

# KURT M. McGUFFIN

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## EXECUTIVE PROFILE

### DIRECTOR OF ATHLETICS Integrity ▪ Excellence ▪ Loyalty

**18 years of experience in directing the vision, value, mission, and strategic goals for the department of intercollegiate athletics, providing leadership in administration and revenue development planning. Develop and implement athletic programs to promote student-athletes to fully develop academic and athletic potential. Generate pride and enthusiasm in students, alumni, and community.**

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## CAREER MILESTONES

- Achieved the highest student-athlete grade point average in history of the school and set an all-time high for graduation rate and community service hours.
- Significantly increased revenue generation to annual and endowment giving 30%.
- Capital campaign produced five of top ten gifts in university history, finishing \$13M in building enhancements.
- Successfully added six additional sports to bring total to sixteen.
- Collaborated to initiate a Master in Sport Business Management, adding 20 graduate assistants to staff.

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## EXPERIENCE

### MISSOURI WESTERN STATE UNIVERSITY, St. Joseph, MO ▪ 2011 - Present DIRECTOR OF ATHLETICS

Direct and oversight for a successful Division II intercollegiate athletic program participating in the MIAA Conference. Manage a staff of 58 and operation budget of \$5M. Interface closely with Office of Advancement and Foundation on fund management and development. Sustain a culture of sportsmanship, professionalism, and respect at all levels. Collaborate with Student Administrative Office and Admissions on the recruitment and retention of student athletes, University Affairs and the media on publicity and reporting of athletic events and results.

- **Generated 30% increase in annual giving** - new benefit levels, focus on one to one development, record season ticket sales for football, and volunteer board involvement.
- **Secured 5 of the top 10 major gifts in university history** - resulting in \$6 million, the single largest athletic gift in university history (\$1.1 million), 2015.
- **Completing \$13M in athletic facility enhancements**, Spring 2016.
- **Produced athletes with the top five GPAs** - in school history in the last 5 semesters by initiating a new athletic academic program with emphasis on mentoring and degree completion.
- **Ranked in the top 100 Learfield Cup** - first ever, leading the program from 287.
- **Led NFL-Kansas City Chiefs Training Camp**, 2012-Present - renegotiated contract, 2015.
- Committees: NCAA Men's Golf and Basketball Regional Ranking, MIAA Task Force on Cost Containment, MIAA Championship and Officiating, University Strategic Planning, Governance Council, University Master Planning, President's Cabinet.

**UNIVERSITY OF COLORADO, Boulder, CO ▪ 2010-2011**

**ASSISTANT ATHLETIC DIRECTOR**

**DIRECTOR OF ATHLETIC DEVELOPMENT**

- **Increased total giving 15%** - adding 600+ new members in first year by establishing fundraising goals, implementing new donor database, revamping process of daily donations, and planning special events.
- **Assisted in \$12M court sport facility** - through fundraising and development.
- **\$1.5B University Capital Campaign** - by maintaining relationship with alumni association and campus partners, and monitoring endowment giving and scholarship program.
- **Directed fundraising efforts of a 16 Division I men's and women's sport program.**

**KANSAS STATE UNIVERSITY, Manhattan, KS ▪ 2000-2010**

**SENIOR ASSOCIATE ATHLETIC DIRECTOR FOR EXTERNAL OPERATIONS**

- ◆ Completed over \$25 million in facility enhancements and led \$90 million "Changing Lives Campaign."
  - ◆ Increased annual giving 50% and endowment by over 70%
  - ◆ Sports administrator for men's basketball, cross country, track/field and golf
  - ◆ Led the development and implementation of department strategic plan
- ◆ Oversaw all external units responsible for revenue over \$28 million and budgets of \$12 million
  - ◆ Negotiated contracts for apparel (Nike), multimedia (Learfield) and Cars program

**ASSOCIATE ATHLETIC DIRECTOR FOR DEVELOPMENT**

**ASSISTANT ATHLETIC DIRECTOR FOR ANNUAL GIVING**

**ASSISTANT DIRECTOR OF ATHLETIC DEVELOPMENT**

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**EDUCATION**

**WICHITA STATE UNIVERSITY, Wichita, KS**

**Master of Science in Education**

**KANSAS STATE UNIVERSITY, Manhattan, KS**

**Bachelor of Science in Education**

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**PUBLIC SPEAKING ENGAGEMENTS**

**National Association of Collegiate Directors of Athletics**

"Leadership in Athletic Administration"

"Making the Move"

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**MEMBERSHIPS AND AFFILIATIONS**

**National Association of Collegiate Directors of Athletics (NACDA)**

**National Association of Development Directors (NADD)**

**MIAA**

(Cost Containment Committee ▪ Championships and Officiating Committee)

(NCAA Men's Golf Ranking Committee, Men's Basketball Committee)