

# LUCAS MORGAN

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My objective is to obtain the Director of Athletics position at Northeastern State University, where I can utilize my bold and dynamic leadership style to positively impact student-athletes and the University.

## EXPERIENCE

### **DIRECTOR OF ATHLETICS, LOUISIANA STATE UNIVERSITY SHREVEPORT, NAIA (AUGUST 2016 – PRESENT) SHREVEPORT, LA**

#### **ADMINISTRATION**

- Direct report to Chancellor, and member of the Administrative Leadership Cabinet, the highest decision-making body on the campus of LSU Shreveport
- Board Member of the NAIA Athletics Directors Association
- Restructured and implemented new budget strategy that increased all sports budgets by triple the previous amounts and doubled scholarships in my first two years, as well as increased salaries of all coaches and staff within the first year
- Created the first Athletics Department strategic plan to align program objectives with the University's mission
- Increased Athletics Department GPA each year
- Constructed and implemented a new facilities improvement plan
- Proposed and successfully started four new sports
  - Men's Soccer/Women's Soccer (2017)
  - Softball/eSports (2020)
- Created the first Athletics Department Hall of Fame
- Implemented first Athletics Department Title IX training program
- Implemented first Athletics Department Drug Testing program
- Developed and implemented a Student-Athlete Advisory Council (SAAC) presenting student-athletes leadership opportunities through connecting to local business alumni, campus speakers, and leadership seminars
- Created new institutional game contracts and financial aid agreements
- Operate and model NAIA compliant Athletics Department
- Schedule and manage Athletics facility usage, along with the Health and Physical Education building
- Oversee game management with responsibilities in: officials, visiting teams, media relations, scores table, tickets, announcers, live stream, concessions, security, crowd control, monetary control
- Manage Club Sports
- Site supervision for the NAIA National Baseball Tournament Opening Round and the Red River Athletic Conference Baseball Tournament
- Plan, design, and coordinate the Athletics Department Awards Banquet (ESPY's style)

## **FUNDRAISING/CAPITAL IMPROVEMENTS**

- Manage a group of athletic donors whose specific intent is to fund facility upgrades and scholarships
- Developed a facility improvement plan and successfully completed upgrades that included:
  - Soccer Complex Upgrades:
    - \$750,000 brick soccer building complete with locker rooms, coach's offices, training room and a hospitality room (Complete August 2020)
    - New game field with TIFTUF Bermuda grass and bleacher seating with climate-controlled press box
  - Baseball Complex Upgrades:
    - \$500,000 brick baseball building complete with locker room, coach's offices and weight room (Complete October 2020)
    - New entrance to baseball stadium that included wrought-iron gates and brick pillars, along with a matching brick backstop and extended safety netting, chair-back stadium seating, new composite outfield wall, branded Fair-Play scoreboard, and branded windscreens down both lines
    - Renovation of indoor baseball training facility with new turf and netting
    - Laser leveled infield and added new Bermuda sod with new branded purple turf halo at baseball
  - Basketball Area/Health and Physical Education Building Upgrades:
    - \$500,000 renovation of men's and women's basketball locker rooms and team rooms (Complete July 2020)
    - \$250,000 renovation of the weight room that included new equipment, flooring and paint
    - New LED lighting over the basketball court that doubled the light output at half the electricity cost, new chair-back seating on the home side with additional bleacher seating under the basket, and new paint throughout the arena
  - \$1,400,000 softball facility to be completed in Spring 2021 with the addition of softball
  - Renovation of the 8 tennis courts on campus to make them competition ready and branded
  - Consistent branded signage
  - Remodeled offices and hallways that included LSUS Athletics pictures and logos
- Successfully created the first Athletics Department Booster Club titled the Crew Club
- Successfully created the first Athletics Department Corporate Partnership Program which included securing \$55,000 in a Coca-Cola contract to purchase new field equipment for baseball and soccer

## **PERSONNEL MANAGEMENT**

- Personally responsible for the direction, development, and evaluation of 15 direct reports, numerous assistant coaches, athletic staff, and student workers.
- Created first ever multi-year coaching contracts
- Proposed, created, and/or hired several positions including
  - Head Baseball Coach (2), Head Women's Basketball Coach (3), Head M/W Cross Country Coach, Head Men's Soccer Coach, Head Women's Soccer Coach (2), Head Women's Tennis Coach, Head Bass Fishing Coach, Assistant Men's Basketball Coach, Assistant Women's Basketball Coach, Assistant Athletic Trainer, Director of Athletic Events and Operations, Assistant Athletic Director for Communications, six Coaching Graduate Assistants

- Developed and advanced coaching staff to help achieve their coaching goals
- Conduct regular meetings with my team:
  - Weekly athletic administration meetings
  - Bi-weekly all staff meetings
- Participate as a full board member of the Crew Club, which is the official fundraising organization for LSUS Athletics
- Conduct pre and post season meetings with coaches to develop and improve performance
- Promote an open-door policy and encourage the free exchange of ideas to help proactively resolve issues and promote department growth

### **COMMUNITY RELATIONS/MARKETING**

- LSUS Athletics is responsible for thousands of community service hours that include: Meals on Wheels, Christmas Bell Ringing, LSU Health Hospital Children Christmas visits, serving food at local homeless shelters, free sports camps and clinics at local schools, Girls and Women in Sports Day, Cancer Services, etc.
- Received national recognition through the implementation of the first ever (and now annual) NAIA Champions of Character basketball game that included free attendance for over 800 elementary school children and members of the local homeless shelter to watch the basketball game and listen to a presentation from LSUS student-athletes about the 5 core values of the NAIA Champions of Character initiative
- Developed long term agreement with the local school district to lease a baseball stadium on campus
- Created, designed, and branded the new LSUS Mascot – the release video received over 50,000 views on Facebook
- Use of billboards around town to highlight upcoming major athletic events and highlight accomplishments of coaches and staff
- Created a “Show” atmosphere at basketball games that included spotlights and fog machines for starting line-ups, as well as promos throughout the game. Also created a Halloween game that included kid’s costume contests and Christmas game that included free photos with Santa and a Toy Drive
- Regularly interact with the three local television stations, local radio shows, Shreveport-Bossier Sports Commission, and local newspaper to promote LSUS Athletics
- Branded all marketing materials within department including letterhead, thank-you notes, lapel pins, and merchandise

### **LSUS ATHLETICS HONORS UNDER MY LEADERSHIP**

- Graduated 86% of student-athletes who completed eligibility
- Scholar-Athletes – 55% of student-athletes
- NAIA Scholar-Teams – 50% of teams
- NAIA Champions of Character Five-Star Institution-Gold Level
- 70% Overall Program Winning Percentage
- 2018-19 Red River Athletic Conference Athletic Director of the Year
- 5 teams ranked in the NAIA Top 25 Polls- MBB (#2), BBL (#9), WBB (#10), MSOC (#16), WSOC (RV)
- National Tournament Appearances – 3 (2019-20), 3 (2018-19), 4 (2017-18), 3 (2016-17)
- Conference Regular Season Championships
  - 2018-19: 2 (Men’s Soccer/Baseball)
  - 2017-18: 3 (Men’s Basketball/Women’s Basketball/Baseball)

- Conference Tournament Championships
  - 2018-19: 2 (Women's Soccer/Baseball)
  - 2017-18: 1 (Women's Basketball)
  - 2016-17: 2 (Women's Basketball/Baseball)
- Conference Coach of the Year
  - 2018-19: 2 (Men's Soccer/Baseball)
  - 2017-18: 3 (Baseball/Men's Basketball/Women's Basketball)
  - 2016-17: 2 (Baseball/Women's Basketball)
- All Americans – 25 (2016-20)
- All Conference – 101 (2016-20)
- National Player of the Year – 1 (2018-19)
- Conference Player of the Year – 6 (2016-20)
- Conference Tournament MVP – 5 (2016-19)
- Conference Newcomer of the Year – 7 (2017-20)
- Conference Freshman of the Year – 2 (2017-18)
- Conference Pitcher of the Year – 1 (2017-18)
- Conference Defensive Player of the Year – 4 (2017-19)
- NAIA All-Tournament Team – 2 (2017-19)
- Conference All-Tournament Team – 39 (2016-19)
- Gold Glove Team – 5 (2016-19)
- 2018-19 Conference Athletic Trainer of the Year
- 2017-18 NAIA/RRAC Coach of Character Award
- 2016-17 Conference Sports Information Director of the Year

**ASSOCIATE DIRECTOR OF ATHLETICS, WILLIAM JEWELL COLLEGE, NCAA DII  
(JUNE 2012 – AUGUST 2016) LIBERTY, MO**

- Member of the senior management team for intercollegiate athletics
- Supervised the budget, travel, recruiting, and coaches of the baseball, men's swimming, women's swimming, men's golf, and women's golf programs
- Coordinated all campus wide compliance matters for 430 student-athletes and 20 sports programs
- Managed the \$4 million Athletics Department financial aid budget for 20 sports programs
- Managed the Athletics Department Corporate Partnership program which led to progressive increases in revenue under my supervision
- Served a significant role in the Athletics Department fundraising by meeting with donors and overseeing the Friends and Family letter campaign
- Men's and women's assistant golf coach
- Physical Education instructor
- Athletics Title IX coordinator
- Administrative SAAC advisor
- Co-Administrator for institutional drug testing
- Served as tournament director for the Annual Athletics Department Golf Tournament which included tournament supervision, scheduling staff, soliciting hole sponsors, and promoting the social and auction
- Coordinated game management and in-game promotions
- Served as a board member representing William Jewell College on the Liberty Area Chamber of Commerce

**DEPARTMENT OF ATHLETICS INTERNSHIP, WILLIAM JEWELL COLLEGE, NCAA DII  
(AUGUST 2011 – JUNE 2012) LIBERTY, MO**

- Managed game day operations in basketball, football, soccer, softball, track, and volleyball
- Served as the compliance assistant to the Director of Compliance as William Jewell College completed the transition to NCAA Division II

**HEALTH FITNESS SPECIALIST, MEDIFIT CORPORATE SERVICES  
(FEBRUARY 2010 – AUGUST 2011) KANSAS CITY, MO**

- Responsible for increasing overall fitness center membership and attendance numbers within group exercise program
- Responsible for completing monthly management reports, site budget, and payroll
- Responsible for developing and implementing marketing and promotional items for the fitness center through use of the strategic plan
- Managed intern and group exercise program by interviewing, hiring, and scheduling shifts
- Organized vendors and co-directed Women's Health Fair

## **EDUCATION**

**MASTER OF SCIENCE, PHYSICAL EDUCATION/EXERCISE AND SPORTS SCIENCE  
UNIVERSITY OF CENTRAL MISSOURI**

- Specializing in: Athletics and Sports Business Administration
- Graduated: May 2012
- GPA: 4.0

**BACHELOR OF ARTS, EDUCATION  
WICHITA STATE UNIVERSITY**

- Major: Exercise Science
- Graduated: December 2009
- GPA: 3.5

## **HIGHLIGHTS**

- Director of Athletics at Louisiana State University-Shreveport
- Member of the Chancellor's Administrative Leadership Cabinet
- Member of the NAIA Athletics Directors Association Board of Directors
- RRAC Athletic Director of the Year
- Successful in Booster Club Development, Corporate Partnerships, Athletic Growth
- Creative Leader, Motivator, Innovator, Fundraiser, Marketer, Developer
- Former NCAA Division II Basketball Player

## **HONORS AND AFFILIATIONS**

- Board Member, NAIA Athletics Directors Association
- Member, National Association of Collegiate Directors of Athletics
- Member, National Association for Athletics Compliance
- Board Member, Liberty Area Chamber of Commerce
- Heartland Conference All-Academic College Basketball Team, 2008
- Member, Dodge City Community College and Newman University basketball teams