

MARGARET MCKINLEY

INTERCOLLEGIATE EMPLOYMENT HISTORY

UNIVERSITY OF CINCINNATI

Executive Senior Associate Director of Athletics/Senior Woman Administrator
Senior Associate Director of Athletics/Senior Woman Administrator
Senior Associate Director of Athletics for Compliance & Administration
Interim Senior Woman Administrator
Senior Associate Director of Athletics for Compliance
Associate Director of Athletics for Compliance
Assistant Director of Athletics for Compliance
Director of Compliance & Student Services
Associate Director of Compliance & Student Services
Assistant Director of Compliance
Compliance Assistant
Compliance & Student Services Intern

Cincinnati, OH

July 2016 - present
June 2014 – July 2016
February 2013 – June 2014
September 2012 – March 2013
April 2012 – January 2013
October 2010 – April 2012
April 2008 – October 2010
July 2006 – April 2008
April 2004 – July 2006
March 2002 – April 2004
August 2001 – March 2002
May 2001 – July 2001

XAVIER UNIVERSITY

Adjunct Professor, Master of Education in Sport Administration program

Cincinnati, OH

January 2005 – present

PROFESSIONAL EXPERIENCE

Leadership & Strategic Initiatives

- Collaborate with campus partners as a Member of the Director of Athletics' Senior Staff and regularly meet with the Offices of the President, General Counsel, Equity, Inclusion & Community Impact, Enterprise Risk Management, Internal Audit, Gender Equity & Inclusion and UCPD
- Deliver daily leadership and guidance as sport supervisor to Football and Women's Basketball, and in goal setting and execution, scheduling, performance management, and budget planning and monitoring in pursuit of competitive excellence
 - Previous experience supervising Baseball, Men's and Women's Swimming & Diving, Men's & Women's Cross Country, Indoor and Outdoor Track & Field, Men's Soccer, Women's Tennis and Women's Volleyball
- Lead COVID-19 response team and develop strategies for Resocialization of Sport and return to campus
- Pioneer Medical Services for student-athletes with innovative vision training practices that have reduced student-athlete concussions by 85% over five years. Further partnered with the Department of Defense to study biometrics of female student-athletes for viability in the Special Forces and optimal performance. Department currently has 18 open IRBs that are collaborations with academic units on-campus and community partners such as General Electric
- Transform Sports Performance department with organizational restructuring and the implementation of a "food first" fuel station and weekday breakfast, lunch and dinner menus set by sports nutrition positions created as a result of a partnership formed with the College of Allied Health Science Department of Rehabilitation, Exercise and Nutrition Sciences
- Shape a comprehensive NCAA Division I-FBS rules compliance program for 18 sports that is recognized as a pacesetter by NCAA staff and industry peers, leading to representation on various NCAA committees as an industry expert
- Facilitated Athletics Strategic Planning and chaired subcommittee on centering our focus on the student-athlete experience. Ensured execution of a demonstration and reinforcement of a commitment to Title IX and gender equity, creation of a culture of inclusiveness through development and refinement of the One Team philosophy and creation of a four-year student-athlete development plan, branded CPAWS
- Revitalized previously eliminated athletic scholarships in Men's Swimming & Diving and Men's Cross Country and Track & Field and executed plan to fully fund scholarships for all sports while saving the department \$2.5 million annually in operational budget costs

- Served on team that negotiated a new apparel contract with Under Armour that ranked number 13 in the nation, to include more than \$1.14 million in cash and \$3.64 in product annually product activation elements include local network broadcasting station, student life on campus, Alumni Association and UC police department
- Initiated annual Competitive Excellence Forums to review recruiting and retention, student-athlete development, coaching and leadership and overall programmatic results (win/loss, APR, GPA) with each head coach involving Director of Athletics and Senior Staff that was instrumental in six programs improving by at least 70 slots in the national rankings over one year

Budget & Finance

- Oversee six units' budgets and identify potential cost savings without harming the student-athlete experience. For example, reduced spending in training table meals by over \$250,000 while increasing the number of student-athletes receiving meals as well as the number of meals provided by athletics on a daily basis through a mutually beneficial partnership with Campus Dining Services
- Proactively monitor distribution of scholarship dollars and participation numbers in compliance with Title IX and coordinate reporting figures for the EADA
- Transformed the use of the Student Assistance Fund, more specifically, strategic utilization of fund for coverage of third-party health insurance to minimize out-of-pocket costs for department and student-athletes associated with medical expenses

Compliance, Student-Athlete Services & Community Engagement

- Guide the development and implementation of all services, including the ongoing evaluation and development of policies and procedures, rules education initiatives, monitoring and auditing systems, evaluation and investigation all information related to potential secondary and major violations of legislation, interpretations, eligibility certification, awarding of financial aid and institutional camp and clinics compliance with the State of Ohio regulations and report information to appropriate entities including, but not limited to, the NCAA, conference office, President and the Governance and Audit Committee for the Board of Trustees
- Produced a four-year department-wide Academic Progress Rate of 991, the highest score in department history, for the most recent report of 2019-20, with every program at or exceeding a multi-year rate of 980
- Collaborate with the Office of the Registrar, Student Financial Aid Office, Admissions and Office of Housing and Food Services to ensure a positive student-athlete experience
- Supported implementation of an iPad initiative for all student-athletes to receive a device that facilitated eLearning capabilities and strategic, convenient viewing of game tape and related communication among faculty and staff
- Partner with Sports Administration program for National Girls and Women in Sports Day to bring in excess of 200 participants to campus for a panel featuring women working in sport, a sport and wellness clinic and a women's basketball game
- Partnered with the 13 tri-state area YMCAs to provide soccer balls, basketballs, and coaches shirts for all youth sports participants through an initiative entitled Junior Bearcats

Development & Capital Projects

- Collaborate with Assistant Vice President of Development to assist in fundraising for Athletic initiatives as well as campus priorities
- Initiate and lead \$6,000,000 Football Locker Room, Team Room and Equipment Room renovation project
- Lead role in planning and implementation of \$1,750,000 Armory Fieldhouse and Outdoor Track facility enhancements
- Involvement in cultivation of lead gifts for \$85,000,000 Nippert Stadium West Pavilion project and 5/3 Arena \$87,000,000 renovation
- Facilitated launch of Women's Excellence Fund development initiative in late Fall 2018 that has raised over \$1,300,000 to date and created the Women's Excellence Fund Leadership Lecture Series to cultivate relationships with female business leaders and their companies for future gifts

- Created largest fundraiser in program history for the men's cross country and track & field with a retirement celebration event in honor of former head coach

Human Resources & Personnel

- Shaped a department-wide organizational restructuring project to create alignment to best support our student-athletes, coaches and staff as well as enhance succession planning and development of coaches and staff
- Led national searches for Head Women's Basketball, Baseball, Men's Cross Country/Track & Field, Men's and Women's Swimming & Diving and Women's Tennis Coaches, and assisted Director of Athletics on Head Football Coach search, with successful creation and negotiation of contract offers and extensions for coaches
- Implemented innovative recruitment and retention plan for female coaches that has resulted in an A grade in every annual release of the Tucker Center's Women in Coaching Report Card
- Prepared a Sport Supervisor manual for current and new sport supervisors to assist in their personal and professional development and uniformity in the assessment and priority development process
- Selected by the Office of the President to serve on several search committees for key university positions, including the Vice President and General Counsel, Assistant Vice President and Dean of Students, Assistant Vice President and Chief Risk Officer and the certifying officer in the Office of the Registrar

NATIONAL & REGIONAL COMMITTEE SERVICE

- NCAA DI Board of Directors Infractions Process Committee (2021 – present)
- NCAA DI Council (2016 – present)
- NCAA DI Council Coordination Committee (2020 – present)
- NCAA DI Legislative Committee (2015 – present), Vice Chair (2017 - 2019), Chair (2019 – present)
- NCAA DI Competition Oversight Committee (2016)
- NCAA External Education Advisory Group (2018 – present)
- NCAA Transfer Portal Advisory Group (2018 – present)
- NCAA DI Enforcement and Infractions Review Group (2016 – 2018)
- NCAA Ad Hoc Financial Aid Working Group (2015 – 2016)
- NCAA APP Advisory Group (2013 – present)
- NCAA/NAAC Strategic Initiatives Committee (2013- 2016)
- NAAC Communications Committee (2011 – 2014)
- Women Leaders in College Sports Nominating Committee (2020 – present)
- Women Leaders In College Sports Governance Committee, Chair (2017 – present)
- Women Leaders In College Sports Foundation Fund Committee (2013); Membership Committee (2014)
- Greater Cincinnati Northern Kentucky Women's Sports Association Awards Committee (2008 – present)

CONFERENCE COMMITTEE SERVICE

- Chair, American Athletic Conference SWA Group (2020 – present)
- American Athletic Conference AD Executive Committee (2020 – present)
- Chair, BIG EAST/American Athletic Conference Indoor and Outdoor Track & Field Committee
- Chair, American Athletic Conference SWA Championship Committees subcommittee
- Chair, American Athletic Conference SWA Scheduling subcommittee
- American Athletic Conference SWA Championship Site Rotation subcommittee
- American Athletic Conference SWA Squad Size subcommittee

UNIVERSITY COMMITTEE SERVICE

- President's Diversity Council (2014 – present)
- Enterprise Risk Management (ERM) Risk Council (2014 – 2019)
- Bias Incident Response Team (2014 – 2020)
- CPAWS Executive Board (2014 – present)

- Clery Compliance Workgroup (2015 – 2016)
- Diversity Resource Liaison (2013 – 2014)
- Chair, Department of Athletics' Equity and Inclusion Committee (2013 – present)
- James P. Kelly, Sr Athletic Hall of Fame Selection Committee (2010 – present)
- University President's Athletic Advisory Council, ad hoc member
- Served on Athletics Certification Governance Subcommittee (2nd cycle certification)
- Served on Sexual Offense Response Team (SORT)
- Served on Board of Directors, C- Club (Organization of University of Cincinnati Letter Winners)

AWARDS & RECOGNITION

- 2019 Cincinnati USA Women's Sports Association Mary Jo Huisman Administrator of the Year
- 2018 Women Leaders in College Sports DI FBS Administrator of the Year
- 2018 American Council on Education Women's Network-Ohio Excellence in Higher Education Leadership

ACTIVITIES & COMMUNITY OUTREACH

- National Association of Collegiate Directors of Athletics (NACDA)
- National Association for Athletics Compliance (NAAC)
- Women Leaders in College Sports
- Cincinnati USA Women's Sports Association
- Co-advisor for SAAC
- Speaker on local/regional/national panels various industry topics

PROFESSIONAL DEVELOPMENT TRAINING

- Bricker & Eckler's Higher Education Clery Training & Introduction to Title IX Basics - July 2020
- Women Leaders in College Sport Executive Institute – July 2017
- atIXa Civil Rights Investigator Level One certification – August 2016
- Women Leaders in College Sport/NCAA Leadership Enhancement Institute - July 2014
- LEAD1 Athletic Director's Institute - July 2013
- Title IX investigator training, Greater Cincinnati Consortium of Colleges & Universities – November 2012
- Women Leaders in College Sport Institute for Advancement – June 2009
- APPLE Conference – January 2007
- Division I Regional Leadership Conference – October 2006
- NCAA Diversity Workshop – multiple occasions
- NCAA National Convention, NCAA Regional Rules, NAAC & NACDA seminars - annually

EDUCATION

XAVIER UNIVERSITY, CINCINNATI, OH

Master of Education, Sports Administration, December 2001

UNIVERSITY OF CINCINNATI, CINCINNATI, OH

Bachelor of Arts, Psychology, June 2000

Indoor & Outdoor Track & Field Letterman