

Laura Courtley-Todd

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Education

ST. THOMAS UNIVERSITY, Miami Gardens, Florida
Master of Science in Sports Administration
December 1995

THE OHIO STATE UNIVERSITY, Columbus, Ohio
Bachelor of Science in Recreation Education
March 1994

Professional Experience

June 2020
to current

ST. THOMAS UNIVERSITY ATHLETIC DEPARTMENT

Miami Gardens, Florida

Assistant Professor, Gus Machado College of Business

- Teach undergraduate college students majoring in sports administration.
- Create networking opportunities for students by incorporating business professionals from the sports industry as Guest Speakers in class.
- Serve as a liaison with the university's admissions office and the Gus Machado College of Business for potential sports administration degree-seeking undergraduate students.
- Counsel and advise undergraduate sports administration majors in the exploration of the sports business industry through the selection of appropriate courses and career plans.

Course Specialization

- Introduction to Sports Administration (SPB 100)
- Sports Facilities & Event Management (SPO 307)
- Seminar in Sports Administration (SPB 4004)
- Social Media and Sports – proposed special topics course for Spring 2021

November 1996
to May 2020

ST. THOMAS UNIVERSITY ATHLETIC DEPARTMENT

Miami Gardens, Florida

Director of Athletics (October 2000 to May 2020)

- Served on the President's Cabinet.
- Grew the athletics offerings from 9 varsity sports to 24, along with developmental (junior varsity) programs which included the growth of 500 student-athletes to 791 total.
- Created an environment that promotes a student-first approach which successfully led to an overall grade point average of 3.0 and above annually.
- Accounted for 376 NAIA Scholar-Athletes recipients, 87 of which were from the 2019-20 academic year, 50 from 2017-18, and 49 from 2016-17.
- Formulated an Athletics Compliance Committee and conducted educational compliance seminars to assist the institution in full compliance with the NAIA & NCAA Eligibility Center rules and regulations.
- Oversaw the institution's Champions of Character Program in support of the university's mission of being "leaders for life." The university achieved Champions of Character status every year since the NAIA created the scorecard.
- Assisted the Faculty Athletics Representative in the funding solicitation, creation, and implementation of the TOTAL Program: Take Off Towards Academic and Athletics Leadership initiative to increase student-athlete retention and academic success.
- Implemented and oversaw the Athletics Department's annual all-you-can-eat fundraising Stone Crab and Bobcats Hall of Fame Induction Dinner, resulting in a yearly \$25K+ surplus.
- Collaborated with building new athletics facilities such as the Fernandez Family Center for Leadership & Wellness gymnasium, new soccer fields, baseball bleachers, and beach volleyball courts. Also assisted with the project management of outdoor sports lighting on the baseball, soccer, and softball fields, and continued renovations of existing facilities.
- Facilitated partnership usage agreements with Boras Sports Training Institute, the Miami Tennis Open, and the Miami FC soccer club, in addition to several facility rental initiatives.
- Completed annual student-athlete handbook outlining eligibility policies, financial aid, student code of conduct, academic policies, support services, and student-athlete pledge.
- Created and maintained policy and procedures manual for the department including recruitment, eligibility, game management, athletic training, emergency plans, intramurals, staffing, and budget policies.
- Administered drug policy and drug testing for student-athletes with collaboration from Athletic Trainer, School Nurse, and Counseling Center.

- Developed educational forums for student-athletes involving drug and alcohol use, career goals, spirituality, sportsmanship, diversity among teammates, sports nutrition, and servant leadership.
- Assembled reports for Board of Trustees, Senior Vice Presidents and Athletics Committee showing recruitment and retention trends, GPA per sport, overall GPA versus general student population, graduation rates, and overall revenue generation for the department.
- Served as tournament director of conference tournaments hosted on campus: Men's Soccer, Women's Soccer, Volleyball, Men's Basketball, and Women's Basketball; and Opening Round National tournaments for Men's Soccer, Women's Soccer, and Baseball.
- Organized and managed student-athlete volunteer activities such as school and hospital visits, field day activities for local elementary school, career fairs, Middle School report card readings, and virtual Physical Education courses during the COVID-19 pandemic.
- Assisted in the creation of leisure activity courses in cooperation with Academic Affairs.
- Served on the Institutional Effectiveness committee for SACS self-study reaffirmation accreditation.
- Continue duties as described as Associate and Assistant Athletics Director.

Associate Director of Athletics (August 1999-October 2000)

- Served as primary human resource contact for the department including hiring, separation, insuring proper certifications, annual performance evaluations, and risk management while continuing to do all previous responsibilities as Assistant Athletic Director.
- Functioned as the Tournament Director for the 1999 & 2000 NAIA Women's Soccer National Championship hosted on the campus of St. Thomas University.
- Served on the search committee for the Vice President for Student Services.

Assistant Athletic Director (November 1996-July 1999)

- Continued to do all sports information responsibilities, in addition to directly supervising all aspects of women's sports and the coaches.
- Oversaw budgets for nine NAIA sports including scholarships, equipment, and travel.
- Assisted the Athletic Director with the eligibility of 187+ student-athletes.
- Served as Director of all-conference/regional tournaments and sports banquets.
- Created and managed the athletic booster club and its corporate sponsors.
- Served on University committees for Homecoming, Registration and assisted in the interview process for prospective sports administration graduate students and resident assistants.

Sports Information Director (August 1996-November 1996)

- Promoted sporting events through the writing of press releases and other collateral material.
- Updated and tracked statistical information for nine NAIA sports using statistic software.
- Published and created media guides for fall and spring sports using QuarkXPress.
- Supervised a work-study program of 60 students.
- Directed intramural programs consisting of flag football, soccer, basketball, softball, volleyball, and the university weight room and pool.

February 1995
to August 1996

SOUTH FLORIDA OLYMPIC SOCCER

Miami, Florida

Assistant Venue Manager & Events Coordinator

- Served as a liaison for the local committee and The Atlanta Committee for the Olympic Games.
- Promoted and coordinated event management for Olympic Soccer in the Orange Bowl Stadium.
- Administered scheduling and fulfillment of all operational equipment and special needs.
- Coordinated promotional events and performed as the Olympic mascot "IZZY".
- Developed budgets and solicited funds for special events and community activities.
- Edited the official Olympic Soccer newsletter *The Soccer Scoop*.
- Oversaw merchandise design and distribution in South Florida.
- Supervised street pole banner project marketing Olympic Soccer.
- Managed an extensive volunteer program of 1,500 people.

Adjunct Teaching Experience

Spring 2005

ST. THOMAS UNIVERSITY

SPO 490: Seminar in Sports Administration

20+ students

- A Senior-level undergraduate course where students are exposed to the current issues facing sports administrators, providing students with opportunities to identify areas for potential internships and develop job/internship seeking skills. The seminar includes presentations by guest lecturers and instructor's lectures; the majority of the course is conducted in a student presentation/discussion format.

Fall 2004	<i>SPO 309: Legal Aspects of Sports Administration</i>	20+ students
	<ul style="list-style-type: none"> Undergraduate course giving students background and understanding of the court and legal system in America and how the law is used by, and applied to, athletes and athletics. Some of the major legal problems and issues confronting the sports administrator are actions against professional, college, secondary school, and community programs; actions involving safety procedures; anti-trust; collective bargaining and arbitration; and risk management. 	
Fall 1999	<i>COM 400: Business Communication & Report Writing</i>	15+ students
	<ul style="list-style-type: none"> The course examines the contexts of a variety of professional documents, including documents undergraduate students produce to fulfill the course obligation. Major assignments include career materials such as a resume, cover letter, references; a correspondence packet that addresses a proposal, memorandums, and research analysis. Mock interviews are a major portion of the course fulfillment. 	

Other Related Experience

2020, 2007 & 1999	SUPER BOWL XLI, XXXIII & LIV <i>Press Runner</i>	Miami Gardens, Florida
August 1995 to 2004	MIAMI DOLPHINS, LTD. <i>Game Day Media Relations Assistant & Game Day Promotions Assistant</i>	Davie, Florida
October 1995 to April 1996	THE MIAMI HEAT <i>Game Day Media Relations Assistant</i>	Miami, Florida
January 1995 to February 1995	ANHEUSER BUSCH, INC./BUD BOWL 7 & SUPER BOWL XXIX <i>Special Events & Public Relations Coordinator</i>	Miami, Florida
November 1994 to January 1995	ORANGE BOWL COMMITTEE <i>Operations Assistant</i>	Miami, Florida
September 1993 to June 1994	THE OHIO STATE UNIVERSITY ATHLETIC DEPARTMENT <i>Student Sports Information Assistant</i>	Columbus, Ohio
September 1990 to June 1994	THE OHIO STATE UNIVERSITY RECREATION AND INTRAMURALS <i>Student Special Events Coordinator and Supervisor for Persons with Disabilities</i>	Columbus, Ohio

Related Skills & Personal Achievements

- Extremely computer literate with proficiency in Aldus PageMaker, QuarkXPress, Microsoft Word, Microsoft Excel, Microsoft Outlook and Windows.
- 2019-20 The Sun Conference Athletics Director of the Year
- 2018 St. Thomas Presidential Award for Distinguished Service
- 2017-18 The Sun Conference Athletics Director of the Year
- 2017-18 St. Thomas Administrator of the Year
- 2011-12 The Sun Conference Athletics Director of the Year
- 2003-04, 2000-01 & 1997-1998 St. Thomas Student Services Outstanding Service Award
- 2003-04 & 1996-97 St. Thomas Student Government Advisor of the Year
- 1999-2000 NAIA ADA Athletic Director of the Year, Region XIV
- 1999-2000 Florida Sun Conference Female Administrator of the Year
- 1996-97 St. Thomas University Student Government Association Administrator of the Year

Affiliations

- National Association of Collegiate Directors of Athletics (NACDA)
- GMCVB Sports Tourism Advisory Committee (serve currently since 2009)
- The Sun Conference Eligibility Committee (serve currently since 1999)
- Former member of the Orange Bowl Committee (served one year)
- Former NAIA National Administrative Council Member: Ratings & Postseason Selection Committee (served 2 terms)
- Former The Sun Conference Executive Committee (served 3 terms)

- Former The Sun Conference Sports Liaison for Women’s Volleyball (served 3 terms)
- Former member of the NAIA Regional Management Committee (served 1 term)

References

- Drew Watson/Southeastern University Athletics Director – cell (863) 956-7515
- Kera Dukic/Arkansas Teck University Volleyball Coach – cell (248) 802-7814
- Meredith Parry/Merrimack College Clinical Assistant Professor – cell (305) 613-3534
- Jorge Perez/St. Thomas University Baseball Coach – cell (786) 447-9947
- Jeff Norman/former STU Softball Coach – cell (954) 655-5136
- Michelle Murch/former STU Student-Athlete – cell (786) 351-1015
- Michael Craig/former STU Graduate Assistant – cell (570) 815-2300
- Dustin Wilke/Commissioner of The Sun Conference – cell (402) 617-3853