

University of Louisiana at Lafayette

College of Education Faculty Curriculum Vitae Information

Scott Farmer, M.S.

Title Department Office Number Extension Email Address	Instructor School of Kinesiology Bourgeois Hall 120-A 337-482-1179 sfarmer@louisiana.edu
Education	Chancellor’s Fellowship Program Troy University Spring 2006 Mentor: Dr. Jack Hawkins, Jr. M.S. Georgia Southern University Statesboro, Georgia Major: Sport Management B.S. Georgia Southern University Statesboro, Georgia Major: Health & Physical Education
Teaching Philosophy	I believe that my responsibility as an instructor is to pass along my 30 years of practical experience to help prepare students for a professional career. I hope to inspire students to continue their education throughout their lives.
Bio	<p>2007 - 2016 Director of Athletics (2011- 2016) Interim Director of Athletics (2010-11) Senior Associate Director of Athletics (2007-2010)</p> <p><u>Responsibilities:</u></p> <ul style="list-style-type: none"> ➤ Supervise the day to day operations of the Athletics Department, including direct responsibility for all Sport Programs, Corporate Sponsorships, Ticket Sales, Marketing and Promotions, Development, and all support areas. ➤ Coordinate the planning, implementation, and administration of a program of intercollegiate athletics consisting of sixteen (16) sports classified in Division I-FBS of the NCAA with an annual budget of over twenty two (22) million dollars.

- Also responsible for strategic planning, sport scheduling, event management, personnel management and maintenance of Athletics Department facilities.
- Coordinate the design and construction of new facilities and the refurbishing of existing facilities.
- Responsible for bid development, implementation and game management for all Conference Championships hosted by the Department.
- Serve as liaison between the Athletics Department and the University Athletics Committee.
- Served on the NCAA Softball Committee with the primary responsibility of selecting and managing the Women's College World Series (Chair: 2010-11 and 2011-12).
- Served as Chair of the Sun Belt Conference Athletic Directors from 2011-20115

PROGRAM DEVELOPMENT AT THE UNIVERSITY OF LOUISIANA AT LAFAYETTE (2007-2016)

- Worked extensively to enhance and revitalize all athletic facilities. This included the following (2008-2011):
 - Renovation of the Weight Room
 - Installation of artificial turf at Football and Baseball
 - Renovation of historic Earl K. Long gymnasium
 - Creation of a student-athlete recruiting lounge
 - New state-of-the-art scoreboards at Football, Basketball, Baseball, Softball and Soccer/Track
 - Renovation of Tennis facility
 - Renovation of Lamson Park (Softball Facility)
 - Renovation of the Cox Athletic Center (administrative and football offices)
- In 2013, completed a Facilities Master Plan for Athletics consisting of eleven total projects that enhance all sixteen sports and all student-athletes. By 2015, three projects were already completed with another three on schedule for completion during the spring of 2017. Approximately \$65 million was invested in Athletics facility improvements from 2014-2016.

	<ul style="list-style-type: none"> ➤ Directed the first Bowl experience in forty years as the Ragin' Cajuns defeated San Diego State in the 2011 New Orleans Bowl. UL sold a record number of tickets and which helped establish a New Orleans Bowl attendance record (42,841). ➤ Went to the New Orleans Bowl four consecutive years, the four highest attended games in New Orleans Bowl history (42,841 in 2011, 48,828 in 2012, 54,728 in 2013, and 34,014 in 2014). ➤ Hosted the first post-season Men's Basketball game since 1985 when the Ragin' Cajuns played Rice in the 2012 College Insiders.com Tournament (CIT). Went on to earn a berth in the 2014 NCAA Basketball Tournament, the 2015 CIT and the 2016 CIT. ➤ Advance to (and won) two post-season Women's Basketball tournaments (WBI in 2015 and 2016). ➤ Advanced to four NCAA Baseball Regionals and two Super Regionals. Hosted Regionals and Super Regionals in 2014 and Regionals again in 2016. ➤ Appeared in (and won) six NCAA Softball Regionals, advanced to six Super Regionals, and one Women's College World Series. Hosted Regionals five consecutive years. ➤ The Athletics budget increased over 100% from 2011-2017. ➤ Established new season ticket records in Football, Basketball, Baseball and Softball. Annual ticket revenue increased over 86% from \$1,486,071 to \$2,747,542. ➤ RCAF total contributions increased from \$2,157,581 to \$9,970,000 (362%). ➤ Semester GPAs are at an all-time high and the UL Graduation Rate led the Sun Belt Conference and all public institutions in the State of Louisiana in 2013, 2014, 2015, 2016. ➤ Developed, organized, and successfully directed a season ticket campaign for Football. Using a group of volunteers, this campaign resulted in a 51% increase in sales from the previous year (2008).
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	<ul style="list-style-type: none"> ➤ Negotiated an all-sports apparel contract for the department. The agreement provides over \$200,000 in product annually, performance bonuses for winning championships and guaranteed wholesale prices; all while reducing paperwork and administrative time throughout the year. ➤ Successfully chartered the Ragin’ Cajuns Athletic Foundation (RCAF) which is a 501(c)3 charitable organization. Also, successfully launched an Annual Fund for the Department which collects over \$2,000,000 annually. ➤ Successfully organized and directed the inaugural RCAF Bus Tour in 2010. Hosted rallies in Crowley, New Iberia, Abbeville, Baton Rouge, Lafayette and Houston. These events will be expanded to several additional cities in the future.
Courses Taught	KNES 420 – Legal Liability in Sports & Physical Education
Research Interests	
Teaching Experience	<p>PROFESSIONAL EXPERIENCE AT TROY UNIVERSITY:</p> <p>1999 - 2007 Senior Associate Director of Athletics for Internal Affairs; Troy University, Troy, Al.</p> <p><u>Responsibilities:</u></p> <ul style="list-style-type: none"> ➤ Supervise the day to day operations of the Athletics Department, including direct responsibility for all Sport Programs, Business Office, and all support areas. Serve as the Director of Athletics in his absence. ➤ Coordinate with the Director the planning, implementation, and administration of a program of intercollegiate athletics consisting of sixteen (16) sports classified in Division I-A of the NCAA with an annual budget of ten (10) million dollars. ➤ Direct responsibility for budget planning, implementation and control, personnel management, strategic planning, scheduling, and maintenance of Athletics Department facilities. ➤ Game Manager for home football, basketball (men and women) and baseball games. Responsible for all aspects of

game management. Serve as Tournament Director for Conference Championships hosted by Troy University.

- Responsible for bid development, implementation and game management for all Conference Championships.
- Administer the NCAA Special Assistance Fund and Student-Athlete Opportunity Fund including all institutional and conference reports.
- Direct supervision of all major reports such as the Equity in Athletics Disclosure Act (EADA), Title IX Compliance Report, NCAA Graduation Rate, SACS Accreditation, and NCAA Certification.
- Serve as liaison between the Athletics Department and the Physical Plant, the University Business Office, and the Sr. Vice-Chancellors' Offices.
- Direct responsibility for all matters concerning institutional compliance and eligibility with all State of Alabama, NCAA, and Conference rules and regulations (1999-2001).
- Liaison between the Athletics Department and all college academic support offices, including Financial Aid, Records and Admissions (1999-2001).
- Direct responsibility for rules education of student-athletes, athletics staff, coaches, boosters, alumni, and institutional staff (1999-2001).

**PROGRAM DEVELOPMENT AT TROY UNIVERSITY
(1999-present)**

- Assisted in negotiating and securing Movie Gallery, Inc. as a twenty (20) year Corporate Sponsor. The five (5) million dollar contract gives Movie Gallery the naming rights to the newly expanded and renovated football stadium (Movie Gallery Veterans Stadium). At that time, TROY was one of only four universities in the country with a corporate name

	<p>on their football stadium (Syracuse, Louisville, and Texas Tech).</p> <ul style="list-style-type: none">➤ Worked extensively with the Director of Athletics to secure over 28 million dollars of external funds. These funds were used on major capital projects from 1998-2003.➤ Successfully transitioned the football program from Division I-AA to Division I-A. In achieving this, TROY sold over 17,000 tickets per game each year for a 4 year period. To the best of our knowledge, only one other institution has chosen this method to advance its football program to the highest division within the NCAA. Furthermore, the football team defeated SEC power Mississippi State in its inaugural I-A year.➤ The Men’s Basketball team won four (4) conference championships in a five (5) year span and advanced to the NCAA Tournament in 2003 and the NIT tournament in 2004.➤ As a member of the steering committee, successfully lobbied and positioned Troy University to accept an invitation to become a full participating member of the Division I-A Sun Belt Conference. The Football program competed in the fall of 2004, with all other sports joining the conference in 2005-06.➤ Developed, organized, and successfully directed a season ticket campaign for Men’s Basketball. Using a group of volunteers, this campaign resulted in a 500% increase in sales from the previous year (348 season tickets to over 1,500).➤ Developed, organized, and successfully directed a season ticket campaign for Baseball. Using a group of volunteers, this campaign resulted in an increase in ticket sales from 44 in 2003 to over 700 in 2004.
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- Negotiated an all-sports apparel contract for the department. The agreement provides product annually for each program and performance bonuses for winning championships.
- Coordinated and directed the successful implementation of soccer as the ninth varsity sport for women.
- Successfully hosted conference championships in Men's and Women's Cross Country, Men's and Women's Outdoor Track, Softball, and Women's Basketball.
- Negotiated a \$92,000 agreement with the City of Dothan to co-host the Atlantic Sun Conference Women's Basketball Tournament in Dothan, Alabama for a two year period.

**FACILITY IMPROVEMENTS AT TROY UNIVERSITY
(1999-Present)**

- Coordinated and directed the conceptual design and development of :
- 30,000 seat football stadium with a six story press box (housing a weight room, training room, academic enhancement center, Stadium Club, press area, and 27 VIP boxes). This process began with the selection of an architect, closing tax free revenue bonds, and negotiations with the contractor. Total construction cost will exceed \$17,000,000.
- Renovation and expansion of Trojan Arena. Two office suites, two concession stands, two ticket booths, additional seating, and large storage areas were all added. Three locker rooms were completely renovated. Total construction costs: \$2,000,000.
- Renovation and expansion to the Davis Field House. New administrative offices were a major part of the expansion which also included a 2,500 square foot weight room, equipment room, and a 150 seat auditorium. Total construction cost: \$3,000,000.

	<ul style="list-style-type: none"> ➤ Construction of a baseball facility; including ticket booths, a press box facility, a concession stand, rest rooms, and coaches offices. A building housing a locker room and a large team area is in the planning stage. Total construction cost: \$2,000,000. ➤ Construction of a new softball complex which includes batting cages, a 2-story press box, concession stand, rest rooms, and coaches offices. Total construction cost: \$1,200,000. ➤ Construction of a tennis complex consisting of twelve courts, a pro shop, a coach’s office, and rest rooms. Total construction cost: \$1,000,000. ➤ Construction of a new track facility, with a soccer field on the inside area of the track. The facility includes grand stands, concessions, rest rooms, a large storage area, and a soccer locker room with coaches’ offices. ➤ An academic enhancement center to be used by all student-athletes. The center includes two fully automated computer labs, six (6) tutor rooms of various sizes and functions, three offices, a work room and a multi-purpose room. ➤ 10,000 square foot weight room facility. <p>12,000 square foot training room facility.</p>
Publications	
Presentations	<p>I have had numerous public speaking engagements throughout my career; mainly at service Clubs in Lafayette and surrounding communities, Alumni Chapters throughout Louisiana and east Texas, RCAF Bus Tour events, and guest lecturer in many academic classes.</p> <p>Service Clubs in Troy and surrounding communities, Alumni and Booster Clubs throughout Alabama, the Provost’s Faculty Development Workshop, and guest lecturer in many Sports Administration classes.</p> <p>Numerous appearances at the following: Service Clubs in Statesboro and surrounding communities, Booster Clubs throughout</p>

	<p>Georgia, Parent Teacher Organizations throughout Bulloch County, and guest lecturer in many Administration classes.</p> <p>I have also been interviewed hundreds of times by local and national media outlets that include ESPN, Sports Illustrated and the Chronicle of Higher Education.</p>
Grants	
Conferences Attended	<p>Annual Meetings of these two organizations: National Association for Collegiate Directors of Athletics (NACDA) I-A Athletics Directors Association (LEAD-1)</p>
Professional Memberships	<p>National Association for Collegiate Directors of Athletics (NACDA) I-A Athletics Directors Association (LEAD-1)</p>