

# CHARLES D. VIENNE, JR.

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## PROFESSIONAL SUMMARY

Accomplished Executive in Higher Education administration with a proven track record of leadership development, strategic planning, management, fund raising, public speaking, and budgeting. Extensive background in external relations: alumni cultivation, engagement, fund raising, and board/volunteer management.

## EMPLOYMENT

ASSOCIATE VICE PRESIDENT FOR ALUMNI RELATIONS AND ANNUAL GIVING <i>Sam Houston State University, Huntsville, TX</i>	(JULY 2022 – PRESENT)
ASSOCIATE VICE PRESIDENT FOR ALUMNI RELATIONS <i>Sam Houston State University, Huntsville, TX</i>	(AUG. 2016 – JULY 2022)
DIRECTOR OF ALUMNI RELATIONS AND EXECUTIVE DIRECTOR, SHSU ALUMNI ASSOCIATION <i>Sam Houston State University, Huntsville, TX</i>	(NOV. 2006 – AUG. 2016)
ASST. DIRECTOR FOR ALUMNI RELATIONS <i>Sam Houston State University, Huntsville, TX</i>	(JUNE 2006 – NOV. 2006)
ASST. ATHLETIC DIRECTOR FOR EXTERNAL RELATIONS <i>Northwestern State University, Natchitoches, LA</i>	(2002 – 2006)
DIVISION MANAGER, SPECIAL FACILITIES <i>Shreveport Parks and Recreation Department (SPAR) - City of Shreveport, Shreveport, LA</i>	(2000 – 2002)
ATHLETIC BUSINESS MANAGER <i>Northwestern State University, Natchitoches, LA</i>	(1997 – 2000)
ATHLETIC FACILITY MANAGER <i>Northwestern State University, Natchitoches, LA</i>	(1995 – 1997)
MARKETING AND PROMOTIONS, ASSISTANT COORDINATOR <i>University of North Carolina at Wilmington, Wilmington, NC</i>	(1993 – 1995)

## EDUCATION

M.S. SPORTS MANAGEMENT <i>Georgia Southern University Statesboro, GA</i>	YEARS ATTENDED (1992 – 1993)
B.S. BUSINESS ADMINISTRATION <i>Northwestern State University Natchitoches, LA</i>	YEARS ATTENDED (1987 – 1991)
POST GRADUATE STUDIES <i>Northwestern State University Natchitoches, LA</i> - 12 Hours Accounting	YEARS ATTENDED (1996 – 1999)

## PROFESSIONAL MEMBERSHIPS

- Council of Alumni Association Executives (CAAE), March 2024 - Present
- Council in Advancement and Support of Education (CASE District IV), 2006 – Present
- Alumni Professionals of Texas (APT), 2006 - Present
- SHSU Leadership Academy Mentor, (2014-2015)
- SHSU Leadership Academy, (2013 – 2014)
- Huntsville/Walker County Chamber of Commerce Board of Directors, (2011 – 2013)
- Huntsville/Walker County Leadership Institute, Class 29, (2010)
- National Association of Athletic Development Directors (NAADD), 2002 – 2006
- College Athletic Business Management Association (CABMA), 1997 - 2000

## PRESENTATIONS AND AWARDS

- CASE District IV – Silver Award – Alumni Engagement on a Shoestring – *Sustaining Life Program (2021)*
- CASE District IV – Bronze Award – Alumni Engagement on a Shoestring – *SHSU Kat Chats – Connecting Alumni with Students (2021)*
- CASE District IV – Gold Award – Digital/Social Media: Mobile Application – *SHSU Kat APP (2020)*
- CASE District IV – Silver Award – New Alumni Program – *SHSU Kat Chats – Connecting Alumni with Students (2020)*
- CASE District IV – Silver Award – Low-cost Alumni Program – *Graduate Membership Program (2018)*
- CASE District IV – Gold Award – Alumni Program, Project, or Special Event – *Distinguished Alumni Gala (2017)*
- CASE District IV – Gold Award – Low-cost Alumni Program – *Class Banner (2017)*
- CASE District IV – Bronze Award – Low-cost Alumni Program – *2<sup>nd</sup> Annual Community Chili Luncheon Benefitting the Good Shepherd Mission of Walker County (2017)*
- CASE District IV – Silver Award – Low-cost Alumni Program – *Walker County Alumni Club Chili Cook-off benefitting the local Good Shepherd Mission (2016)*
- CASE District IV – Gold Award – Specialty Advertising Projects - *Sam Houston Birthday Invitation for Texas Legislators (2016)*
- CASE District IV – Silver Award – Design – Special Pieces - *Sam Houston Birthday Invitation for Texas Legislators (2016)*
- CASE District IV - Alumni Track Sessions Chair/Presenter, Austin, TX, 2015
- CASE District IV – Gold Award - Alumni Program, Project or Special Event – *Life Member Celebration (2013)*
- CASE District IV – Achievement Award – Best Low Cost Alumni Program – *Celebrating Sam's Birthday (2010)*
- CASE District IV – Achievement Award - Alumni Program, Project or Special Event – *Distinguished Alumni Gala (2009)*
- CASE District IV – Award of Excellence – Alumni Program, Project or Special Event – *Distinguished Alumni Gala (2008)*
- CASE District IV – Achievement Award – Newsletters/Tabloids/Newspaper larger than 8/12 x 11 – *Kat Konnection Newsletter (2008)*

# CHARLES D. VIENNE, JR.

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## EMPLOYMENT SUPPLEMENT:

ASSOCIATE VICE PRESIDENT FOR ALUMNI RELATIONS AND ANNUAL GIVING (2006 – PRESENT)  
*Sam Houston State University, Huntsville, TX*

- Direct the Offices of Alumni Relations and Annual Giving, including, but not limited too; staff supervision; annual Faculty and Staff Giving Campaign, annual giving Engagement Center; annual Day of Giving; annual membership acquisition and retention; annual campaign to secure Life Members; budget preparation and oversight; program activity and planning, scheduling and implementation; marketing and promotion of alumni programs; resource development; volunteer management and recognition programs; development and oversight of affinity partnerships; alumni communication and publications; geographic meetings and the establishment of alumni clubs/networks.
- Report directly to the Vice President for University Advancement and maintain close working relationships with the President's Cabinet and the Council of Academic Deans, Athletic Administration, as well as other University Directors, administrators, faculty, and key volunteer leaders.
- Led the Alumni Association through the University's second Capital Campaign (\$125 million)
- Led the Alumni Association through the University's first ever Capital Campaign (\$50 million)
- Provided support in securing \$1 million operating endowment from individual donor
- Provided support in securing University's largest gift, \$25 million from individual donor
- Increase overall alumni association membership from 3,700 members in 2005 to over 13,000 active members
- Increase Life Membership from 500 members in 2005 to over 3,950 members
- Increase Alumni Operating Endowments from approx. \$500,000 to over \$8 million
- Increase event sponsorship revenue from \$35,000 in 2005 to over \$200,000 annually
- Increase annual alumni meetings/events (69) and communication pieces (70) in Fiscal Year 2005 to over 500 meetings/events annually and over 800 communication pieces
- Increase alumni staff from 3 full-time employees to 8 full-time employees and secured appropriate funding
- Serve as Executive Director of the SHSU Alumni Association and provide leadership and support for the Alumni Association Board of Directors.
- Formulate and articulate a vision and goals for the Department of Alumni Relations (Alumni Association) and Annual Giving to provide effective leadership and direction for the development and growth of programs, services, and activities.
- Provided leadership and guidance in support of the University's Head Football Coach winning the 2012 Liberty Mutual Coach of the Year award
- Organize and host the annual Alumni Association golf tournament; working with alumni board members and key alumni volunteers to grow and enhance the tournament each year
- Created and successfully implemented the Alumni Travel Program, now offering over eight (8) alumni trips per year
- Successfully created and implemented the annual Life Member Dinner and Celebration
- Successfully created and implemented the annual Sustaining Life program generating over \$30,000 annually, in additional revenue, to the alumni association (over \$150,000 generated in first five years)
- Started the Alumni Club program in 2006; there are now twenty (20) alumni clubs
- Instructor for First Year Experience (FYE) courses (2008 & 2009)

- Serve as MC for the annual Ring Ceremony...announcing the names of all student ring recipients
- Served as MC for the annual Scholarship and Benefactors Luncheon (2022)
- Chair of the SHSU Homecoming Committee (2008 – present); strategically organize and implement homecoming parade, Distinguished Alumni Gala, Alumni Coffee, and student and alumni homecoming activities
- Chair of the SHSU Official Ring Ceremony Committee (2006 – present); strategically work with the Student Services Division, the Barnes & Noble University Bookstore, and Balfour, now Jostens, to annually host the Official Ring Ceremony
- Chair of the Battle of the Piney Woods Tailgating Committee (2009 – 2022); work collaboratively with academic departments and university administration to host pre-game activities prior to the annual SHSU vs. Stephen F. Austin football game at NRG Stadium in Houston, TX
- Chair of the Founders Day Committee (2013 – 2018); appointed as Chair to organize and create an on-campus committee comprising of faculty, staff, and administration to implement an annual Founders Day event/program
- Additional service on the following committees:
  - Co-Lead for Strategic Priority #4, Goal #5 in the University Strategic Planning Process
  - Chief Marketing Officer hiring committee
  - Legislative Advocacy Committee
  - Alumni Association Scholarship Committee
  - Alumni Association Golf Tournament Committee
  - Alumni Association Distinguished Alumni Gala Committee
  - 100<sup>th</sup> Annual Tree of Lights planning committee
  - Career Services Advisory Board
  - Liberty Mutual Insurance Regional Advisory Board Member
  - New Student Convocation Committee
  - University Camp Committee
  - Mobile Advisory Committee
  - University Tailgating Committee
  - Student Insurance Advisory Committee

ASSISTANT DIRECTOR FOR ALUMNI RELATIONS  
*Sam Houston State University, Huntsville, TX*

(JUNE 2006 – NOV. 2006)

- Marketed and promoted alumni programs and activities to increase membership
- Devised and implemented comprehensive goals to retain active members
- Program and activity planning, scheduling, and implementation
- Annual membership acquisition and retention
- Development and oversight of alumni affinity partners and services
- Geographic meetings/events, and establishment of regional alumni clubs
- Preparation for and staging of Homecoming and other special events
- Work closely with the administration, faculty, and alumni Board of Directors
- Supervision of employees and student workers
- Implementation and oversight of the Harris Online Community for alumni

ASSISTANT ATHLETIC DIRECTOR FOR EXTERNAL RELATIONS  
*Northwestern State University, Natchitoches, LA*

(2002 – 2006)

- Actively increased external funding to the NSU Athletic programs through endowed scholarships, planned giving, general fund support, sport specific contributions, and special events

- Developed and cultivated relationships with alumni, former athletes, and friends of the university
- Monitored all revenues and expenditures for the NSU Athletic Association and provide annual budget projections
- Served as Executive Director of the NSU Athletic Association and act as the liaison for the NSU Athletic Association Board of Directors with the athletic department and the university
- Coordinate and oversee all aspects of the annual fund drive and phone-a-thon campaigns
- Successfully organized and coordinated the NSU Athletic Scholarship Auction and Joe Delaney Memorial Golf Tournament which produced record participation and record net profits
- Worked with students and student organizations on campus to promote and educate others on campus about athletic events

DIVISION MANAGER, SPECIAL FACILITIES  
*SPAR – City of Shreveport, Shreveport, LA*

(2000 – 2002)

- Managed over a half million dollar facility budget, consisting of but not limited too, personnel services and overtime, equipment and supplies, maintenance, and event services.
- Coordinated scheduling of events in Independence Stadium, Fair Grounds Field, and Cargill Soccer Complex, to include the annual Independence Bowl, NCAA Division I College Football game
- Coordinated daily field maintenance schedules for above facilities
- Served as liaison for SPAR with the Independence Bowl Office, the Shreveport Regional Sports Authority, the Shreveport Swamp Dragons, and the Caddo Parish School Board
- Serve as liaison for SPAR with the construction companies on a \$30 million stadium renovation project; actively attended and participated in weekly construction progress meetings
- Supervised a facility maintenance crew consisting of a superintendent, a supervisor, 11 crew members, and an administrative assistant
- Conducted weekly organizational meetings leading up to all major events in the facilities with Police, EMS, Fire Dept., Louisiana State Fair officials, local television stations and ESPN, as well as representatives from the organizations hosting the event

ATHLETIC BUSINESS MANAGER  
*Northwestern State University, Natchitoches, LA*

(1997 – 2000)

- Managed in excess of \$3 million athletic budget for 14 Division I sports programs
- Approved all expenditures for the athletic department and sport teams
- Monitored all revenues generated through game guarantees, ticket sales, and athletic camps
- Provided monthly budget updates and annual budget projections to Vice Presidents, Athletic Director, and budget heads
- Prepared and submit Annual Equity in Athletics Disclosure Act to the NCAA
- Responsible for all ticket office operations for the NSU Athletic Department
- Liaison with the Southland Conference for budgeting and ticket sales reporting

ATHLETIC FACILITY MANAGER  
*Northwestern State University, Natchitoches, LA*

(1995 – 1997)

- Coordinated scheduling of events in all athletic facilities (i.e. camps, receptions, fund raisers, job fairs)

- Served as liaison for the athletic department with university maintenance and custodial divisions
- Organized and controlled all inventory and moveable property reports
- Supervised game management operations for all home athletic events
- Performed and organized all set-up and logistical components for hosting events in the facilities

MARKETING AND PROMOTIONS ASSISTANT

(1993 – 1995)

*University of North Carolina at Wilmington, Wilmington, NC*

- Assisted the Director of Marketing in ticket sales campaigns and other promotional activities leading up to and during athletic events
- Set-up and coordinated the hospitality area for VIP's during events
- Designed and produced the quarterly newsletter for alumni and supporters
- Worked collaboratively with coaches and other administrators to effectively implement marketing and communication strategies to alumni and friends