AMY FOSTER

PROFESSIONAL PROFILE

Senior athletic administrator with 24 years of experience including 10 years of progressive experience in intercollegiate athletics. Innovative thinker and agile leader with a proven record of developing and executing integrated strategic initiatives. Demonstrated success in cultivating collaborative relationships with a broad range of constituent groups.

- Budget Planning and Management
- Public and Community Relations
- Decision-Making and Conflict Resolution
- Human Resource Management
- Marketing and Branding
- Contract Negotiation
- Oral and Written Communication
- Relationship Builder

Higher Education Experience

September 2010
to present: **Associate Athletic Director and Senior Woman Administrator**
Seattle Pacific University, Seattle, WA

General Administration:

- Sport supervision for cross country, indoor and outdoor track and gymnastics
- Direct oversight responsibilities for athletic training, intramurals, internal operation coordinator, budget coordinator and marketing and fan engagement manager
- Assist with the leadership and management of all aspects of the Department of Athletics consisting of 28 full-time employees and 15 part time employees
- Collaborate in development and execution of strategic plan
- Current member of NCAA Division II Management Council
- Member of Campus Council – a 24 person council of leaders on campus to strategize ways to continue to improve campus collaborations

Finance and Budget:

- Develop and maintain an annual balanced operating budget of $3.075 million
- Initiated 5 year plan to balance Athletics budget annually with university and fundraising dollars.
- Develop and maintain scholarship budget, dollar assignments and protocols with coaches to determine appropriate use of scholarship dollars
- Develop efficiencies in all athletic operations, and provide recommendations to the Athletic Director for best practices to maintain these efficiencies
- Develop policies and procedures for effective purchasing and contracting of services, including centralized purchasing to ensure resource efficiencies for internal and external clients
- Initiated and led the process of athletic logo trademark with legal counsel
- Develop and oversee licensing program for athletics program as well as logo approval for all university merchandise (Leerfield)
    - Royalty increase from $428 to $7400 in 18 months
- Main Contact for East Bay Athletics
    - Led transition from Adidas to Nike in apparel and shoes within a 3 month period including developing new timelines, order procedures and payment protocols
- Collaboration with the Development office in the process of major gifts, annual gifts and general fundraising
- Manager for fundraising events

    - Men's Soccer Auction –gross revenue $60,000
    - Volleyball Auction- gross revenue $20,000
    - Men's basketball annual Golf Classic – gross revenue $90,000
- Develop and manage procedures for foreign tours, including fundraising efforts, contracts and individual team plans
- Assist with SPU Athletics brand identity project including primary and secondary logo/marks and style guide
- Development and creation of Departmental Policies and Procedures handbook, including Team Travel Policy, Budgeting Procedures and other internal processes
- Responsible for human resource management including searches, paperwork and initial onboarding
- Create onboarding process for each type of employee (coach, administrator, student employees)
- Coordinate team scheduling and game contracting within budget constraints
- Manage air travel program and consult for bus and car travel
- Supervise student intern program
- Complete EADA yearly audit and NCAA audit
- Competent with BANNER, Argos, EMS and JumpForward

Contracts and Agreements:

- Review and approve department contracts and agreements, including sponsorship and game contracts. Monitor to assure the fulfillment of sponsorship agreements
- Coordinate the athlete medical insurance programs and implementation of proper procedures
- Contract Administrator for East Bay Athletics
    - Led transition from Adidas to Nike in apparel and shoes including developing new order deadline, procedures and payment protocols
- Develop and maintain hotel relationships with local hotels for conference required hotel program including comp rooms stays
- Department contact for Pepsi as part of campus contract

Facilities:

- Develop policies and coordinate procedures to maximize the use and condition of the athletic facilities year round
- Assess and coordinate capital requests and recommendations, acquisitions and implementation procedures
- Supervise the facility manager and the scheduler
- Liaison with Seattle Parks for booking of soccer stadium for athletic teams
- Manage relationship with Seattle Storm for duration of their contract from facility scheduling, access to building and special requests
- Manage relationship with Seattle Pro-Am including special NBA guest appearances with crowd control and security
- Capital Building Improvements:
    - Weight room and cardio room remodel
    - Initiated plan to receive percentage of student fees for continued weight room and cardio improvements each year
    - Grass to turf conversion and lighting for outdoor track facility
    - Athletics contact for turf replacement project with City of Seattle and Seattle Parks for shared use soccer facility

Student success:

- ASR rate of 97%.
- Overall athlete GPA for Spring 2020: 3.602
- Developed tutor program available to all athletes at no cost to athletes
- Developed student workshops in collaboration with Assistant Athletic Director for Compliance. Topics include sexual assault, drug and alcohol, eligibility, NCAA rules education, how to

navigate campus and basic life skills. Required for all incoming students-athletes and limited refresher segments for returning student-athletes

Vending and concessions:

- Monitor staff and operations of all athletic facility vending and concessions financial procedures and policies

Campus Relationships:

- Primary athletics contact for finance, financial aid, facilities, student housing, security and computer and information systems
- Athletics representative for Campus Safety Operations Team
- Athletics contact for campus hiring teams including the Dean of Students, Residence Life Director, Vice President for Diversity and Inclusion, Chaplin and various levels of university positions

Professional Affiliations

- NCAA Division II Management Council 2018-present
  - NCAA Honors Committee
  - NCAA Degree Completion Committee
  - NCAA Identity Subcommittee
  - NCAA Planning and Finance Committee
- Executive Institute 2019, Women Leaders in College Sports
- NCAA Pathway Program (formerly Fellows) 2016 – highly selective program for senior-level positions within athletics administration
- NCAA Division II West Region Women's Rowing Committee 2015-17
- Women Leaders in College Sports (formerly NACWAA) 2011-present
- National Association of Collegiate Directors of Athletics (NACDA)
- College Athletic Business Management Association (CABMA)

December 2005 – September 2010 **Assistant Director of Conference Services &Camp Casey**

Seattle Pacific University Seattle, WA

- Manage the conference services operations at two diverse locations through planning, organizing and controlling the systems and processes required to effectively develop a sustainable growth in revenue through a mix of recurring and new clientele.
- Monitor the financial viability of the operation of both units through participation in the university's annual budget process for both revenue and expenditure and the careful analysis of variances from budget and the investigation and implementation of the appropriate corrective action.
- Market and promote conference services at both locations to both internal and external clients through effectively designed and distributed marketing materials and knowledge of the non-profit conference services marketplace to identify and secure new clients. This includes the preparation of responses to potential client RFPs and active follow-up of same until they are awarded.
- Lead the permanent and student staff of the conference services units through both the development of a viable vision for the unit's business and effective planning, coaching and annual performance evaluation of conference services employees directing reporting to the incumbent

Other Experience

December 2005- **Event Manager/Concessions & Merchandise Director**

June 2000 — The Workshop (Event production company)
One Reel (Event Production Company)
Seattle, WA

- Lead all concessions and merchandise activities for a variety of events for the public.
- Responsible for budgeting, staffing and community interactions
- Interacted with production, sponsorship, admissions and entertainment bookers to develop revenue generating opportunities for One Reel.
- Increased revenue by 56% while decreasing expenses, responsible for 4 budgets varying from five thousand to two million dollars, implemented 12 new revenue projects, started new database to connect departments with common needs

1994-2000 — **Elementary Physical Education Teacher**
Seattle School District — Seattle, WA

Education

Seattle Pacific University

Master in Business Administration with Human Resources Emphasis (June 2018)
B.A. Physical Education/Special Education