inclusion issues
- Served as co-chair of the athletics department budgetary committee.
- Served as the sport administrator for soccer, baseball, softball and rifle.
- Chosen to serve as the institutional representative for the Ohio Valley Conference (OVC) Soccer Championship.
- Developed and implemented "Girl Talk", a forum for female student-athletes.
- Responsible for departmental oversight for all sports camps and clinics which included staff and budget management.
- Supervised all-game day operations staff for home football and basketball games.
- Promoted to Director of Marketing and Promotions after 10 months of employment.

**Clark Atlanta University
Atlanta, GA.**

**Senior Woman Administrator
Assistant Director of Athletics
June 2001-May 2003**

- Serve as the top administrator to the Director of Athletics and a member of the senior leadership team
- Served as the official representative for the Athletics Department on all Title IX and gender equity issues.
- Coordinated all travel arrangements for all 13 sports which included the coordination of bid proposals as well as contract negotiation with transportation companies, hotels and other vendors and managed the budget.
- Served as SWA Committee Chair for the Southern Intercollegiate Athletic Conference (SIAC)
- Manager of all head coaches (except football), involved with season-goal setting and evaluation.
- Created marketing proposals for the department, which garnered sponsorship for television broadcast.
- Managed all game day operations, including pre-game and halftime productions for football and men's and women's basketball.

Clark Atlanta Athletic Booster Association, Inc.
Atlanta, GA.

**Director of Development and
 Event Management**
June 2003 – May 2004

- Implemented new development programs and fund raising initiatives and developed database management systems for association membership.
- Managed the CAABA Hall of Fame Breakfast and Induction Ceremony.
- Developed premium packages for membership levels and managed football season ticket distribution

Atlanta Falcons
Atlanta, GA.

Public Relations Game Day Operations Staff
August 1999 – May 2004

- Managed the dissemination of media credentials for five seasons for all home football games
- Assisted with the distribution of quarter and end of game statistics.
- Assisted with the writing and distribution of post-game quotes by coaches and players.

MARKETING AND PUBLIC/MEDIA RELATIONS EXPERIENCE

Paladin Public Relations
Atlanta, GA.

Account Manager
January - October 2000

- Served as a consultant to public relations companies or departments specifically geared towards sports and entertainment.
- Coordinated the recruitment and placement of freelance public relations talent and developed marketing plans to present talent to potential clients.
- Developed sales strategies to garner new or additional business.

MTV Networks Affiliate Sales and Marketing
Atlanta, GA.

Marketing and Sales Manager
February 1998 – December 1999

- Managed cable accounts of 10,000 subscribers or less and negotiated contracts with cable companies to secure new or additional services.
- Assisted with the development of marketing materials for the “Rugrats Tour” and “VH1 Divas Live”.
- Was a member of a sales team that increased sales to affiliates with 10,000 subscribers or less, by 117%, setting a company record.

MANAGEMENT/ADMINISTRATIVE EXPERIENCE

Burks Bailey Mann
Atlanta, GA.

Vice President of Marketing and Public Relations
October 1992 – May 1997

- Managed the New Business Center for the Property and Casualty division.
- Implemented new marketing program and developed marketing strategies to cultivate new business.
- Created the Sports and Entertainment Division, managed a \$20 million dollar book of business and served as manager for 3 years.

TAFT International (Today's Athletes For Tomorrow)
Atlanta, GA.

**Assistant Director of Marketing
And Promotions**
August 1991 – October 1992

- Created strategic marketing plans to present professional athletes for endorsement opportunities.
- Managed contract negotiations for special appearance.

AFFILIATIONS

- **Minority Opportunities Athletic Association (MOAA) Former Board of Directors Member and Chairperson of the Public Relations and Communications Committee;**
- **Women Leaders in College Sports (formerly National Association of Collegiate Women Athletics Administrators, NACWAA) Foundation Fund Committee; Education and Professional Development Committee, Former Chairperson of the Marketing Committee, Nominating Committee member; Legislation and Governance Committee**
- **National Association of Collegiate Directors of Athletics (NACDA);**
- **National Association for Athletic Compliance (NAAC)**
- **Women In Sports and Events (WISE);**
- **National Association of Black Sports Executives and Administrators;**
- **Kiwanis International;**
- **Delta Sigma Theta Sorority, Incorporated**
- **Southern University Alumni Foundation (Life Member)**