



## **Winston-Salem State University Athletic Director**

### **About Winston-Salem State University**

Winston-Salem State University (WSSU), founded in 1892, is a distinguished historically Black university with a rich legacy of leadership, innovation, and academic excellence. Serving approximately 5,000 students on its picturesque 117-acre campus, WSSU provides a transformative educational experience across a wide range of undergraduate and graduate programs. The University is nationally recognized for its strength in STEM, health sciences, teacher preparation, business, and the arts, and is consistently ranked among the nation's top universities for social mobility, value, and impact. Students benefit from small class sizes, dedicated faculty mentorship, and hands-on experiential learning opportunities that prepare them to thrive in an increasingly competitive global economy.

WSSU's commitment to student success and leadership development is evident through a variety of innovative programs and initiatives. The University has established strong partnerships with local, regional, and national organizations, allowing students to engage in meaningful research, internships, and service opportunities. Over the past decade, WSSU has celebrated historic milestones, including record graduate enrollment, expansion of signature academic programs, and significant investment in campus infrastructure that enhances learning and community engagement. The campus itself is a vibrant blend of historic charm and modern facilities, offering a dynamic environment where academic, athletic, and cultural pursuits intersect.

At the helm of this thriving institution is Chancellor Bonita J. Brown, the University's 14th chancellor and first permanent female leader. Chancellor Brown has been instrumental in advancing WSSU's mission of excellence and innovation. Under her leadership, the University has strengthened academic programs, elevated community engagement, and fostered a culture of achievement and pride among students, faculty, and alumni. Her visionary leadership, combined with a commitment to student success, and institutional prominence, makes WSSU a uniquely compelling place for talented professionals to contribute to the next chapter of the University's growth and impact.

WSSU's rich history, coupled with its forward-looking vision, provides an extraordinary platform for leaders who are passionate about education, community engagement, and shaping the future of a nationally recognized HBCU. The University's alumni network is vibrant and engaged, with graduates who have gone on to excel in leadership roles across business, government, education, healthcare, and athletics. Joining WSSU means becoming part of a legacy that combines tradition with innovation, offering the chance to make a lasting impact on students, the University, and the broader community.

### **About WSSU Athletics**

Known as the Rams, Winston-Salem State University sponsors 11 NCAA Division II sports programs and competes in the Central Intercollegiate Athletic Association (CIAA), building a long-standing tradition of excellence across all sports. WSSU Athletics is nationally recognized for its commitment to both competitive success and student-athlete development, fostering leadership, discipline, and community engagement. Historic accomplishments include the 1967 NCAA College Division Men's Basketball National Championship, making the Rams the first historically Black college to win an NCAA basketball title, and over the years, teams have earned numerous CIAA championships, NCAA Division II postseason appearances, and national recognition across men's and women's programs. Student-athletes excel academically, with an 83% graduation success rate and frequent recognition through All-CIAA Scholar-Athlete and NCAA Academic honors, while also engaging in community service that develops leadership and civic responsibility. Supported by modern facilities and comprehensive resources, WSSU Athletics provides an environment where student-athletes thrive, making the role of Athletic Director an opportunity to lead a department with a storied legacy, sustained success, and a strong culture of academic, athletic, and personal achievement.

## Position Overview

Reporting to the Chancellor, the Athletic Director will serve as a visionary and strategic leader responsible for elevating WSSU Athletics to new levels of excellence. The Director will provide strategic leadership, oversight, and innovation, strengthening the University's athletic identity while fostering holistic student-athlete development. This position requires an executive who can manage resources effectively, oversee facilities, cultivate alumni and donor relationships, enhance the department's brand, and maintain compliance with NCAA, CIAA, Title IX, and state and institutional policies. The Director will partner closely with Chancellor Bonita Brown and university leadership to ensure that athletics programs support WSSU's mission of academic achievement, leadership development, and community impact.

## Duties and Responsibilities

- Provide visionary leadership and strategic planning for WSSU Athletics, advancing the department as a model of excellence aligned with the University's mission and strategic plan.
- Serve as a trusted partner with the Chancellor and university leadership, collaborating proactively to drive cross-campus initiatives that integrate athletics with broader institutional priorities.
- Champion the holistic development of student-athletes, prioritizing academic achievement, wellness, personal growth, and leadership alongside competitive success.
- Lead with integrity, accountability, and professionalism, fostering a culture of excellence, respect, and collaboration among staff, coaches, and student-athletes.
- Develop, recruit, mentor, and retain a talented team of coaches and administrators, providing professional development opportunities and promoting a culture of collaboration and excellence.
- Oversee all aspects of athletics operations, including budgeting, facilities management, game and event management, scheduling, marketing and media relations, ticket sales, sponsorships, fundraising, and general operations.
- Ensure full compliance with NCAA Division II, CIAA, Title IX, and state and institutional regulations, maintaining the highest standards of ethics and integrity.
- Partner with university offices such as Enrollment Management, Student Success, and Financial Aid to align athletics with recruitment, retention, and student support strategies.
- Develop and execute fundraising and revenue generation strategies, including alumni engagement, booster club initiatives, corporate partnerships, and philanthropic support.
- Represent WSSU Athletics regionally and nationally, enhancing the University's visibility, reputation, and community partnerships.
- Leverage athletics facilities for institutional impact and community engagement, maximizing both game-day experiences and year-round utilization.
- Implement data-driven approaches to track team performance, student-athlete academic success, departmental efficiency, and operational effectiveness.
- Establish KPIs and performance benchmarks for programs, staff, and student-athlete outcomes, providing regular updates to University leadership.
- Oversee risk management, emergency preparedness, and compliance strategies to ensure the safety of student-athletes, staff, and institutional assets.
- Lead initiatives to modernize and innovate athletic programming, facilities, and operations, ensuring WSSU Athletics maintains a competitive advantage.
- Support initiatives that enhance student-athlete engagement, retention, and leadership development, including mentorship programs and campus integration.

## Qualifications

- Bachelor's degree required; advanced degree preferred.
- Demonstrated understanding of and appreciation for the mission, history, and cultural significance of Historically Black Colleges and Universities (HBCUs), with a commitment to advancing that mission through athletics leadership.
- Demonstrated strategic, forward-thinking leadership experience in collegiate athletics administration, with preference given to experience at the Division II level.

- Demonstrated success in fundraising and revenue generation, with measurable results.
- Demonstrated emphasis on integrity, with principled and ethical leadership grounded in strong moral character and professional standards.
- Demonstrated ability to ensure compliance with NCAA regulations and standards, as well as the policies of the state of North Carolina.
- Aptitude for fundraising and advancement, or the ability to serve as a strategic connector—developing relationships on and off campus with alumni, donors, corporate partners, and external entities (including NCAA or CIAA relationships).
- Demonstrated experience overseeing athletics facilities and facilities management, including facilities planning, maintenance, and enhancement to support competitive success and student-athlete well-being.
- Experience leading brand development, marketing, and visibility efforts for athletics programs.
- Ability to represent the University effectively at the conference, regional, and national levels, building strategic partnerships and external relationships, including engagement with NCAA, CIAA, and peer institutions.
- Demonstrated understanding of institutional and external politics, with the ability to navigate complex stakeholder environments effectively.
- Proven business and financial acumen, including strategic resource management, budgeting, financial oversight, and long-term operational planning.
- Ability to create, maintain, and grow a winning athletics program that reflects competitive excellence and institutional values.
- Proven ability to lead effectively in a complex institutional environment with multiple stakeholders and competing priorities.
- Strong understanding of the intersection between athletics and student success, with a philosophy that prioritizes both competitive excellence and academic achievement.
- Demonstrated ability to lead, support, and retain a high-performing coaching staff and competitive athletics programs.
- Exceptional communication, relationship-building, and organizational skills, with the ability to lead in a complex institutional environment.

## Application Process

WSSU invites nominations and applications or expressions of interest to be submitted to the search firm assisting the University. Applications must include a cover letter, resume or curriculum vitae, and list of references. For full consideration, application materials should be submitted to Parker Executive Search's **website** by March 11, 2026. Confidential review of materials will begin immediately and continue until the appointment is made.

For additional information, please contact:

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