

MATTHEW W. JONES

STRATEGIC INTERCOLLEGIATE ATHLETICS ADMINISTRATOR | BROADCASTER

Phone : (662) 719-9160

Home : 501 Canal Avenue, Cleveland MS 38732

Email : matt@deltastate.edu

STRATEGIC INTERCOLLEGIATE ATHLETICS ADMINISTRATOR

Offering 15 years of expertise in intercollegiate athletic administration, serving as the Senior Associate Director of Athletics for External Relations at Delta State University. During my career, I've developed an ability to create lasting relationships with donors and corporate partnerships on the local, state, regional and nation levels. Those relationships have allowed our programs to flourish within the Gulf South Conference and NCAA Division II. I also have a proven track record of sales and development success as a fundraiser within a diverse socioeconomic area of the country. As an accomplished communicator and broadcaster, I have more than 20 years experience on the collegiate level, including Division I experience with the University of Alabama.

SKILLS

- » Leadership/Administration
- » Management and Staff Development
- » Corporate Advertising Sales
- » Fundraising
- » Strategic Planning
- » Integrated Marketing
- » Social Media
- » Brand Development/Management
- » Web Development
- » Media Relations
- » Broadcasting Play-by-Play

EDUCATION

MASTERS OF EDUCATION

AUG 2005 - MAY 2007

Delta State University

Major : Sociology GPA : 3.74/4.00

GRADUATE IN EDUCATION

AUG 2001 - DEC 2003

Delta State University

Major : Sociology/History GPA : 3.64/4.00

SOCIAL

Facebook : [Facebook.com/OkraJones](https://www.facebook.com/OkraJones)

LinkedIn : [/matt-jones/53/8b8/873](https://www.linkedin.com/in/matt-jones/53/8b8/873)

Twitter : [@OkraJones](https://twitter.com/OkraJones)

EXPERIENCE

SENIOR ASSOCIATE DIRECTOR OF ATHLETICS | AUG 2011 - PRESENT

Delta State University Athletics, Cleveland, MS 38733

- » Provide strategic planning/vision and oversight for the Office of External Relations
- » Serve as the Director of Development/Lead Fund-raiser for The Statesman Club/Department of Athletics - Increased revenue by 400% since 2012
- » Oversee Advertising sales and service for the department
- » Serve in key roles in several capital campaigns, including: Parker Field-McCool Stadium Artificial Turf (\$875,000), Ferriss Field Baseball Renovation (\$1.2 million), and Video/scoreboard additions at all major venues (\$1.15 million)
- » Negotiated two apparel contracts for DSU Athletics, including the current contract, a department-wide initiative, with Under Armour. The deal doubles the department's comp dollars/goods.
- » Direct DSU Athletics' Brand management efforts
- » Sport oversight for Delta State Football, including game scheduling, contracts and event management.
- » Oversee the day-to-day operations of the Office of Athletic Communications and The Statesmen Sports Broadcasting Network. Implemented new strategies for media relations that produced a dramatic increase in web traffic and media opportunities throughout Mississippi and the region. Strategies included: Launching a full-service video department; Utilizing a digital DropBox service to provide content to media outlets; Developed a new athletic website (GoStatesmen.com); Expanded social media marketing to students, faculty/staff, alumni and fans.
- » Help direct a staff of 64 full and part-time coaches, support personnel and graduate assistants.
- » Served as key member of hiring committees for the following positions: Head Football Coach, Head Men's Basketball Coach, Head Women's Basketball Coach, Head Women's Soccer Coach, Head Men's Soccer Coach, Spirit Squad Coordinator, Director of Game Day Operations, Assistant Director of Athletic Communications, and numerous Graduate Assistants.
- » Chosen to serve on the Campus Search Committee for the position of President, Delta State University by the Institutes of Higher Learning Mississippi. Also held a prominent position on the search committees for the past two Directors of Athletics.
- » Previously held the position of Assistant AD for External Affairs (2007-2011) and Director of Athletic Communications (2004-2007) within the Office of External Relations.

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HONORS

DSU Staff Council : Recognized for Outstanding Service to the Staff of Delta State University in August of 2012 after serving as Chair of Staff Council.

CoSIDA : Six-time College Sports Information Directors of America "Best In Nation Award" winner.

Omicron Delta Kappa Honor Society : Inducted into the nation's premier leadership honor society in 2003.

Phi Theta Kappa Scholarship : Earned PTK Scholarship while at DSU; Inducted Fall of 2001 at EMCC.

National Honor Societies : Inducted into Phi Theta Kappa, Kappa Delta Pi, Phi Alpha Theta, and Pi Gamma Mu in the fall of 2003 and spring of 2004.

Delta State Leadership Scholarship : Earned the prestigious Leadership Scholarship during my junior and senior years at Delta State University.

EXPERIENCE CONTINUED

ADJUNCT INSTRUCTOR IN SOCIOLOGY | AUG 2007 - Present

Delta State University, Cleveland, MS 38733

- » Serve as an Adjunct Instructor for the Division of Social Sciences & History
- » Courses Taught: Principles of Sociology (SOC 101), Sociology of Sport, Sociology of Education, and Sociology of Crime

COORDINATOR OF ATHLETIC MARKETING | AUG 2001 - AUG 2004

Delta State University, Cleveland, MS 38733

- » Responsibilities included marketing all 13 intercollegiate sports at Delta State University. This included strategic marketing planning for season tickets, in-game promotions and advertising sales, placement of pregame publicity, and in-game execution.
- » Implemented several new marketing strategies including the "Statesmen Dorm Storm" and "Green Out" campaigns. These two events helped increase student and campus attendance at athletic event exponentially.

SPORTS DIRECTOR | AUG 1990 - JUN 1999

Clear Channel Broadcasting/Grant Radio Group, Northport, AL 35476

- » Sports Director for Cap-Star Broadcasting/Clear Channel Broadcasting of Tuscaloosa. Stations included WZBQ, WTXI, WACT, WRTR, and WSPZ.
- » Responsible for the daily operation of WSPZ from May of 1995 until August of 1998. Responsibilities included, but not limited to: all aspects of staff maintenance and training, production and development of all on-air programs, host of a daily three hour sports radio program ("Riding the Pine"), station liaison to the Alabama Radio Network/Collegiate Sports Partners and University of Alabama, high school sports play-by-play announcer and producer.

INVOLVEMENT

- » **NCAA :** Member of Division II Women's Basketball South Region Committee
- » **National Association of Collegiate Directors of Athletics :** Member
- » **National Association of Collegiate Directors of Athletics :** Mentoring Institute
- » **National Association of Collegiate Marketing Directors :** Member
- » **College Sports Information Directors of America :** Member
- » **National Collegiate Baseball Writers Association :** Member
- » **National Collegiate Football Writers Association :** Member
- » **National Collegiate Basketball Writers Association :** Member
- » **National Association of Broadcasters :** Member
- » **Fellowship of Christian Athletes :** Campus Director
- » **First Baptist Church, Cleveland :** Volunteer Men's Ministry Leader
- » **Habitat for Humanity :** Regional Volunteer
- » **Delta State Staff Council :** Past President; Professional Representative
- » **Delta State SACS Accreditation Committee :** Administration Subcommittee
- » **Bologna Performing Arts Center :** Advisory Committee
- » **OIT Oversight Committee :** Athletics Representative

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REFERENCES

JEREMY MCCLAIN

Troy University
Director of Athletics
Email : jamclain@troy.edu
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RONNIE MAYERS

Delta State University
Director of Athletics
Email : rmayers@deltastate.edu
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JIM ABBOTT

Oklahoma City University
Director of Athletics
Email : jabbott@okcu.edu
Phone : 405-208-9133

LANCE FLEMING

Abilene Christian University
Assistant Athletic Director
Email : flemingl@acu.edu
Phone : 325-665-3543

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THE STATESMAN CLUB

My background includes serving as the primary development officer for the Department of Athletics. In the spring of 2014, I created and developed a new giving program called "The Statesman Club." The new program became a necessity after donations had fallen to near all-time lows. The Statesman Club features three distinct giving levels, including Statesmen 360, Legacy Club and Legends Society. Using the model of 360 degrees of coverage, we have been able to increase our giving by 50 percent since the program's launch.



More Here : <http://bit.ly/1cLD9CO>



FACILITY ENHANCEMENT PROJECTS

I have had the opportunity to serve in several key roles in major facility enhancement projects here at Delta State. In the summer of 2014, DSU Athletics raised \$875,000 to complete an artificial turf installation at Parker Field-McCool Stadium. We have also generated \$1.2 million to renovate Ferriss Field, adding a new grandstand with chair-back seats. Previous projects included: Parker Field Pressbox renovation, Ferriss Museum construction, Margaret Wade Statue installation, and J.A. "Bud" Thigpen, Jr. Baseball Annex construction.



More Here : www.GoStatesmen.com