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College athletics continues to move quickly and as the external relations arm of MOAA, we are learning to pivot so that we can highlight our fantastic members in a way that's meaningful, impactful and transformational.

Taking advantage of all the technological gifts we have at our disposal is a good way to begin in finding ways to put our members first and share all the wonderful things that are happening in collegiate athletics and various campuses across the country.

With that, we are taking a self-reflective look at how we delivered this information in the past and examining what worked and where we can be more effective.

MOAA is committed more than ever to being the difference makers in college athletics in the diversity and equity hiring sphere, speaking out against injustices and shining a spotlight on our members. In the past, we've used YouTube, Twitter, and email

blasts to promote our members through "MOAA Member Mondays," "Rising Star" posts and member chats.

We want to utilize our email list serve in a way that allows our members to get the most out of it as opposed to it currently functioning as a job announcement site. One of the best technological ways to enhance what we do is creating opportunities for more social and digital collaboration between members.

We recorded a few podcasts last year, which we can continue to do while ensuring we are adding value for our members and the collegiate athletics industry. Value comes in the form of learning about the guest but also getting leadership tips and learning about their journey to their current opportunity. This type of focus allows our guests to provide inspiration to our members.

As an external relations committee, that's the task in front of us as we move into 2022 and potentially gathering in person again after a two-year hiatus. Technology, especially during the pandemic, has forever changed how we communicate with each other.

Now, the trick moving forward will be to leverage this as we return to in person communication to forge stronger connections with each other. This can be

done by sharing more photos and videos of our members interacting with their student-athletes on campus and showcasing their talents that make them special.

These are more tangible touch points for our members to feel connected to each other throughout the year and have a more consistent presence on social media. The profiles and features are still valuable and serve a purpose. It's always a good thing to lift our members up and shine a light on what makes them unique to the industry.

Leveraging the latest technology will allow our committee and the National Office to work more efficiently, freeing up time to focus on sharing the stories of our members that will resonate forever.

Highlighting our members and the wonderful work we are doing as an organization is one of the biggest goals of the MOAA External Relations Committee. Using technology in fun and different ways allows us to accomplish the goals of our group.

McLendon



Adrian Dowell

**University of Nebraska
at Omaha**
Vice Chancellor of Athletics

Past John McLendon Minority Scholarship Recipient Named AD at University of Nebraska at Omaha

Since its creation in 1999, the John McLendon Minority Scholarship Foundation has granted scholarships to over 100 students who intend on pursuing an advanced degree in the field of athletics administration. With the recent announcement of **Adrian Dowell** being named the Vice Chancellor of Athletics at the University of Nebraska at Omaha (UNO), the Foundation is proud to recognize its third scholarship recipient to take the helm of an intercollegiate athletics department. Dowell is a 2009 McLendon Minority Scholarship recipient.

He joins **Martin Jarmond** (current UCLA and former Boston College athletics director, 2001 Scholarship recipient) and **Darnell Smith** (director of intercollegiate athletics and recreational sports program at Texas A&M University-San Antonio, 2007 Scholarship recipient) in this prestigious recognition.

"It is an incredible honor and a privilege to lead this athletics department, and I am grateful to the search committee for this opportunity," Dowell said. "Greatness is the collective goal at UNO and I believe there is a strong foundation in place that we can build on together to achieve that goal."

Prior to his appointment at UNO, Dowell previously served as the assistant vice president and associate athletics director for Creighton University athletics.

Dowell joined Creighton's staff in 2014 as the assistant athletics director and senior director for development when he was tasked with the initial build and implementation of the athletics development office. Since the development of the office, the athletics department raised over \$98 million in gift revenue supporting various strategic priorities. More recently, Dowell guided

the Creighton athletics department's external affairs and oversaw the athletics development office including all fundraising efforts for the athletics department consisting of Jaybacker annual giving, endowment, capital and planned giving programs.

He previously served on the Mountaineer Athletic Club staff at West Virginia University (WVU), where he served the final three of his five years with the program as a major gifts officer and director of development. While at WVU, Dowell was an integral member of a team that recorded two then-consecutive record-breaking fundraising campaigns as part of WVU's transition to the Big 12 Conference and oversaw all aspects of the premium seating program.

Dowell holds a Bachelor's of Science degree in Health & Human Performance-Sport Management from Roanoke College, where he was captain on the men's basketball team, and earned a Master's in Business Administration and a Master's degree in Sport Administration from West Virginia University in 2011.

He is married to 2010 UNO Athletic Hall of Fame inductee Stephanie (Kirby) Dowell, and has three children: Lauren Grace, Paige, and Adrian III.