

**Stephanie K. Helgeson**  
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**CAREER  
OBJECTIVE**

Obtain a career where I can best utilize my experiences and knowledge involving business administration, marketing, human resource management, while working for a progressive and growing Organization with potential advancement opportunities.

**EDUCATION**

**M.S. Educational Leadership**

**University of North Dakota** (Grand Forks, ND) – anticipated graduation date summer 2006

College of Education

- Emphasis in Administration

**Bachelor of Business Administration**

**University of North Dakota** (Grand Forks, ND) – May 1995

College of Business & Public Administration

AACSB Accredited

- Strong Emphasis in Business, Marketing and Administration

**University of Minnesota, Crookston** 8/90-5/91

**Win-E-Mac High School** (McIntosh, MN) 8/86 – 5/90

Class Officer, Student Council, Who's Who Among American High School Students, Volleyball, Basketball, Choir, Army National Scholarship for Excelling in Academics & Athletics, Girls' State Participant

**RELEVANT  
EXPERIENCE UNIVERSITY OF MINNESOTA, CROOKSTON**

Crookston, MN

6/03 – present

**Director of Athletics**

- Direct, supervise, and evaluate all aspects of men's and women's intercollegiate athletics (12 sports), intramurals, summer sports camps, and the fitness center.
- Determine funding requirements, budgeting, public and media relations, business, operational, program and policy development, and fundraising functions.
- Monitor and track athletic department revenue and expenditures to insure department's fiscal responsibility, manage 1.5 million dollar budget.
- Develop with University, NCAA, NSIC, and MCHA policies, rules, and regulations governing the operation of the athletic program including adherence to Title IX and rules monitoring the eligibility of student athletes.
- Work with the M.S.H.S.L. officials in hosting of high school tournaments.

- In conjunction with Institutional Relations, the Development Office, and UMC Teambackers develop, plan, and organize the annual fund campaign for athletics.
- Maximize exposure and visibility for the program by developing public relations and media relations efforts to extensively promote the prestige of the athletic department and the university.
- Develop and direct planning processes that respond to current and future program needs and ambitions.
- Generate enthusiasm and financial support for athletic programs through season ticket, merchandise, general ticket sales, and promotional activities for students, faculty, staff, alumni, and the community.
- Hire, supervise and evaluate 25 coaching and support staff.
- Participate fully in conference and national activities.
- Coordinate provision of team services and game operations for all sports.
- Supervise facilities and events.
- Supervise the scheduling of all intercollegiate athletic events

10/03 – 7/04

**Director of Athletics/Senior Women's Administrator**

Same as above.

6/03 – 10/03

**Interim Athletic Director/Senior Women's Administrator**

- Monitor and track athletic department revenue and expenditures to insure department's fiscal responsibility.
- Supervise and evaluate 30 departmental personnel.
- Implement goals/objectives for all personnel along with developing evaluation procedures and annually reviewing all employees.
- In the process of developing an Athletic Department Handbook for all new hires.
- Continue to develop and expand the Teambackers organization and increase financial support.
- Increase the level of student satisfaction, support, and participation in the Fitness Center. Identify needed service, program, and equipment improvements.
- Assist and support coaching staff with student athlete recruiting to insure individual team membership goals are met.
- Continue to develop and refine coach's annual written work plans and accomplishments by sport.
- Involve coaches in service on campus committees to promote building relationships between athletics and faculty/staff.
- Arrange for, and coordinate, an on-site NCAA review fall 2003.
- Involve coaches and teams in the community (e.g., teams going into schools and reading to kids, helping with community service projects) to help build improve athletic image and relationships.
- Continue to refine and improve the marketing plan for athletics. Increase community's awareness of UMC Athletics.
- Develop updated UMC goals for staffing, SEE, and scholarship levels compared to other NSIC and NCAA-II schools.
- Improve student athlete student retention and graduation rates.

8/00 – 6/03

### **Assistant Athletic Director**

- Implement and carryout a comprehensive marketing plan for the UMC Athletic Department
- Increase revenue through marketing/promotions
- Tracking of requisitions, billing, purchase orders, assist in budget preparation and monitoring of the athletic budget
- Payment of officials
- Attend all NCAA/NSIC Meetings as required
- Aid Athletic Director and Teambackers in fund raising activities and identifying and talking to new donors
- Work with Compliance Coordinator and Athletic Director to assure compliance with the NCAA
- Aid the Athletic Director in making decisions critical to the progress of the UMC Athletic Department
- Supervise Sports Information office and work-study personnel
- Student Athletic Advisory Committee Advisor

8/99 – 7/04

### **Senior Women's Administrator**

- Serve as the highest ranking female administrator involved with the UMC Athletic program
- Serve on all Athletic Departmental search committees and also on campus search committees.
- Monitor Gender Equity issues at UMC
- Assist the Athletic Director in all areas involving the athletic department

### **Committee Work**

- Serve on the President's Executive Committee
- Chair the UMC Staff Executive Committee
- A member of President's Emerging Leader's Program – University of Minnesota, Minneapolis Campus
- Serve on the UMC Image/Marketing Committee
- Serve on the NSIC Marketing Committee
- Executive Board Member of UMC Teambackers
- Secretary of the Teambacker Board
- Serve on UMC Strategic Planning Committee
- Member of the UMC Athletic Hall of Fame Committee
- Served on various UMC Search Committees
- Teambacker Golf Tournament Committee
- Teambacker Fun Night Committee
- Co-Chair Women's Golf Committee

### **Professional Organizations**

- NACWAA (National Association for Collegiate Women Athl. Adm.)
- NACDA (National Association for Collegiate Athletic Directors)
- NACMA (National Association for Collegiate Marketing Administrators)

12/97-7/00

### **Sports Information Director**

- Serve as Media Relations Liaison for the UMC Athletic Department
- Produce Game Programs and Media Guides
- Web Page Coordinator – developed and maintained athletic web pages
- Handle marketing/promotions for UMC athletic department

- Keep stats at all home athletic events for all nine sports
- Send out Press Releases and feature stories
- Work with the Northern Sun Conference and NCAA II
- Worked with local and regional media (TV, newspaper, radio)
- Sold advertising on score tables and game programs
- Participate in fundraising for UMC Teambackers
- Game Management duties
- Participated in move from NAIA to NCAA II and into the NSIC
- Successfully ran the Minnesota State High School Tournaments on the UMC campus

11/95-12/97

**Office Specialist**

Provide support for 13 staff members in ways of assisting with recruiting, Word processing, designing and maintaining relational databases, assisting with web pages for the athletic department, designing media guides, assisting in sports information, providing computer support and training for 20 staff members, perform routine office support functions.

8/92-5/94

**UNIVERSITY OF NORTH DAKOTA**

BUSINESS AND VOCATIONAL EDUCATION

Grand Forks, ND

**Student Assistant**

Word processing, filing, grading, answering telephones, general secretarial duties

**OTHER  
EXPERIENCE**

Summers 1991-1993

**WIN-E-MAC SUMMER RECREATION**

McIntosh, MN

**Supervisor/Coach**

Supervised and coached 50 to 75 youths ages 5-16

2004-present

**NESS CAFÉ**

Erskine, MN

**Owner**

Accounts payable, Accounts receivable, Payroll, Quarterly Reports, Sales Tax, Payroll Tax

5/85-2004

**NESS CAFÉ (parent's own)**

Erskine, MN

**Manager/Cook/Waitress**

Prepared work schedules for 12 employees, training of cooks & waitresses, handled daily deposits and paying of bills, maintained inventory, and provided customer service

## **STRENGTHS AND ABILITIES**

- **Technical Experience**
  - Ten years using E-mail, MS Word, MS Excel, Access, and MS Windows
  - Six years using MS Power Point
  - Setting up Word Databases and Mail Merging
  - Ten years using Internet Explorer, Netscape Communicator, Netscape Composer (Web Page Design), Desktop Publishing, and Paint Shop Pro
  - Other Software Knowledge
    - Adobe Photoshop & Net Object Fusion
  - Excellent telecommunication and organizational skills
  - Other Technical Skills:
    - Digital Camera
    - Programming Scrolling Computerized Signs
    - Various printers, fax machines, copiers and scanners
  
- **Strong Interpersonal and Human Relations Skills**
  - Able to communicate well with diverse groups of people
  - Genuinely interested in meeting the needs of others
  - Personable and friendly
  - Loyal, dedicated, hardworking and sincere
  - Dependable and reliable

## **HOBBIES AND INTERESTS**

Walking, biking, aerobics, softball, basketball, volleyball and reading

## **REFERENCES:**

Dr. Robert Nelson  
Registrar/Director Institutional Relations  
University of Minnesota, Crookston  
Crookston, MN 56716  
(218) 281-8560

Dr. Donald Sargeant  
Chancellor Emeritus/Professor  
Student Center 242  
(218) 281-8442

Marv Bachmeier  
Supervisor for 3 ½ years  
Retired Athletic Director  
Head Women's Golf Coach  
University of Minnesota, Crookston  
Crookston, MN 56716  
(218) 281-8415

