

ELLIOTT ANTHONY DANIELS

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EDUCATION

- Michigan State University**, East Lansing, MI 08/03 - 07/05
College of Education: Master of Science in Kinesiology
Concentration: Sports Administration
- Eastern Michigan University**, Ypsilanti, MI 08/98 - 04/03
College of Business: Bachelor of Business Administration
Major: Management

QUALIFICATIONS

Athletics Administrator with extensive experience in academics and athletics for a Division I university and Power 5 Athletic Department. Leadership experience in managing challenging situations with coaches, students, and staff in fast-paced, results oriented environment. Daily interaction with high profile coaches, administrators, faculty and staff, attending meetings, conducting presentations and problem solving on routine basis. Demonstrated record of being promoted to higher level, supervisory positions with increased responsibilities, advancing multiple times at employer. Created, lead and manage all aspects of Sports Business Management Minor for Eli Broad College of Business. Progressive experience in program creation, curriculum development, course construction and career counseling. Continues to enhance and diversify professional credentials with elected leadership positions and as a presenter in professional associations as well as a facilitator and guest speaker for professional organizations.

PROFESSIONAL EXPERIENCE

- Michigan State University Athletics Department**, Athletic Administration, East Lansing, MI 07/17-CURRENT
Associate Athletic Director, Student-Athlete Engagement
- Direct all aspects of Student-Athlete Engagement Unit including Campus Relations, Diversity and Leadership, Personal Development, Player Development and Career Development for Football and Men's Basketball

Administrative Responsibilities

- Serve as Secondary Sport Supervisor for Baseball and Ice Hockey sport programs
- Provide athletic administration support to Spartan Football program including conducting senior exit interviews
- Supervise full-time staff members including Director of Player Enrichment and Provost Office employee along with GA's
- Manage annual budget including expenses regarding operations, programming, human resources, travel, and vendor contracts
- Liaison to Title IX Prevention, Outreach and Education Office (POE) for relationship violence and sexual assault education
- Work with Spartan Fund Unit and meet with potential donors to establish fundraising pipeline for Student-Athlete Engagement

Student-Athlete Services

- Responsible for strategic vision of unit including evaluation, current and future programming, staffing and structure
- Implement programming and provide growth opportunities in areas of diversity, leadership, financial literacy, healthy relationships, career development, wellness, pro-potential workshops, and transition to and from campus
- Organize First-Year Orientation event inclusive of leadership sessions and workshops to create community amid student-athletes
- Manage athletic department service agreement with Ross Initiative in Sports for Equality (R.I.S.E.)
- Create buy-in amongst coaches, staff and student-athletes to increase engagement within athletic department community
- Maintain regular contact with campus offices including Student Affairs, Title IX, Residential Hospitality Services, Career Services

- Michigan State University Eli Broad College of Business**, Department of Management, East Lansing, MI 08/15-CURRENT
Lead Faculty, Sports Business Management Program
- Lead all aspects of Sports Business Management Minor for Eli Broad College of Business and Department of Management

Academic Program Creation

- Created and developed all related content of newly formed Sports Business Management Minor at MSU, including program title
- Pitched idea to Department of Management Chair and provided research and rationale on potential for program success at MSU
- Produced all written and web related content regarding program, including descriptions for application, courses and program
- Established junior status application process and program cohort structure for minor for potential students

Curriculum/Course Development

- Developed curriculum for Sports Business Management Minor with use of newly created courses and existing MSU courses
- Designer and Faculty for new courses (MGT 479: Sports Business Management, MGT 493A - Sports Business: Internship, MGT 493B - Sports Business: Seminar) including course content, course structure, and selection of materials and textbooks

Sports Business Advisory Board

- Launched group of sports business management industry leaders to seek input, suggestions and support for newly created minor
- Annually host members of the board during the Management Advisory Board meeting for the Department of Management
- Solicit member contributions for ideas on curriculum enhancements, innovations, internships and mentoring for students

Student Career Counseling

- Meet regularly with students to discuss career paths, job research tools and realities of breaking into the sports business industry
- Provide career advice for current students and on-going support to students who have successfully completed the program
- Connect students with sports business industry leaders for networking, career opportunities and graduate school information
- Partnered program with TEAMWORKONLINE to provide students with a job search engine for sports business related positions

Michigan State University Athletics Department, Student-Athlete Support Services, East Lansing, MI

Director of Learning and Retention

05/13-07/17

Associate Director

05/08-05/13

Past Projects

- Proposed creation of athletic department unit composed of diversity & leadership, player development and personal development
- Oversaw player development aspects for Spartan Football program with emphasis on leadership, personal and social engagement
- Organized Athletic Director's Leadership Group comprised of a group of high achieving student-athletes from multiple sports
- Set vision for Faculty Mentor Program by determining structure, defining activities and recruiting/training mentors
- Expanded leadership education for student-athletes by working with College of Education on special course offerings
- Directed, evaluated and organized first-year transition program for all incoming freshman football student-athletes

Administrative Duties

- Served on Athletic Director's Unit Managers group attending quarterly meetings with Executive Staff and other unit supervisors
- Member of SASS Leadership Team that daily directs, evaluates and supervises operations of Student-Athlete Support Services
- Managed full-time staff including Assistant Directors, Academic Coordinators and Graduate Assistants
- Supervised full-time staff member on development plan to assist with improved job performance and professional growth
- Involved in strategic planning decisions on employee personnel, including recruitment, hiring, evaluation and budgetary decisions
- Represent unit at administrative campus meetings consisting of Deans, Assistant and Associate Deans and other Administrators
- Reviewed and approved payroll for labor and student employees, including Academic Mentors, Tutorial Staff and Student Workers
- Organized Guest Coaches Programming for Men's Basketball and assisted in implementation of Football Guest Coaches Program

Student Services/Student-Athlete Development

- Coordinated and assess academic services, academic progress and retention efforts for Football and Men's Basketball
- Conducted regular, weekly meetings with Head Coach and Assistant Coaches to discuss overall student progress and success
- Worked with high achieving and at-risk student-athletes on individualized academic plans, skill development and self-advocacy
- Created, revised and distributed reports detailing confidential data including course information, eligibility and graduation standing
- Collaborated in recruiting process, individual and group, for prospective students, parents, coaches and university staff
- Communicated with Sport Administrators and University Offices to ensure student-athletes receive efficient services
- Worked with Director of Student-Athlete Development on career development, community service and MSU required activities

Key Accomplishments

- Revamped, reorganized and improved Learning Services area for at-risk and learning-disabled student-athletes
- As part of Leadership Team, reduced unit budget over fifteen percent without compromising services for student-athletes
- During tenure, Men's Basketball and Football programs posted historical semester and cumulative GPA highs
- Men's Basketball Program attained an Academic Progress Rate (APR) over 980 and a perfect 1000 in 2009 during tenure
- Academic Progress Rate (APR) for Football Program experience increased in years since the metric's inception

Assistant Director/Academic Coordinator

07/05-05/08

- Coordinated academic services, programming and registration process for a variety of sports and student-athletes
- Monitored academic progress, graduation requirements and retention efforts for at-risk and good standing students
- Analyzed degree requirements and monitored NCAA, Big Ten eligibility and university rules for students in all majors
- Managed and evaluated LEAP (Learning Enhancement Academic Programs) including Mentors, Tutorial and Disability Services
- Responsible for supervision of Tutorial Coordinator, Learning Specialist, Grad Assistants, 15 Mentors and up to 120 Tutors
- Conducted individual and group recruiting visits and presentations for prospective students, parents and coaches

- Tutorial Coordinator/Lead Mentor 08/03 - 07/05
- Directed organization of Tutorial Program that generated expenses of \$225,000 annually
 - Ensured efficient recruitment, hiring, training and evaluation of up to 150 Tutors and Mentors per academic year
 - Supervised Assistant Tutorial Coordinators, Office Assistants and Student Employees in day-to-day operations of program
 - Mentored and served as role model for at-risk Men's Football Players, meeting with students 2-3 times weekly
 - Assisted students with course organization, study skills, learning techniques, and communication skills

- Lincoln Consolidated Schools, High School Athletics, Ypsilanti, MI**
Varsity High School Coach 05/02 - 08/03
- Coached defensive line and special teams for Varsity program and assisted with Junior Varsity team
 - Helped organize summer strength and conditioning program for students at all skill levels
 - Worked summer camps, instructing middle and high school students on various football drills, techniques and skills
 - Scouted teams within conference as well as developed game plan for upcoming opponents

HONORS AND ACTIVITIES

- Athletic Director U- 1.Question Podcast** 2019
- Conducted podcast on MSU's Student-Athlete Engagement operation and how to engage student-athletes in programming
- Michigan State University – College of Education** 2016 - CURRENT
- Created student-athlete section of EAD 315: Student Leadership Training for MSU student-athletes in Spring 2017
- National Basketball Association (NBA) / MSU Athletics Pilot Program** 2016- 2018
- Joined NBA/MSU Pilot Program assisting NBA teams, players and staff with continuing education and career strategies
 - Paired with the Detroit Pistons and Grand Rapids Drive to connect their Player Development staff with off the court resources
- School Specialty Premier Group** 2012
- Served as Keynote Speaker for free webinar series discussing current trends for Division I support services for student-athletes
- Michigan State University Athletic Council – Special Assistant to the Chair** 2009 - 2010
- Served as Special Assistant to Chair of Athletic Council for 2009-10 academic year
- Minority Opportunities Athletic Association, Inc. (MOAA)** 2007- 2013
- Professional Member and attendee of 2007-08, 2010-11 Symposiums
- National Association of Collegiate Directors of Athletics (NACDA)** 2007- CURRENT
- Professional Member and attendee of 2007-08, 2010-11 National Conventions
- Michigan State University – Guest Lecturer for College of Business and Education** 2006- 2011
- Lectured undergraduate and graduate level courses on sports business labor management and student-athlete services
- National Association of Academic and Student-Athlete Development Professionals (N4A)** 2005- CURRENT
- Elected Region III Director in 2018
 - Ethnic Concerns Committee Chair (2012-2013), Chair-Elect of Committee (2011-2012) and Region III Liaison (2007-2012)
 - Established and organized 1st Annual Ethnic Concerns Outreach Initiative at National Convention in 2012; event still occurs
 - Set vision for initiatives that have been accomplished including outreach at regional conferences and assistance for HBCU's
 - Professional Member and Professional Promise Award Winner in 2009
 - Director's Track Presenter on communication between high profile coaches and administrators from 2010-2013
 - Member of N4A and NFLPA's The Trust working group and ATHLIFE Career Symposium Panelist
 - Professional Member and attendee of 2007-08, 2010-11 Symposiums
- Eastern Michigan University, Ypsilanti, MI -Varsity Football Team Member** 1998 - 2001
- Mid-American Conference Scholar Athlete 1998 - 2000
 - Three-year letter winner 1999 - 2001
 - Most Improved Player Award Winner 2000 - 2001
 - NCAA Sportsmanship Award Winner 2000 - 2001
 - Harold E. Sponberg Award Recipient for Top Lineman Scholar-Athlete 2000 - 2001

COMPUTER SKILLS

- Frequent use of Microsoft Office (Excel, Power Point, Word), internet applications, university information system including SIS