

# Charles D. Vienne

---

5 Emerald Oaks Court  
Huntsville, TX 77342  
(936) 294-1840 (o)      (936) 662-9649 (c)

## EMPLOYMENT

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

## EDUCATION

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

## PROFESSIONAL MEMBERSHIPS

- 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)
- Council in Advancement and Support of Education (CASE District IV), 2006 – Present
- Alumni Professionals of Texas (APT), 2006 - Present
- National Association of Athletic Development Directors (NAADD), 2002 – 2006
- College Athletic Business Management Association (CABMA), 1997 - 2000

## **PRESENTATIONS AND AWARDS**

- 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)

## EMPLOYMENT SUPPLEMENT:

DIRECTOR OF ALUMNI RELATIONS  
*Sam Houston State University*

YEARS EMPLOYED (NOV. 2006 – PRESENT)  
*Huntsville, TX*

- Responsible for the general conduct of the Department of Alumni Relations, including, but not limited to; staff supervision; Annual membership acquisition and retention; annual campaigns 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.
- Work closely with the administration and faculty and provide leadership and support for the Alumni Association Board of Directors.
- Frequently make formal presentations and perform public speaking duties
- Formulate and articulate a vision for Alumni Relations and the Alumni Association and provide effective leadership and direction for the development and growth of the program
- Increase of overall membership from 3,500 members to over 11,000 members
- Increase Life Membership from 350 members to over 2,500 members
- Increase Alumni Operating Endowments from approx. \$500,000 to \$3.8 million
- Increase annual alumni meetings/events and communication pieces from 50 and 60 respectively to 325 and 290 in FY '14
- Increase alumni staff from 3 full-time employees to 5 full-time employees
- Chair of the SHSU Homecoming Committee (2008 – present)
- Chair of the SHSU Official Ring Ceremony Committee (2006 – present)
- Chair of the Battle of the Piney Woods Tailgating Committee (2009 – present)
- Chair of the Founders Day Committee (2013 – present)
- Instructor for First Year Experience (FYE) courses (2008 & 2009)
- Service on the following committees:
  - New Student Convocation committee
  - University Camp Committee
  - Mobile Advisory Committee
  - University Tailgating Committee
  - 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
  - Student Insurance Advisory Committee (2011 – 2012)

ASST. DIRECTOR FOR ALUMNI RELATIONS  
*Sam Houston State University*

YEARS EMPLOYED (JUNE 2006 – NOV. 2006)  
*Huntsville, TX*

- Marketing and promotions of alumni programs 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 services
- Geographic meetings 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*

YEARS EMPLOYED (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 have produced record participation and record net profits the last two events
- 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*

YEARS EMPLOYED (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
- 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*

YEARS EMPLOYED (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*

YEARS EMPLOYED (1995 – 1997)  
*Natchitoches, LA*

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

- 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*

YEARS EMPLOYED (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