

# Shawn Chin-Farrell, J.D.

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## AREAS OF EXPERTISE

Transformational Leadership	Championship Programs	Coach & Staff Recruitment & Retention
Strategic Planning	Fundraising & Revenue Generation	NCAA Compliance & Risk Management
Budget & Fiscal Management	Student-Athlete Development	Facilities Construction & Management
Capital Campaign Development	Title IX & Diversity Champion	Organizational & Legal Analysis

### ➤ **Successful Organization Transformations**

- Revitalized Cal State San Bernardino (CSUSB) Athletics with new vision, mission, core values and reorganization leading to a national championship, record setting revenue generation, improved student-athlete development and significant engagement with campus and community
- Developed at Seattle University (SU) nationally competitive sport programs and robust revenue streams
- Restored culture of compliance at University of Washington as first new compliance hire after major NCAA infractions case against Football head coach
- Created Seattle United as a leading principal in the complete overhaul of Seattle's elite youth soccer development structure that now fields over 200 teams
- Serving as a commercial litigation attorney represented companies and individuals in all facets of case management

### ➤ **Championship Program Development**

- Recruit, hire, support and retain coaches building nationally competitive programs
- CSUSB Women's Volleyball 2019 Undefeated National Champions, 2021 #8 national ranking, 2018 #4 national ranking & Sweet 16 Participant, 2017 West Region Champion & Elite 8 Participant
- Men's Basketball 2021 – 2022 peaked at #3 National Ranking, Conference Champions, Consecutive NCAA Championship Tournament appearances
- Men's Soccer 2019 #5 final national ranking & Elite 8 Participant
- CSUSB 17 All-Americans and 8 Academic All-Americans,
- CSUSB 2021 Academic All-American of the Year Women's Volleyball, SU 2014 Academic All-American of the Year Women's Soccer
- Sport supervisor for most successful sport programs at SU, including: Men's Basketball and Men's and Women's Soccer
- Negotiated multiple postseason bids for SU Men's Basketball, including hosting and beating Colorado and Pepperdine in 2015 College Basketball Invitational
- SU Men's & Women's Soccer achieved undefeated conference records, conference tournament championships and multiple NCAA Championship Tournament wins

### ➤ **Revenue Generation**

- Established successful annual department-wide fundraising gala at SU
- Procured CSUSB's first \$1 million gift in Athletics history
- Negotiated \$500,000 arena floor (Basketball & Volleyball) marketing sponsorship at CSUSB
- Generated eight-fold increase in CSUSB's corporate sponsorship annual revenue (\$50k - \$400k)
- Increased scholarship endowment at CSUSB by 100% (\$400k - \$800k)
- Established over 100 annual on-campus student-athlete housing scholarships as part of Residential Life joint marketing program to promote campus engagement
- Led vision and plan development for CSUSB and SU Athletics capital campaigns, including commitment for multiple seven figure gifts to SU Campaign
- Shared in creation of first Athletics restricted and unrestricted fund programs at SU

➤ **Strategic Planning**

- Authored CSUSB Athletics five-year strategic plan guiding decision-making, funding priorities, goals, and metrics
- Collaborated with Carr Sports and senior team to pen SU's comprehensive five-year strategic plan

**PROFESSIONAL EXPERIENCE**

**Director of Athletics**

California State University, San Bernardino July 2017 – Present

Internal Operations:

- Led department reorganization affirming new vision while developing mission and core values focused on competitive excellence, student-athlete success, campus and community engagement, revenue generation and professional development
- Developed new university nickname as part of Athletics rebrand in partnership with CSUSB Strategic Communications
- Revamped budgeting process, reports, and oversight providing greater intention ensuring positive stewardship of limited resources
- Managed \$1.5 million renovation to on campus Coussoulis Arena, including: new floor, center-hung videoboard, new seating and visual refresh
- Oversaw facility improvements for Basketball, Volleyball & Baseball locker room renovations, Baseball & Softball batting cages, Soccer & Softball seating, Golf indoor hitting facility, and All-Sports video and team meeting room
- Supervised \$100k renovation of Strength & Conditioning Facility
- Negotiated new multi-year department-wide apparel agreement
- Served as campus leader in COVID-19 management throughout 2020 & 2021
- Developed first department-wide comprehensive policies and procedures manual

Personnel:

- Recruited & hired Men's Basketball, Women's Basketball, Baseball, Men's Soccer, Women's Soccer, Cross Country / Track & Field, and Softball head coaches
- Reorganized department staffing structure establishing multiple new titles and duties with existing personnel streamlining efficiencies and productivity without adding costs
- Hired new senior team, including Deputy Athletics Director / SWA, Associate Athletics Director for Advancement and Associate Athletics Director for Administration

Revenue Generation:

- Partnered with Dignity Health on a multi-year \$500,000 arena floor marketing agreement
- Procured naming rights donation to fund creation of Student-Athlete Academic Success Center
- Established Athletics Director Advisory Board focusing on fundraising in support of strategic plan
- Formed annual \$250k marketing partnership with campus Housing providing 100+ on-campus housing scholarships for student-athletes

Engagement:

- Established Inter-Tribal Sports (largest Southern California Native American youth recreation organization) partnership providing camps and clinics to Native American youth
- Commenced campus-wide marketing team supporting initiatives across entire university
- Academic Affairs partnership formed Most Valuable Professor program
- Associated Students partnership has spawned new joint marketing, communications, sponsored events, and attendance programming
- Overhauled Athletics Communications creating strategic marketing plan bringing conference leading creative content, including social media engagement, and video and game production

Student-Athlete Success:

- Supported academic initiatives leading to highest in history all student-athlete GPA (3.3)
- Increased student-athlete health & wellness programming: including mental health education and support, diversity & inclusion education, body education, general wellness education, sexual harassment / peer support training, nutrition, food insecurity support, physical injury prevention, improved recovery therapy, massage therapy, and financial education
- Created student intern program supplementing department operations and student-athlete para-professional development
- Obtained multiple NCAA financial awards, including two Ethnic Minority Post Graduate Scholarships and Minority and Female Strategic Growth Grant funding promotion of academic coordinator
- Two finalists for Arthur Ashe, Jr Sport Scholar of the Year and over 20 named sport scholars
- 18th nationally in community service hours in 2018; Golf & Soccer Top 10 in 2019

**Interim Athletics Director**

**Associate Athletics Director**

**Assistant Athletics Director**

Seattle University July 2008 – June 2017

Internal Operations:

- Over nine years took on progressively more responsibility, including serving as interim Director of Athletics during leadership transition
- During Division I transition built out nationally recognized NCAA Compliance program
- Negotiated lease agreement with City of Seattle allowing Men's Basketball to host more games on campus saving money and increasing campus engagement
- Created budgeting system to annually reinvest approximately \$500k in scholarship funds
- Supervised Marketing, Promotions, Facilities, Game Operations, Ticketing, Athletics Communications, Strength & Conditioning and Sports Medicine
- Oversight of construction of lights on Championship Field (Soccer) and planning of the renovation of Redhawk Center (Basketball and Volleyball)
- Oversaw successful NCAA Academic Performance Program Audit
- Served as lead investigator for the university in a complex year-long NCAA rules violation investigation involving a head coach and several student-athletes

Personnel:

- Supervised Men's and Women's Basketball, Men's and Women's Soccer and Men's and Women's Golf, Men's and Women's Tennis, Women's Volleyball and Softball
- Led searches for: Head Coach Women's Basketball, Men's Soccer, Women's Volleyball and Men's and Women's Golf, Men's and Women's Tennis, Softball, and several administrative positions including Associate AD for Development and Assistant AD for Corporate Partnerships
- Served on Men's Basketball head coach search committee using a major search firm

Revenue Generation:

- Cultivated and stewarded donors and corporate partners; including multiple \$1 million commitments to capital campaign and \$500k gift to men's basketball
- Working with key stakeholders developed comprehensive capital campaign strategy
- Created season ticket sales partnership with local WNBA team saw 20% increase in Men's Basketball season ticket sales and 100% increase in group sales from previous year
- Successfully negotiated Men's Basketball postseason bids: hosting Colorado, Pepperdine, Vermont and Idaho in College Basketball Invitational in 2015 and 2016

Student-Athlete Success:

- Supervised Student-Athlete Academic Support Services, including: Academics (3.25 student-athlete GPA), Eligibility, Conduct, Life Skills, and a comprehensive Compliance program

**Associate Compliance Director**

**Assistant Compliance Director**

University of Washington January 2004 – June 2008

- First hire as part of Compliance staffing overhaul following major NCAA infractions case involving Football head coach
- For several months administered all aspects of Compliance program during department transition
- In consultation with University Department of Admissions & Faculty Senate authored policies for campus special admits creating advantageous admission criteria for all sport programs
- Nurtured improved relationships with coaching staff and campus-wide departments thru enhanced customer service, transparency, and communication
- Authored numerous Athletics Department policies and procedures
- Drafted several successful NCAA eligibility waivers to ensure sport programs put in best position for competitive success

**Memberships and Activities:**

- CSUSB Native American / First Peoples Initiative
- National Association of Collegiate Directors of Athletics (NACDA)
- NCAA Division II Management Council
- NCAA Division II Legislation Committee
- NACDA D2 ADA
- Sports Management Institute Executive Program Graduate
- Women Leaders in College Sports
- NCAA Division II Men's Basketball Regional Advisory Committee
- NCAA Division I Women's Soccer National Committee
- Student Affairs Leadership Team
- CSUSB Diversity, Equity & Inclusion Committee
- CSUSB Post Pandemic Transformation Committee
- Clery Team overseeing Title IX compliance
- University Climate Study Working Group
- Gender Equity Committee
- Host Director for NCAA Division I Men's Soccer Championship second round
- NCAA Division I Men's Swimming & Diving Championships Area Supervisor
- NCAA Division I Men's and Women's Soccer Site Representative on multiple occasions
- Host Director for WAC Championships for Softball, Golf and Men's Soccer

**Legal Achievements and Activities:**

- Nominated for *Washington Law & Politics* Magazine "Super Lawyer" and named a "Rising Star"
- Served as lead attorney on a \$1 million legal malpractice defense bench trial
- Successfully briefed and argued in Washington State Court of Appeals (Fodor v. Jeffers, Danielson, Sonn and Aylward)
- As a civil attorney, served as lead attorney on multiple successful jury trials
- Conducted several mediations and arbitrations to positive resolution
- As King County Criminal Prosecutor, successfully performed numerous jury and bench trials

## EDUCATION

### **University of Washington School of Law**

Juris Doctor, June 1998

- Native American Law Students Association
- Successfully completed Certified Mediator training
- Legal/Marketing Liaison for Atlanta Committee for Olympic Games
- Graduation Thesis detailed the antitrust ramifications of the single-entity professional sports league operating structure

### **University of Arkansas**

Bachelor of Arts, Political Science – Minor, Marketing, June 1995

- Golden Key National Honor Society
- Pi Sigma Alpha Political Science National Honor Society
- Chancellor's List
- NCAA Division I Volleyball Assistant Coach

### **Sonoma State University**

Major Political Science

- Men's Soccer Student-Athlete
- Native American Students Association
- Sigma Alpha Epsilon Fraternity