

# Dr. Joni L. Williamson

## EDUCATION

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- 2021 Doctorate of Education in Global Sport Leadership  
East Tennessee State University, Johnson City, TN  
Capstone: Retention of Working Mothers in Intercollegiate Athletics
- 2004 M.S. Recreation and Sport Sciences, Concentration: Coaching Education  
Ohio University, Athens, OH
- 2003 B.S. Elementary Education  
University of Evansville, Evansville, IN

## GUEST SPEAKER AND LECTURER EXPERIENCE

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- Warren Wilson College – Asheville, NC**  
Guest Lecturer on Intercollegiate Sports **2/22**
- NCAA Career in Sports Forum** **5/21**  
Guest Speaker on Utilizing the Tool of Networking
- Ohio University – Athens, OH** **2/21**  
Guest Lecturer on Managing, Organizing, and Leading Athletic Programs
- America East Conference #3 Pillars Academy** **9/20**  
Guest Speaker on Retention of Working Mothers in College Athletics
- University of Kansas – Lawrence, KS** **9/20**  
Guest Lecturer on a Career in Sports
- America East Conference #3 Pillars Academy** **8/20**  
Guest Speaker on Working Remote in College Athletics

## PROFESSIONAL EXPERIENCE

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**Great Northeast Athletic Conference, Winthrop, MA**  
ASSISTANT TO THE COMMISSIONER FOR STUDENT-ATHLETE SUCCESS AND STUDENT-ATHLETE EXPERIENCE (6/2022-present)

- Oversee and support the GNAC conference-wide Commissioner’s Council and serve as the conference student-athlete advisory committee coordinator.
- Oversee compliance and governance inquiries, interpretations, enforcement, eligibility, hardship waivers, and provide rules education.
- Assist with championships, professional development, and conference communications.
- Oversee the conference-wide officiating initiative.

**Warren Wilson College, Asheville, NC**

**DIRECTOR OF ATHLETICS AND ADVENTURE SPORTS (5/2018-5/2022)**

- Developed and implemented a vision for athletics, including an annual and long-term strategic plan for the Department of Athletics and Adventure Sports that furthered the Warren Wilson College Strategic Plan, educational mission, and recruiting goals.
- Prepared and submitted an NCAA Division III membership application. Accepted into the NCAA exploratory year, year one, and guided the college through year two of the membership process.
- Led and helped implement a systematic recruiting program to reach recruiting goals. Overall student-athlete enrollment increased by 60 percent.
- Supervised the outdoor recreation, wellness, and intramural areas to provide for the health and recreation needs of the student body.
- Oversaw and supported the day-to-day operations of the department. Collaborated with all areas of the college to fully support the athletic department.
- Supported and assisted in leading the Board of Trustees Athletic Committee.
- Served as a Title IX Deputy and monitored athletic programs to ensure compliance with Title IX requirements.
- Assisted with raising over \$100K in an athletic facility naming campaign.
- Assisted with the renovation of the soccer and lacrosse game fields, scoreboards, and upgrades to other athletic facilities.

**National Collegiate Athletic Association (NCAA), Indianapolis, IN**

**ASSISTANT DIRECTOR FOR ACADEMIC AND MEMBERSHIP AFFAIRS (1/2015 – 5/2018)**

- Provided exceptional customer service, legislative and interpretive expertise to NCAA Division III institutions and conference offices and served as a staff liaison to the NCAA Division III Interpretations and Legislation Committee, Management Council Subcommittee for Legislative Relief, and Student-Athlete Advisory Committee.
- Spearheaded educational initiatives and served on the department-wide education outreach team.
- Assisted in updating Division III legislative publications, interpretations, proposals, and supplements for committee meetings and reports.
- Served as a conference contact to eleven Division III conference offices and as liaison to the American Hockey Coaches Association, United States Fencing Coaches Association, USA Triathlon, and NCAA Division III Playing and Practice Seasons Subcommittee.
- Served and provided interpretive expertise to NCAA Division I institutions specific to Bylaws 12, 15, and 16 and processed waivers.
- Prepared and developed presentations and selected speakers for the 2016 and 2017 NCAA Conventions.

**Wittenberg University, Springfield, OH**

**ASSOCIATE ATHLETIC DIRECTOR/SENIOR WOMAN ADMINISTRATOR (8/2013 - 1/2015)**

**ASSISTANT ATHLETIC DIRECTOR/SENIOR WOMAN ADMINISTRATOR (8/2012 – 8/2013)**

**ASSISTANT MEN'S AND WOMEN'S SWIMMING COACH (10/2011-8/2013)**

**INTERIM HEAD MEN'S AND WOMEN'S SWIMMING AND DIVING COACH (10/2012-1/2013)**

- Served on the athletic leadership team, oversaw the department's athletic budget, fiscal planning, and administrative aspects.
- Served as the Title IX Deputy Coordinator.
- Spearheaded athletic search committees and managed the hiring process.
- Assisted with overall compliance operations and interpretations and aided in formulating and implementing athletics policy and procedures, including assisting in the long-range planning regarding program, personnel, and facilities.
- Oversaw, performed, and delegated game management assignments.

- Assisted with all areas of the swim program: on-deck coaching, practice, meet management and competitions, swim workouts, weight, and dryland training, equipment ordering, social media updates, photos, and team videos, travel coordination, recruiting calls, official and unofficial visits, meetings, mailings, and database updates.

**Dayton Dolphins, Dayton, OH (11/2010 – 10/2011)**

**HEAD SWIM COACH**

- Directly coached all swimmers, devised workouts, and managed all functions of the USA Swim Club.
- Developed policies, procedures, team standards, training, and instructional plans.
- Provided in-depth technical knowledge of stroke mechanics.
- Provided communication with swimmers, parents, and city administration.

**Greene County Convention and Visitors Bureau, Beavercreek, OH (10/2007 – 11/2010)**

**SPORTS SALES MANAGER/MARKETING AND PUBLIC RELATIONS SPECIALIST**

- Created and assisted in developing advertisements, photographs, editorials, videos, brochures, radio ads, and promotional products to promote the county and its facilities and established the first Greene County Sports Facility Guide.
- Oversaw the sports, education, corporate, religious, motorcoach, and international markets, generated leads, prepared and presented bids, requests for proposals, hotel room rates, and other information from area hotels, attractions, restaurants, and meeting service providers.
- Met sales goals of selling up to 14,000 room nights annually.

**Dayton Raiders Swim Club, Dayton, OH (10/2006 – 5/2009)**

**ASSISTANT SWIM COACH**

- Assisted with the senior team, provided direct coaching during practice and swim meets, devised swimming workouts, administered dryland workouts, and specialized in technique development.
- Provided underwater filming and skill instruction and advised swimmers and coaches on NCAA rules and regulations. Mentored swimmers about college visits and the recruiting process.

**Wright State University (WSU), Dayton, OH (8/2006 – 10/2007)**

**ATHLETICS PROMOTIONS DIRECTOR**

- Supervised eight marketing assistants and co-supervised the pep band and spirit unit.
- Developed scripts, planned, and implemented all promotional activities for all sporting events.
- Designed and executed marketing plans that supported varsity sports to generate revenue, increase attendance, retain a season ticket base, and build new ticket sales.
- Assisted in implementing and fulfilling corporate sponsor contracts while maintaining quality client relations.
- Solicited and coordinated group sales and managed the student Raider Pack Reward Program and Jr. Raider Kid Program.

**Washington State University (WSU), Pullman, WA (2/2006 – 8/2006)**

**COMPLIANCE COORDINATOR**

- Provided interpretations to institutional and athletic department staff members, evaluated prospective student-athletes transcripts, monitored prospect initial eligibility status, and coordinated and maintained prospect database and recruiting files.
- Coordinated and monitored on and off-campus recruiting activities, including contacts, evaluations, and telephone contacts with prospective student-athletes.
- Prepared and helped conduct rules education.

**Washington State University (WSU), Pullman, WA (8/2005 – 5/2006)**

**EVENT AND FACILITY OPERATIONS ASSISTANT**

- Coordinated and planned home athletic events.
- Monitored, scheduled, trained, and supervised students and event staff.
- Prepared and distributed time schedules, pass lists, and credentials and served as a liaison with WSU coaches, visiting coaches, and officials.

**National Collegiate Athletic Association (NCAA), Indianapolis, IN (6/2004 – 6/2005)**

**INTERN, ACADEMIC AND MEMBERSHIP AFFAIRS**

- Interpreted NCAA Division I, II, and III legislation for institutions, conference offices, and the public.
- Processed Division I and II initial eligibility and progress toward degree waivers.

**Ohio University, Athens, OH (9/2003 – 6/2004)**

**ASSISTANT MEN'S AND WOMEN'S SWIM COACH**

- Assisted with student recruitment, including on and off-campus.
- Provided direct coaching during practice and swim meets.
- Devised workouts, helped with the swim meet operations' logistics, incorporated dryland techniques into daily workouts, and served on the hiring committee for a new head assistant swimming coach and a head diving coach.

**Hocking College, Nelsonville, OH (9/2003-6/2004)**

**GRADUATE ASSISTANT, OUTDOOR PURSUITS PROGRAM**

- Assisted in the overall planning and implementation of the institution's outdoor pursuits program and facilities.
- Developed marketing materials. Supervised a staff of 17, facilitated internal and outside groups with initiatives, the climbing wall, the high ropes course, and oversaw scheduling.

**PRESENTATIONS**

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- “Division III How May We Help? Strategies, Best Practices, and Resources from NCAA Staff and Membership Peers for Implementing a Model Compliance Program on Your Campus,” NCAA Regional Rules Seminar, Indianapolis, Indiana and San Diego, California 2017.
- “Compliance Concepts and Division III Rules for Athletic Director Reports,” Division III Athletics Director Report Institute, Indianapolis, Indiana, 2017.
- “Bylaw 13: Publicity/Celebratory Signing Form,” NCAA Conference Rules Seminar, Worcester, Massachusetts, 2017.
- “Compliance Concepts I, II and III,” NCAA Regional Rules Seminar, Dallas, Texas and Orlando, Florida, 2016.
- “Compliance Concepts I, II, and III” and “Playing and Practice Seasons,” NCAA Regional Rules Seminar,” Denver, Colorado and Indianapolis, Indiana, 2015.

**PROFESSIONAL SERVICE**

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2019 – 2022

WWC President's Council

2019 – 2022

WWC Board of Trustees Athletics Committee

2018 – 2022	Warren Wilson College Hall of Fame Committee
2021	NCAA Student Immersion Program Mentor
2020 – 2021	Warren Wilson “All in For Our Future” Steering Committee
2020 – 2021	Warren Wilson Retention Committee
2019 - 2021	United States Collegiate Athletic Association Board of Directors
2018 – 2020	Chair of the WWC Strategic Plan Imperative on Co-Curricular Programming
2017-2018	Women Leaders in College Sports Mentor
2016-2018	Team Lead for the Women’s Employee Resource Group
2014-2015	North Coast Athletic Conference Branch Rickey Mentor
2014-2015	NCAA Division III Championships Committee
2013-2015	Wittenberg Sponsorship Committee
2012-2015	Wittenberg New Student Orientation Committee
2012-2015	Wittenberg Retention Committee
2009-2010	Chair of the Beavercreek Chamber of Commerce Women Business Luncheon
2008-2010	Athletes in Action Night of Champions Committee
2008-2010	US Youth Soccer Midwest Regional Championships Local Organizing Committee
2006-2007	Wright State Staff-Student Affairs Committee
2006-2007	Wright State Marketing Committee
2005	Volunteer at the NCAA Division II Women’s Basketball Championship and NCAA College World Series
2004-2005	NCAA Division I Regional Leadership Conference, CHAMPS/Life Skills Conference, and Division II Student-Athlete Leadership Action Academy planning team
2004-2005	NCAA Conference Intern Seminar planning committee

## **HONORS, AWARDS, AND CERTIFICATIONS**

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First Aid/AED/CPR	Present
University of South Florida Diversity, Equity, and Inclusion in the Workplace Certificate	2021
Top Ten National Collegiate Athletic Association President’s Award Winner	2018
Staff Member Woman of the Year at Wittenberg University	2014
NCAA/Women Leaders in College Sports Institute for Administrative Advancement	2013
NASC Certified Sports Event Executive	2010
University of Kentucky Sports Marketing Academy	2009
Graduate of the NCAA Dr. Charles Whitcomb Leadership Institute	2007