

Travis M. Whipple

Professional Profile

- Seeking an opportunity to become Director of Athletics at California State University San Marcos. We will build a program of excellence that is committed to graduating champions.
- Experienced administrator and proven leader.
- Dedicated to enhancing the student-athlete experience.

M.S. Education

Educational Leadership-Sports Management

Winona State University, Winona, MN. [REDACTED]

Bachelor of Science Education

Winona State University, Winona, MN. [REDACTED]

Magna Cum Laude

Key Accomplishments

- Developed a multi-year athletic strategic plan for FLC while building a program of excellence that serves as a rallying point and area of pride for all constituents.
- Generated a \$4M partnership to establish a sports performance center while doubling overall external support at FLC.
- FLC student-athletes served over 3,000 hours annually, achieved a 3.25 GPA, and elevated to the top 20 in the Fall DII All-Sports Cup.
- Created and instituted a plan to grow the athletic contribution margin at NCU from \$1.7M to \$3.2M.
- Partnered with Learfield to generate \$7M for Little Rock.
- Raised \$2M for a practice facility project at Cotter.
- Increased external revenue at Little Rock by \$1M annually.
- Secured a \$250,000 major gift for weight room enhancements at Texas A&M–Corpus Christi.
- Raised \$150,000 for scoreboards and athletic facility upgrades at Cotter.
- Secured a \$60,000 major gift for locker room enhancements at Texas A&M–Corpus Christi.
- Marketing oversight that generated a 167% increase in home attendance. Sold out the Jack Stephens Center on multiple occasions.
- Oversight of the Lone Star Football Festival, which attracted twenty-five thousand fans to Cowboys Stadium. This event was televised live on NBC in four major markets throughout Texas.
- Entered into a partnership with Fox Sports Southwest which provided the Lone Star Conference with regional exposure on television.
- Developed a broadcasting partnership with KRIS Communications to televise all Islander basketball games.
- Restructured the corporate partnership programs at Little Rock, UIS, and Winona State University to increase revenue and provide a better relationship with sponsors. Started the corporate partnership program for the JSC.
- Wrote five award-winning NCAA Enhancement Grants. These grants funded positions for three years at NCU, WSU, UIS, and FLC.
- Successfully implemented a zero-based budgeting system for multiple organizations.

Employment

Director of Athletics | Fort Lewis College | July 2022-Present

- Provides strategic and visionary leadership
- Creates and maintains a culture of excellence that enhances the student-athlete experience
- Recruits, mentors, and develops departmental staff
- Ensures the department remains in compliance with NCAA, conference, and institutional rules
- Conducts the department with an emphasis and commitment to diversity, equity, and inclusion
- Leads an active program to develop new revenue streams for the support of student-athletes and all programs
- Collaborates with campus to advance the mission of the institution
- Manages athletic budgets to sustain healthy operations and activities while adhering to budget parameters
- Partners with key stakeholders and maintains excellent public relations
- Serves on the President's Cabinet and President's Budget Advisory Committee
- Manages a nationally competitive club sports program

Vice President & Director of Athletics | Crown College | July 2021-July 2022

- Served as Director of Athletics at NCU before being elevated by my direct supervisor to Vice President at Crown
- Strategic planning for the college while developing a culture of excellence
- Department oversight of institutional advancement, athletics, and the campus store
- Hire and evaluate coaching, program, and administrative staff
- Represent the department and institution at the conference, regional, and NCAA level
- Provide leadership in directing all elements of the budget and revenue generation process for all departments
- Plan, resource, and execute institution-related events and athletic competitions
- Enhance the student-athlete experience while being a visible and engaging leader
- Partner with key stakeholders
- Recruit, train, and develop all staff
- Serve on the President's Cabinet

Director of Athletics | North Central University | June 2020-July 2021

- Strategic planning and oversight of the department
- Hire and evaluate coaching, program, and administrative staff
- Represent the department and institution at the conference, regional, and NCAA level
- Provide leadership in directing all elements of the budget and revenue generation process
- Plan, resource, and execute athletic competitions
- Enhance the student-athlete experience while being a visible and engaging leader
- Partner with key stakeholders
- Recruit, train, and develop all staff
- Institute a championship culture of excellence
- Chair of the Student Experience Strategic Planning Committee
- Co-Chair of the External Diversity Action Council
- Serve on the President's Council

General Manager | Oral Roberts University | May 2019-June 2020

- Provide vision, direction, and support for all team members
- Manage \$3M in traditional and digital assets
- Create and implement a strategic business plan
- Deliver on individual and team revenue goals
- Develop and maintain lasting relationships with local, regional, and national corporate partners
- Establish inventory, revenue projections, and overall strategy for the property
- Recruit, train, and develop all staff
- Oversee broadcasting talent and ensure the highest quality programming, coverage, and presentation
- Design an elite partnership program for sponsors at \$25,000 and above
- Develop an annual fiscal budget
- Creation and implementation of marketing plans
- Research industry standards and implement innovative best practices

Deputy Director of Athletics: External Operations | Texas A&M-Corpus Christi | June 2017-May 2019

- Sport oversight of men's basketball, volleyball, beach volleyball, golf, and tennis
- Unit oversight of the corporate partnership program, development, marketing, communications, event management, and the box office
- Strategic planning for department, management, budget oversight, hiring, and staff supervision
- Major gifts
- Prospecting, cultivating, soliciting, and stewarding donors
- Development of season ticket and marketing plans
- Management of various external boards
- Public relations, radio, television, licensing, community outreach, and promotional campaigns

Assistant Director of Athletics: External | University of Arkansas at Little Rock | June 2015-June 2017

Director of Athletics & Advancement | Cotter Schools | June 2014-June 2015

Associate Athletic Director | University of Illinois Springfield | June 2013-June 2014

Assistant Athletic Director | Winona State University | December 2008-May 2011; June 2012-June 2013

Assistant Commissioner | Lone Star Conference | May 2011-June 2012