

Charles D. Vienne

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Huntsville, TX 77342
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PROFESSIONAL SUMMARY

Higher Education administration and leadership: strategic planning, management, personnel supervision, and budgeting. Extensive background in external relations: alumni cultivation, engagement, and volunteer management.

EMPLOYMENT

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

EDUCATION

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

PROFESSIONAL MEMBERSHIPS

- Council in Advancement and Support of Education (CASE District IV), Alumni Track Sessions Chair, Austin, TX, 2015
- 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

- 2017 CASE District IV Conference – Gold Award – Alumni Program, Project or Special Event – Distinguished Alumni Gala
- 2017 CASE District IV Conference – Gold Award – Low Cost Alumni Program – Class Banner Project
- 2017 CASE District IV Conference – Bronze Award - Low Cost Alumni Program – Walker County Alumni Club Chili Cook-off benefitting the local Good Shepherd Mission
- 2016 CASE District IV Conference – Silver Award – Low Cost Alumni Program – Walker County Alumni Club Chili Cook-off benefitting the local Good Shepherd Mission
- 2016 CASE District IV Conference – Gold Award – Specialty Advertising Projects - Sam Houston Birthday Invitation for Texas Legislators
- 2016 CASE District IV Conference – Silver Award – Design – Special Pieces - Sam Houston Birthday Invitation for Texas Legislators
- 2013 CASE District IV Conference – Gold Award - Alumni Program, Project or Special Event – Life Member Celebration
- 2010 CASE District IV Conference – Achievement Award – Best Low Cost Alumni Program – Celebrating Sam’s Birthday
- 2009 CASE District IV Conference – Achievement Award - Alumni Program, Project or Special Event – Distinguished Alumni Gala
- 2008 CASE District IV Conference – Award of Excellence – Alumni Program, Project or Special Event – Distinguished Alumni Gala
- 2008 CASE District IV Conference– Achievement Award – Newsletters/Tabloids/Newspaper larger than 8/12 x 11 – Kat Konnection Newsletter

REFERENCES

Dr. Dana G. Hoyt
President
Sam Houston State University
Box 2026
Huntsville, TX 77341
(936) 294-1012

Dr. Jaimie Hebert
President
Georgia Southern University
P.O. Box 8033
Statesboro, GA 30460-8033
(912) 478-0598

Mr. Jeff Davis
Executive Director, Alumni Association
Mississippi State University
Post Office Box AA
One Hunter Henry Blvd.
Starkville, MS 39762-5526
(662) 325-8399

Mr. Greg Burke
Director of Athletics
Northwestern State University
Athletic Fieldhouse
Natchitoches, LA 71457
(318) 357-5459

Mr. Kurt Gulbrand
Asst. Vice Chancellor and Associate Athletic
Director for Development
University of Colorado Foundation
1800 Grant Street, Suite 725
Denver, CO 80203
(303) 813-7935

Dr. James F. Gaertner
President, Emeritus
Sam Houston State University
1244 Elkins Lake
Huntsville, TX 77340
(512) 550-9115

Mr. Frank Holmes
Vice President for University Advancement
Sam Houston State University
Box 2537
Huntsville, TX 77341
(936) 294-4289

Mr. Bobby Williams
Director of Athletics
Sam Houston State University
Box 2268
Huntsville, TX 77340
(936) 294-1980

Dr. Chris Maggio
Vice President for the Student Experience
Northwestern State University
535 University Parkway
Natchitoches, LA 71457
(318) 357-4414

Mr. Rick Hanna
President, SHSU Alumni Association
Board of Directors (2017)
231 Tall Timbers Lane
Huntsville, TX 77340
(281) 728-8237

EMPLOYMENT SUPPLEMENT:

DIRECTOR AND ASSOCIATE VICE PRESIDENT OF ALUMNI RELATIONS
Sam Houston State University

(NOV. 2006 – PRESENT)
Huntsville, TX

- Responsible for the general conduct of the Department of Alumni Relations, including, but not limited too; staff supervision; annual membership acquisition and retention; an 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 alumni affinity services; alumni communication and publications; geographic meetings and the establishment of alumni clubs; and alumni communications and publications.
- 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, as well as other University Directors, administrators, faculty, and key volunteer leaders.
- 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 and the Alumni Association to provide effective leadership and direction for the development and growth of the program, services, and activities.
- Led the Alumni Association through the University's first ever \$50 million Capital Campaign
- Increase overall membership from 3,700 members in 2005 to over 12,400 members in 2017
- Increase Life Membership from 500 members in 2005 to over 2,920 members in 2017
- Increase Alumni Operating Endowments from approx. \$500,000 to \$5.3 million; secured \$1 million operating endowment from individual donor
- Increase event sponsorship revenue from \$35,000 in 2005 to over \$200,000 in 2017
- Increase annual alumni meetings/events and communication pieces from 69 and 67 in Fiscal Year 2005 to 352 and 340 respectively ending Fiscal Year 2016
- Increase alumni staff from 3 full-time employees to 6 full-time employees and secured appropriate funding
- Provided leadership and guidance in support of the University's Head Football Coach winning the Liberty Mutual Coach of the Year award in 2011
- Annually organize and host the Alumni Association golf tournament; working with board members and key alumni volunteers to grow and enhance the tournament each year
- Created and successfully implemented the Alumni Travel Program
- Successfully created the annual Life Member Dinner and Celebration
- Started the Alumni Club program in 2006; there are now twenty (20) alumni clubs in 2017
- Instructor for First Year Experience (FYE) courses (2008 & 2009)
- Chair of the SHSU Homecoming Committee (2008 – present); strategically organize and implement homecoming parade, Distinguished Alumni Gala, Alumni Coffee, 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 to annually host the Official Ring Ceremony
- Chair of the Battle of the Piney Woods Tailgating Committee (2009 – present); 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 Planning Committee (2013 – present); appointed by the University President to Chair, 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:
 - Legislative Advocacy Committee
 - Alumni Association Scholarship Committee

- Alumni Association Golf Tournament Committee
- Alumni Association Distinguished Alumni Gala Committee
- Career Services Advisory Board (2013 – 2014)
- Liberty Mutual Insurance Regional Advisory Board Member
- New Student Convocation committee
- University Camp Committee
- Mobile Advisory Committee
- University Tailgating Committee
- Student Insurance Advisory Committee (2011 – 2012)

ASST. DIRECTOR FOR ALUMNI RELATIONS
Sam Houston State University

(JUNE 2006 – NOV. 2006)
Huntsville, TX

- Market and promote alumni programs and activities to increase membership
- Devise and implement plans to retain active members of the Alumni Association
- 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 staff and student workers
- Implementation and oversight of the Harris Online Community for alumni

ASST. ATHLETIC DIRECTOR FOR EXTERNAL RELATIONS
Northwestern State University

(2002 – 2006)
Natchitoches, LA

- Actively increase external funding to the NSU Athletic programs through endowed scholarships, planned giving, general fund support, sport specific contributions, and special events
- Develop and cultivate relationships with alumni, former athletes, and friends of the university
- Monitor all revenues and expenditures for the NSU Athletic Association and provide annual budget projections
- Serve 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 organize and coordinate the NSU Athletic Scholarship Auction and Joe Delaney Memorial Golf Tournament; which produced record participation and record net profits
- Work 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

(2000 – 2002)
Shreveport, LA

- Manage in excess of a half million dollar facility budget, consisting of but not limited too, personnel services and overtime, equipment and supplies, maintenance, and event services.
- Coordinate 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
- Coordinate daily field maintenance schedules for above facilities
- Serve 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
- Supervise a facility maintenance crew consisting of a superintendent, a supervisor, 11 crew members, and an administrative assistant
- Conduct 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

(1997 – 2000)
Natchitoches, LA

- Manage in excess of \$3 million athletic budget for 14 Division I-A sports programs
- Approve all expenditures for the athletic department and sport teams
- Monitor all revenues generated through game guarantees, ticket sales, and athletic camps
- Provide monthly budget updates and annual budget projections to Vice Presidents, Athletic Director, and budget heads
- Prepare and submit Annual Equity in Athletics Disclosure Act to the NCAA
- Oversee 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

(1995 – 1997)
Natchitoches, LA

- Coordinate scheduling of events in all athletic facilities (i.e. camps, receptions, fund raisers, job fairs)
- Serve as liaison for the athletic department with university maintenance and custodial divisions
- Organize and control all inventory and moveable property reports
- Supervise game management operations for all home athletic events
- Perform and organize all set-up and logistical components for hosting events in the facilities

MARKETING AND PROMOTIONS ASSISTANT
University of North Carolina at Wilmington

(1993 – 1995)
Natchitoches, LA

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