

FACULTY SENATE

February 19, 2019

UNIVERSITY OF MISSOURI
KANSAS CITY
== ATHLETICS ==



Dr. Brandon Martin

UMKC Director of Athletics



Background and Introduction

Los Angeles, California native

Family - Rosemary (Wife), Germany (17), Riley (9),
Brandon (6)

Former NCAA Scholar-Athlete; 4-year Letterwin-
ner and Team Captain in Basketball at USC

Caracas Cocodrilos - Caracas, Venezuela
Venezuela Basketball Association (1998)

Beijing Ducks - Beijing China
China Basketball Alliance (1997)



Background and Introduction

University of Southern California - Los Angeles, California

- Doctor of Education - Higher Education Administration (2005) | Outstanding Dissertation of Year - Rossier School of Education
- Master of Education - Postsecondary Administration and Student Affairs (2002)
- Bachelor of Science - Primary Education (1996)

Professional Experience - Athletics Administration

California State University, Northridge - Northridge, California

Director of Athletics (2013-2018)

University of Oklahoma - Norman, Oklahoma

Senior Associate Athletics Director (2010-2013)

University of Southern California - Los Angeles, California

Senior Associate Athletics Director (2005-2010)

Assistant Athletics Director (2000-2004)

**UNIVERSITY OF MISSOURI
KANSAS CITY
ATHLETICS**



Professional Activities

NCAA - National Collegiate Athletics Association

- Committee on Academics - Member (2015-2018)
- Accelerated Academic Success Athletics Director Task Force - Chair
- Curriculum Developer, Presenter, and Mentor for Division 1 Pathway Program

Big West Conference

- Men's Basketball Advancement Committee - Chair
- Strategic Planning Committee - Member
- Diversity & Inclusion Committee - Member

NACDA - National Association of Collegiate Directors of Athletics

- Division 1 AAA - Executive Committee
- Mentoring Institute - Program Coordinator



First 100 Day Vision and Goals



- Establishment of priorities to be in alignment with, and support of, the educational mission of the University.
- Build an External Relations staff that is focused on increased ticket sales, marketing, sponsorships and fundraising.
- Develop a master plan for facilities, related to a specific focus on Swnney Recreation Center and Durwood Stadium.
- Create focus on organizational structure and professional planning. This relates to defining roles of the Athletic Leadership Team; creation of proper reporting system for all operational units; development of departmental priorities and goals for 2019.
- Provide proper education and training for coaches as it relates to student-athlete communication, Title IX, team rules and policies.



Academic Excellence - Fall 2018

3.35

CUMULATIVE GPA
FOR ALL
STUDENT-ATHLETES

91%

GSR, D1 AVERAGE IS
88%.

15/16

TEAMS AT OR ABOVE
CUMULATIVE 3.0.

91%

AFRICAN-AMERICAN
MALES GSR.

Operational Priorities - 2019

- Student-Athlete Welfare/Academic Excellence
- Departmental Planning and Processes - Strategic Planning/Fall 2019
- Compliance and Risk Management
- Fiscal Responsibility
- Athletics Development/Annual Giving and Major Gifts
- Sport Program Administration



Head Coach Expectations

- At UMKC, we recognize the Head Coach as a leader, teacher and guide.
- We acknowledge that our student-athletes will be deeply-impacted by our coaches.
- We are certain that our coaches are individuals of high character and deep expertise.
- We recruit, hire, train and partner with our coaches according to these expectations:



Head Coach Expectations

MISSION & CORE VALUES

- Support the mission and core values of the Athletics Department.

RECRUITING

- Recruit individuals who have exhibited high potential to perform according to Athletics Department, Conference and NCAA standards.

ACADEMIC ACHIEVEMENT

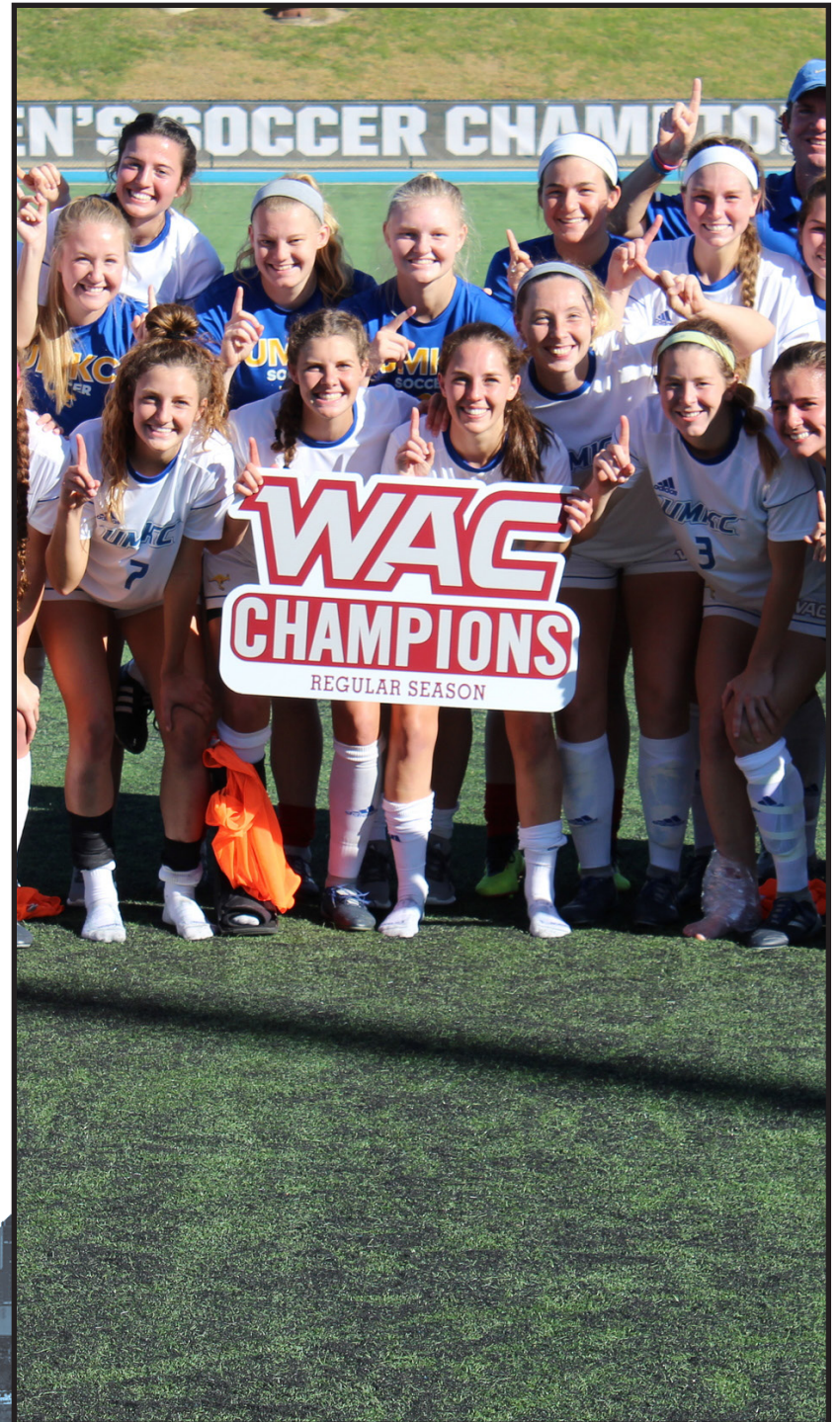
- Reinforce academic achievement and graduation as our top priority.

COMPLIANCE

- Use departmental resources for education, interpretation and advice.
- Responsible for full compliance with University, Department and NCAA regulations.

ATHLETIC EXCELLENCE

- Be diligent in preparation to compete aggressively to win championships.



Head Coach Expectations

FISCAL RESPONSIBILITY

- Collaborate on development of a responsible budget for your respective sport.
- Responsible for the efficient use of all department resources.

PROFESSIONAL CONDUCT

- Understand that the logo is always on as you model professional behavior.

PROFESSIONAL DEVELOPMENT

- Commit to ongoing professional development and lifelong learning.

FUNDRAISING

- Invite friends of the program to connect to the Athletics Department in a meaningful way in order to create resources to support sport programs.



Questions and Discussion

UNIVERSITY OF MISSOURI
KANSAS CITY
== **ATHLETICS** ==

