

**Dr. Jeff Porter**  
**Curriculum Vitae**  
[Drieffporter.com](http://Drieffporter.com)

**WORK EXPERIENCE**

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**UNIVERSITY OF MICHIGAN-DEPARTMENT OF ATHLETICS**

*Ann Arbor, MI*

*Director of Student-Athlete Alumni Relations & Premium Seating Associate*

*March 2017- Current*

- Manage the department relationship with the Multimedia rights holder (IMG) to activate over 50 corporate partnerships, which generate over \$12 million annually
- Plan and execute all department alumni relations events and reunions including: football tailgates, Hall of Honor induction process and ceremony, student-athlete graduation events, and varsity letter jacket ceremony
- Manage 78 of the Premium Suites in Michigan Stadium and generate \$4.5 to \$5 million annually
- Create strategy around premium seats to drive revenue
- Manage portfolio of donor/suite holders & create strategy around their planned giving to Michigan Athletics
- Manage the alumni database of over 11,000 living student-athletes
- Execute the alumni relations communication strategy & increase number of philanthropic donations
- Serve as Michigan Athletics liaison to the Letterwinners M Club and the Michigan Football Alumni Network
- Create and implement programming designed to prepare student-athletes for life after college
- Manage the University of Michigan home track & field competitions including: officials and volunteers
- Manage the relationship between former Michigan coaches and the athletic department
- Create opportunities to cultivate donors that have specific interest in student-athlete enrichments & transition programs
- Review and approve all sponsorship activations for Michigan Athletics including: digital ads, program ads, television commercials, PA announcements, radio ads, and social media activation
- Manage the department relationship with the Multimedia rights holder (IMG) to activate over 50 corporate partnerships, which generate over \$8 million annually
- Manage and review all radio & television commercials, program ads, and website sponsored content
- Work with IMG to identify new potential exclusivities for athletics sponsors
- Write promotional scripts for the Michigan Football podcast
- Develop conceptual framework for the relaunch of the Michigan Athletics mobile app
- Create and implement a plan for utilizing athletics content to generate additional revenue
- Serve on the Athletic Department's diversity, equity, and inclusion committee & create original programming designed to address to needs of a diverse population of coaches, staff, and student-athletes
- Perform a department wide analysis; examining issues of diversity, equity, and inclusion in accordance with the university wide initiatives
- Created and analyze focus group and survey data from student-athletes to determine what diversity, equity, and inclusion they perceived
- Organize the Martin Luther King, Jr. Athletics Symposium featuring Dr. Harry Edwards
- Reorganize and implement the diversity, equity and inclusion plan for athletics which include assessing recruitment trends, hiring trends, and staff/student-athlete retention

**UNIVERSITY OF MICHIGAN-DEPARTMENT OF ATHLETICS**

*Ann Arbor, MI*

*Special Project Coordinator*

*January 2016- March 2017*

- Performed a detailed energy analysis for all athletic facilities for the last 5 years
- Created a plan to reduce total facility energy cost to save over \$100,000 annually
- Utilized maintenance software to organize and oversee over 2,000 facility assets
- Managed 4 athletic department mechanics and their daily workloads

**UNIVERSITY OF MICHIGAN-DEPARTMENT OF ATHLETICS**

*Ann Arbor, MI*

*Assistant Director, Alumni Engagement*

*September 2012-January 2016*

- Created, implemented and analyzed student-athlete alumni surveys
  - Captured a 40% response rate and developed the Alumni Engagement program based on the responses
- Planned and executed Alumni Engagement events including: 6 football game day hospitality events, Hall of Honor, 2 graduation celebrations, 2 student-athlete networking events, annual reunions, facility dedication events, and multiple VIP alumni visits annually
- Conceptualized, developed, implemented, and analyzed the alumni marketing and communication program.
  - Created Alumni Engagement brochure, 2 annual mailings, and developed content for monthly & quarterly alumni updates
- Created, implemented, and analyzed the data acquisition plan that ensures data integrity and management of all living

- student-athlete alumni information: letterwinner status, current contact information, giving information
- Increased the valid email address percentage from non-existent to 92% and the valid email addresses from 30% to 62%
- Created and implemented policy and processes for verification of varsity status and replacement of varsity awards
- Executed fundraising initiatives directly towards increasing the overall amount of annual percentage of student-athlete alumni who donate from 9% to 12%
- Facilitated interviews for the student ambassador program surrounding personality/program fit and core competencies
- Successfully hire approximately 25 student-athletes annually to serve as ambassadors, which provides them critical work experience
- Managed the \$250,000 Alumni Engagement Budget & reduced department cost by approximately 15%
- Created the special recognition initiative for student-athlete alumni, including Olympians and Hall of Fame inductees (including at least 10 international, national, and regional Hall of Fame recognitions)
- Planned and executed the annual \$5,000 Adidas allotment for the alumni engagement office (allotment was used for special event giveaways)
- Supported all coaches and athletic teams with data requests, reunion/special event assistance and communications consultation
- Managed the relationship between the approximately 2,500 football alums with the athletic department
  - Successfully executed over 1,000 ticket request for home games & 2 football specific reunion events with more than 400 invited guests annually, which created an welcoming atmosphere for the alums who were back on campus

## **UNIVERSITY OF MICHIGAN-DEPARTMENT OF ATHLETICS**

*Ann Arbor, MI*

*Assistant Academic Counselor for Football & Men's Lacrosse*

*September 2010-April 2012*

- Worked under the supervision of the director in monitoring student-athlete compliance with NCAA and Big Ten bylaws ensuring there were zero NCAA compliance violations
- Developed a rating scale to evaluate overall academic performance that went beyond the standard class room earned grades
  - Determined that student-athlete grades were only one of several indicators of student-athlete academic performance
- Developed, implement, and supervise academic support services for student-athletes (including 50 football student-athletes and 20 lacrosse student-athletes)
- Monitored academic performance, student compliance with academic requirements, progress toward degree, student academic priority, and transition issues for students
- Provided support for assignment of tutorial sessions for student-athletes
- Coordinated efforts for the implementation of time management, organization, and study skills of student-athletes
- Assessed the academic performance of student-athletes for the coaching staff
- The football team consistently achieved a minimum of a 940 APR rate and increased to 970
- The lacrosse team consistently achieved a minimum of 950 APR rate
- Supervised temporary student mentors and tutors
- Trained mentors and tutors on cultural competencies for best serving the needs of a diverse student-athlete population
- Assisted students with decision-making for academic majors and programs; provided career education
- Coordinated and implement individualized academic plans for designated student-athletes, including tutoring and study schedules; Monitor student compliance and progress with plans
- Ensured that mandatory academic requirements & study tables hours were meet for the football and men's lacrosse teams

## **WASHTENAW COMMUNITY COLLEGE**

*Ann Arbor, MI*

*Intern for the Dean of Admission & Student Life*

*January 2011-April 2011*

- Assisted the Dean in overseeing the Student Activities and Club Sports departments, while using effective problem-solving methods to manage various critical incidents
- Developed, implemented, and coordinated programs designed to engage the student population
- Assisted the Director of Orientation for the GED and new student programs; providing information and advise students seeking to enroll in the community college or GED program
- Integrated a more effective record keeping system to keep track of student exams with the Director of Testing
- Facilitated students in determining their course schedules and troubleshoot registration difficulties
- Prepared the Dean for visits from foreign educators and presented information about the American community college educational system

## **UNIVERSITY OF MICHIGAN-DEPARTMENT OF ATHLETICS**

*Ann Arbor, MI*

*Assistant Strength Coach*

*August 2007-August 2008*

- Created, implemented, and facilitated workout routines for the football team and Olympic sports, under the supervision of the Head Strength Coach
- Managed facility scheduling, organization, and maintenance

- Traveled as a consultant for the strength and conditioning staff to meet with other athletic program representatives to acquire new techniques, skills, and resources to increase athletes' overall performance
- Assessed student-athlete strengths and technique to improve performances
- Reviewed film and data to analyze the effective of the strength and conditioning program
- Collected and presented information regarding workout hours, to maintain compliance with the NCAA and Big Ten bylaws

## EDUCATION

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**EASTERN MICHIGAN UNIVERSITY** Ypsilanti, MI  
**College of Education** August 2017  
 Ph.D., Educational Leadership  
**Dissertation:** Between the Classroom and the Field: An Examination of the Experiences of Black Male Football Student-Athletes

**EASTERN MICHIGAN UNIVERSITY** Ypsilanti, MI  
**College of Education** April 2011  
 M.A., Leadership & Counseling/Student Affairs

**UNIVERSITY OF MICHIGAN** Ann Arbor, MI  
**School of Kinesiology** April 2007  
 B.A., Kinesiology, Sports Management & Communications

## PUBLICATIONS

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Baber, L.D., Zamani-Gallaher, E.M., Stevenson, T., and **Porter, J.** (2019). From access to equity: Community colleges and the social justice imperative. In M. Paulsen and L. Perna (Eds.) *Higher Education: Handbook of Theory and Research*. New York: Springer Publishing.

Comeaux, E., Griffin, W., Bachman, P., & **Porter, J.** (2017). NCAA division I athlete stem graduates: Stereotypes, microaggressions, race, and gender. *Journal of Intercollegiate Sport*, 10, 44-66. Retrieved from <https://doi-org.proxy.lib.umich.edu/10.1123/jis.2016-0021>

**Porter, J.** (2017). *Between the classroom and the field: An examination of the experiences of black male football student-athletes*. (Unpublished Doctor of Philosophy). Eastern Michigan University, Ypsilanti, Michigan.

Spiller, M., & **Porter, J.** (2014). Bringing an end to the school to prison pipeline in the age of "post-racialism". In E. Zamani-Gallaher (Ed.), *The Obama administration and educational reform* (pp. 71-90) Emerald Group Publishing Group.

## PRESENTATIONS

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**Porter, J.** (2017). *Between the classroom and the field: The role of social networks for black male football student-athletes*. Presented a North American Society for the Sociology of Sport Conference. Windsor, Ontario.

## LEADERSHIP EXPERIENCES

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- Board of Director, USA Track & Field (2016-Present)
- Chairman, USA Track & Field, Athlete Advisory Committee (2016-Present)
- Ann Arbor Sport Commission Advisory Board (2017-Present)
- Vice-Chairman, USA Track & Field, Athlete Advisory Committee (2014-2016)
  - Negotiated an agreement between the national office and the elite athletes, which distributes \$9 million over 5 years
- USA Taekwondo, Independent Director (2013-2016)

- Development Committee, Co-Chairman

### *Honors*

- 2-Time Team USA Olympian (2012 | London & 2016 | Rio)
- 2007 Big Ten Medal of Honor Recipient
- 2011 IAAF World Rank #12
- 2011 USA Indoor Rank #5
- 2010 USA Indoor Bronze Medalist
- 2007 NCAA National Champion
- 3-Time NCAA All-American
- 3-Time Big Ten Champion
- 4-Time All-Big Ten Selection
- 2006 Recipient of the O'Connell Scholarship Recipient
- 2007 Recipient of the Bob Ufer Award Recipient

### *Activities & Associations*

- Member of NASPA
- Member of ACPA
- Member of Omega Psi Phi Fraternity, Inc.
- USA Track & Field, Athletes Advisory Committee
- USA Olympic Committee Association Member

### **RESEARCH INTERESTS**

Olympic Sports/Movement, Student Development,  
Intercollegiate Athletics, Racial Equity, College

Persistence, Diversity, Equity and Inclusion, Juvenile  
Criminal Justice Reform