

Steven J. Schofield

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PROFESSIONAL EXPERIENCE

University of Northern Iowa, Cedar Falls, Iowa

Deputy Director of Athletics/External Operations (*July 2015-present*)

Associate Director of Athletics/External Operations (*January 2014-June 2015*)

- Serve on the Athletic Director's Cabinet
- Develop and oversee implementation of integrated branding and marketing strategy, including budget management
- Supervise 10 full-time coaches and staff
- Manage student athletic groups; develop methods to enhance student engagement
- Liaison to University ticketing management (UNItix) and Learfield/IMG Ticket Solutions
- Liaison to Panther Sports Properties – Learfield Sports
- Oversee development and growth of new media opportunities
- Enhance overall fan experience at all UNI athletic events
- Manage the licensing and trademark program; liaison to Learfield Licensing Partners
- Oversee Athletic Communications Office
- Directed campus implementation of the inaugural season of “The Valley on ESPN3”
- Oversee athletic equipment room and administer department-wide Nike contract
- Co-creator and Executive Producer of “UNI Basketball All-Access” television show documenting the 2014-15 men's basketball season
- Creator of the inaugural “Run4UNI” to benefit the Panther Scholarship Club

Associate Director of Athletics/Internal Operations (*August 2010-December 2013*)

- Assisted the Director of Athletics with every aspect of managing a competitive Division I, Football Championship Subdivision athletics program
- Served as a member of the Athletic Director's Cabinet
- Provided direct administrative and budget oversight for men's golf, women's golf, women's soccer, women's swimming and diving, women's tennis, men's track and field/cross-country, women's track and field/cross-country and wrestling
- Provided direct oversight of equipment room, assistant business manager and department administrative assistant
- Direct supervision of 17 full-time coaches and staff
- Successfully chaired head coaching searches in women's swimming and diving, women's tennis, men's and women's track and field/cross-country, and wrestling
- Planned and successfully hosted conference tournaments and NCAA postseason events in football, soccer, women's tennis, track and field, volleyball, and wrestling
- Assisted in the planning and development of facility projects, including the West Gym renovation, the McLeod Center ticket office addition, UNI-Dome administrative office complex, and basketball and volleyball locker room/team room renovation
- Participated in the development and implementation of marketing plans in selected sports
- Participated in revenue generation discussion as it relates to men's basketball, football, women's basketball, and volleyball
- Administered the Student-Athlete Code of Conduct and Drug Testing Policy
- Oversaw all institutional sports camps

Associate Director of Athletics/Student Services (*May 2009-July 2010*)

- Managed all compliance operations for the Athletics Department to ensure compliance with NCAA, Missouri Valley Conference, and institutional rules and regulations
- Supervised two full-time athletic academic advisors and a graduate assistant
- Coordinated and served as liaison to the Student-Athlete Advisory Committee
- Provided direct administrative oversight for women's tennis and wrestling
- Participate in development and implementation of marketing plans in selected sports
- Participate in revenue generation discussion as it relates to men's basketball, football, women's basketball, and volleyball

Assistant Director of Athletics/Compliance (*August 2006-April 2009*)

- Managed all compliance operations for the Athletics Department to ensure compliance with NCAA, Missouri Valley Conference, and institutional rules and regulations
- Successfully developed and implemented a model of compliance for a competitive Division I/FCS athletics program

Florida State University, Tallahassee, Florida

Assistant Director of Athletics/Compliance (*January 2006-July 2006*)

- Directed day-to-day operations of the Athletics Compliance Office
- Primarily responsible for financial aid/scholarships, NCAA rule interpretations, sports agents, and rules education
- Wrote and submitted NCAA and ACC waiver requests
- Investigated and self-reported instances of NCAA violations, as necessary

University of Maryland, College Park, Maryland

Assistant Director of Athletics/Compliance (*February 2005-December 2005*)

- Directed day-to-day operations of the Athletics Compliance Office
- Directly supervised two full-time staff members and one intern
- Developed and implemented a comprehensive rules education program
- Implemented use of Microsoft Access databases to track prospective and current student-athletes, violations, waivers and rules interpretations

University of Minnesota, Minneapolis, Minnesota

Assistant Director of Compliance (*June 2003-January 2005*)

- Assisted in all areas of NCAA Division I compliance program
- Advised coaches and staff on NCAA and Big Ten Conference rules interpretations
- Liaison to several departments within Athletics, including Marketing, Athletic Communications, and Golden Gopher Fund
- Compiled and submitted data for the inaugural year of the NCAA Academic Performance Program

OTHER EXPERIENCE

Arizona State University

Graduate Assistant for Compliance and Student-Athlete Recruitment (*August 2001-May 2003*)

Cornell University

Athletic Compliance Intern (*September 2000-July 2001*)

EDUCATION

Arizona State University, Tempe, Arizona

Master of Education, Higher and Postsecondary Education (*May 2003*)

University of Northern Iowa, Cedar Falls, Iowa

Bachelor of Arts, General Studies, emphasis in Business, Education, and Humanities (*May 2000*)

PROFESSIONAL DEVELOPMENT/SERVICE

- Member, Boys and Girls Club of Northeast Iowa Facility Feasibility Committee (*2016*)
- Member, Search Committee for UNI's first ever Chief Diversity Officer position (*2016*)
- Board of Directors, Cedar Falls Tourism and Visitors Bureau (*2015-present*)
- Member, Campus Opening Committee (*2014-present*)
- Member, National Association of Athletics Compliance Coordinators (*2005-present*)
- Member, Minors on Campus Policy Committee, University of Northern Iowa (*2012-14*)
- Board Member, Healthy Campus Coalition, University of Northern Iowa (*2012-14*)
- Participant, Collegiate Athletics Leadership Symposium (*2011, 2012, 2013, 2015*)
- NCAA Site Representative, NCAA Volleyball 1st and 2nd Rounds, University of Kansas (*2012*), University of Minnesota (*2013*), University of Wisconsin (*2014*)
- Internal Advisory Board Member, Center for Violence Prevention, University of Northern Iowa (*2011-2012*)
- Ex officio member, Intercollegiate Athletics Advisory Council, University of Northern Iowa (*2006-2010*)
- Ex-officio member, Faculty Athletic Council, University of Maryland (*2005*)
- Ex-officio member, Faculty Advisory Committee on Athletics, University of Minnesota-Twin Cities (*2004*)
- Co-taught graduate-level course titled "Collegiate Athletic Governance and Regulations" at the University of Minnesota-Twin Cities (*2004*)
- Co-taught "Student-Athlete Success" class required for all freshmen and first-year transfer student-athletes at Arizona State University (*2002*)