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Lincoln, Neb.

March 25, 2024

Cindy Diederich
Human Resources
K-State Student Union
918 N. Martin Luther King Jr. Dr., Ste. 304
Manhattan, KS 66506

Dear Search Committee,

Please accept this letter along with the enclosed resume as my official application for the position of Executive Director of the K-State Student Union at Kansas State University.

With my past experiences in the student union, collegiate recreation, and intercollegiate athletics settings, I believe I am an extremely qualified candidate for this position. The time I have spent involved with union operations, customer and hospitality services, budget and contract management, event reservations, planning and services, capital project management, strategic planning, and vendor relations, as well as staff supervision and development, would allow me to become an immediate asset to your university. During the 20 years I have been serving students, faculty, staff, alumni, and community partners, I have developed a true passion for enhancing the collegiate experience outside of the classroom. This time has played a vital role in developing my personal qualities including determination, dedication, and an ongoing commitment to the belief that hard work is the core of success.

Throughout my career, I have been fortunate enough to have the opportunity to effectively carry out roles in student unions ranging from entry level event management to senior leadership to Union Director. Within those positions I have been able to gain experience in leading daily operations, providing strategic direction, policy development, fiscal management, customer service, event support, and staff training and development of the teams that operate both historic and new state of the art buildings, ranging from the reopening of the Compton Union Building at Washington State University following an \$86 million renovation, to the 86-year-old, 250,000 square foot Nebraska Union. The full time and student staff I have led at these institutions have taken a great deal of pride in providing an extremely high level of service each time a guest visits one of these facilities by creating the most open, welcoming, clean, and safe environment possible. Collectively we have understood how vital the student union experience is to the personal and professional development of each student who utilizes any of our programs, services, and facilities. My leadership at these institutions allowed me to develop large-scale student union teams, where the university community can count on a consistently outstanding experience.

My tenures at Washington State University, the University of Nevada, Las Vegas, the University of Colorado Boulder, and the University of Nebraska-Lincoln have prepared me to face any challenges I will see as the leader of a dynamic team in a continually evolving university setting, and I anticipate those challenges and successes this position would offer me. I look forward to discussing this position and my abilities with you in the near future. Please feel free to contact me by any of the means listed below. Thank you for your time and consideration.

Sincerely,



Brent C. Freeman
720-260-3239
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Brent C. Freeman

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EDUCATION

Pittsburg State University | Pittsburg, Kansas
Master of Business Administration | Human Resource Development | May 2021

University of Nebraska-Lincoln | Lincoln, Nebraska
Master of Arts | Educational Administration – Higher Education Administration | August 2017

Washington State University | Pullman, Washington
Bachelor of Arts | Sport Management | July 2004

PROFESSIONAL EXPERIENCE

DIRECTOR | Nebraska Unions, Events, and Services

October 2022 – Present | UNIVERSITY OF NEBRASKA-LINCOLN | Lincoln, Nebraska

- Provide strategic direction, leadership, design, implementation, and evaluation of a comprehensive operations plan, budget oversight, and management of the Nebraska Unions, with areas of responsibility including Union administration, event reservations and planning, daily building operations, marketing and outreach, and student programming collaboration
- Directly supervise, train, develop, and evaluate the full-time positions of UNL Children’s Center Director, Assistant Director for Nebraska Unions Operations, Assistant Director for Reservations and Events, Assistant Director of Conference Services, Office and Communications Coordinator, and Office Associate. Provide leadership to and indirectly supervise 70 full-time staff members and 225 part-time student staff
- Prepare, implement, and manage annual operating budgets of \$12 million
- Oversee administrative direction, operations, and budget management of the UNL Children’s Center, a non-profit university service that provides care for 205 children
- Collaborate with the Office of Academic Success and Intercultural Services to provide daily operations, event reservations and management, maintenance services, and capital planning of the 36,000 square foot Jackie Gaughan Multicultural Center
- Direct the Nebraska Unions Advisory Board, a 15 member board consisting of students, faculty, and staff that act as the voice of the student body and UNL community regarding Unions policies, procedures, contracts, space allocation, and strategic direction
- Serve as the Student Affairs liaison to Office of Business and Finance in contract negotiation and management for external agreements with three food service vendors, the University Bookstore, and Union Bank & Trust housed within the Nebraska Unions
- Collaborate with University Dining to provide Starbucks, Chick-Fil-A, and Steak ‘n Shake retail food service options, and exclusive catering agreement in Nebraska Unions facilities
- Lead the Nebraska Unions strategic planning process, aligning with the UNL Student Affairs 2021-2026 strategic plan
- Actively develop and strategically strengthen partnerships with numerous university departments and student organizations housed within the Nebraska Unions with the goal of cultivating open, welcoming, and inclusive community building and engagement
- Direct the capital planning and project execution for the Nebraska Unions, consisting of \$1 million annually in deferred maintenance, infrastructure, aesthetic upgrade, and tenant improvement projects
- Provide direction to the reservations, event planning, and operational execution of over 12,500 events annually in Nebraska Unions facilities
- Lead the strategic direction, planning, and execution of Student Affairs Conference Services, annually serving 70 groups with over 11,000 guests, generating over \$3.6 million in revenue
- Coordinate the Nebraska Unions master plan development process, blending previous versions of the plan with future needs to develop projects that will modernize areas of the Nebraska Unions in the greatest need of upgrades
- In partnership with Nebraska Athletics, direct the daily operations of the Husker Bowling Center, located in the Nebraska East Union
- Member of UNL Husker GROW (Guided Reflection On Work) leadership team for student development, a program driven by learning based outcomes focused on enhancing the overall student experience and preparing students for their professional pursuits post-graduation.
- Direct the Nebraska Unions assessment activities, focusing on student experience, customer satisfaction, and staff climate
- Serve as the Student Affairs representative on the UNL Police Advisory Board

- Serve as the internal Student Affairs member of the Student Leadership, Involvement, & Community Engagement external program review team

INTERIM DIRECTOR | University Memorial Center

July 2022 – September 2022 | UNIVERSITY OF COLORADO BOULDER | Boulder, Colorado

- Provided administrative and supervisory functions related to the coordination of all University Memorial Center (UMC) facilities, programs, and services, which together serve as the “living room of campus” in collaboration with all of CU Student Affairs to provide a truly exceptional student experience outside of the classroom
- Directly supervised, trained, evaluated, and developed the Associate Director for Budget & Finance, Assistant Director for Facilities, and Executive Assistant
- Directed the hiring, supervision, and development of 55 full-time staff professional staff and 125 student staff
- Provided leadership to the day-to-day operations of the 263,000 square foot UMC, including maintenance, custodial, event planning and services, Reception Desk operations, and The Connection bowling and games area operations that serve over 10,000 daily users
- Oversaw the tenant-landlord contractual relationship with building tenants including Starbucks, four food court vendors, the Campus Dining operated Alferd Packer Grill, the CU Bookstore, and Elevations Credit Union; contracts generated approximately \$1.1 million of revenue annually
- Collaborated with CU departments including Business and Finance, Human Resources, Facilities Management, CU Police Department, Risk Management, Strategic Relations, and the Chancellor’s Office to ensure the UMC was utilized as the premier student experience and event venue on campus
- Worked closely with CU student-run advisory boards that impacted the success of the UMC, including serving as the University Memorial Center representative at UMC Board, CU Student Government Finance Board, and CU Student Government Legislative Council meetings to positively promote the mission and vision of the University Memorial Center
- Prepared and managed \$10 million annual UMC operating budget, that consisted of both student fee and self-generated revenues that was presented to CU Student Government Finance Board for approval
- Directed department strategic planning efforts in collaboration with the UMC Leadership Team

ASSOCIATE DIRECTOR FOR ADMINISTRATION | University Memorial Center

April 2022 – September 2022 | UNIVERSITY OF COLORADO BOULDER | Boulder, Colorado

- Directed the University Memorial Center (UMC) capital improvements project team that oversees approximately \$2 million in annual facility improvements
- Directly supervised, trained, evaluated, and developed the Senior Coordinator for Administration, Safety and Security Coordinator, Administrative Assistant, and six event planners, as well as 10 student staff Reception Desk attendants
- Oversaw planning and management of the \$1.5 million UMC Administration budget
- Administered UMC organizational communications, marketing plan, and public relations in collaboration with Student Affairs Marketing and the CU Office of Strategic Relations
- Led departmental assessment operations in collaboration with Student Affairs Assessment to develop annual assessment plan, report monthly data, and create assessment reports and articles
- Oversaw the CU NightRide student-run ride share program, providing over 16,000 rides annually
- Managed the overall space utilization of the University Memorial Center including the allocation of CU departmental office space, Recognized Student Organization space, third-party contracted vendor space, and short-term space rentals
- Directed annual departmental policy review process and provided recommendations for updates to the University Memorial Center Advisory Board
- Led the Events Planning and Catering Office that managed over 30,000 annual event reservations across 26 campus venues
- Collaborated with CU Conference Services to provide 10 exceptional multi-day summer conference experiences to approximately 6,000 guests
- Served as a member of the SAFE Events Planning and CUUF Facilities Usage committees

SENIOR ASSOCIATE DIRECTOR | Nebraska Unions

July 2020 – April 2022 | UNIVERSITY OF NEBRASKA-LINCOLN | Lincoln, Nebraska

- Oversaw administration and coordination of daily operations in Nebraska Unions facilities including the Nebraska Union, Nebraska East Union, Jackie Gaughan Multicultural Center, and UNL Children’s Center
- Directed day-to-day operations, supervision of staff, budget, scheduling, equipment purchasing, maintenance, and improvements to and expansions of all Nebraska Unions facilities
- Administered project management for remodels, new construction, renovations, utility improvements, exterior improvements, and capital improvement projects for Nebraska Unions facilities, approximately \$1.5 million annually

- Directly supervised, trained, and evaluated the Senior Assistant Director of the Nebraska East Union, two Custodial and Event Supervisors, Maintenance Manager, and Facility & Operations Coordinator, as well indirect supervision of and leadership to approximately 30 full-time staff, Operations Graduate Assistant, and 35 student employees
- Developed and assisted with the administration of the \$3 million operating budgets for Nebraska Unions facilities, in accordance with all University and state regulations and policies
- Provided day-to-day operational assistance for tenants of the Nebraska Unions facilities, consisting of internal university departments, external contracted vendors, and Recognized Student Organizations
- Provided daily operational support to fulfill the contractual agreements between the Nebraska Unions and external retail vendors including the University Bookstore, Starbucks, and four food court vendors
- Maintained and facilitated workflow for maintenance and custodial needs of vendors and tenants through the Nebraska Unions web-based facility service request system
- Directed the event operations of the Nebraska Unions consisting of approximately 14,000 events annually for numerous academic and auxiliary University departments, student organizations, and non-University agencies to fulfill the mission of the Nebraska Unions and the University
- Collaborated with Facilities Management and Planning, Information Technology Learning Spaces, Telecommunications, University Housing and Dining, and Procurement Services to maintain Nebraska Unions facilities and consistently delivery outstanding guest experiences
- Actively participated in developing and implementing the Nebraska Unions strategic plan
- Directed the ongoing evaluation and development of the Nebraska Unions risk and emergency management plans
- Collaborated with Student Affairs Marketing to execute the Nebraska Unions strategic marketing, social media, and public relations plan
- Created and implemented the Nebraska Unions student programming series consisting of in-person, virtual, and hybrid events including musical performances, trivia nights, arts & crafts, movie nights, culinary competitions, and dances
- Ex-officio member and information liaison to the Nebraska Unions Advisory Board
- Served as a member of the Student Affairs COVID-19 campus Reopening Taskforce and Isolation Housing Team
- Member of UNL Husker GROW (Guided Reflection On Work) leadership team for student professional development

SENIOR ASSISTANT DIRECTOR OF OPERATIONS | Nebraska Unions

October 2013 – June 2020 | UNIVERSITY OF NEBRASKA-LINCOLN | Lincoln, Nebraska

- Oversaw the day-to-day operations of event management, building maintenance, custodial services, recreation, and customer service within the Nebraska Union and Jackie Gaughan Multicultural Center
- Directly supervised and evaluated Building Mechanic, two Custodial and Event Supervisors, Facilities & Operations Coordinator, and Operations Graduate Assistant positions
- Provided leadership, support, and direction for the Nebraska Union Operations team, consisting of 23 full-time staff
- Assisted in the management and planning of the \$2.2 million annual Nebraska Union operating budget
- Played a lead role on the Nebraska Union and Jackie Gaughan Multicultural Center project management team that directed \$9 million in capital improvements to the facilities from 2013-2020
- Directly supervised, trained, and evaluated the five member Nebraska Union student Building Manager team that oversaw evening and weekend building operations
- Developed and implemented the operations and staffing structure for the Nebraska Union Welcome Desk, which included hiring and training 12 new student staff
- Implemented Apple iPad technology as a mobile IT solution to increase productivity and improve event customer experiences
- Provided pre, post, and in-event customer service, ensuring event success for over 10,000 events annually
- Utilized Event Management System (EMS) daily to communicate event details between Reservations Office and Event Supervisors
- Worked in conjunction with UNL Building Systems Maintenance to provide facility maintenance solutions for Nebraska Union tenants, vendors, and guests
- Developed and implemented an online Facility Service Request, a maintenance and custodial work order system
- Directed the Nebraska Union Recreation Room operation, consisting of billiards, darts, foosball, board games, and video games
- Assisted with the development and implementation of the department risk management and emergency evacuation plan
- Collaborated with Information Technology on design, installation, daily maintenance, and long-term planning for all Nebraska Union and Jackie Gaughan Multicultural Center audio/visual and theatrical lighting systems
- Assisted with department assessment initiatives, focusing on customer satisfaction, staff climate, and student employee learning outcomes
- Developed and implemented the Nebraska Union strategic marketing and social media plan

- Served on the University of Nebraska-Lincoln Family Assistance Center Emergency Management team
- Chair of the University of Nebraska-Lincoln Chancellor's Safety Committee, 2018-2020

PROGRAM COORDINATOR | MEMBERSHIPS & FRONT DESK OPERATIONS | Campus Recreational Services

July 2013 – October 2013 | UNIVERSITY OF NEVADA, LAS VEGAS | Las Vegas, Nevada

- Recruited, hired, trained, evaluated, and developed a student staff of 40 team members, including Building Managers, Service Attendants, and Facility Attendants who provided front line customer service and facility supervision for 184,000 square foot facility
- Directly supervised and evaluated Graduate Assistant for Memberships and Front Desk Operations
- Coordinated day-to-day operations of all Student Recreation and Wellness Center memberships and lockers
- Managed the Student Recreation and Wellness Center member database utilizing Vermont Systems Rec Trac software
- Collaborated with Student Union and Event Services department to schedule, plan, staff, and execute all events taking place in the Student Recreation and Wellness Center and UNLV Intramural Fields
- Provided pre, post, and in-event customer service, ensuring event success
- Worked in conjunction with Student Affairs Maintenance and Campus Recreational Services custodial staff to ensure proper working order, cleanliness, and safety of the Student Recreation and Wellness Center
- Developed and implemented a strategic plan for Student Recreation and Wellness Center memberships, facility operations, and student staff development
- Directed sales and maintained inventory of department Pro-Shop operation
- Prepared and submitted daily point of sale deposit
- Processed all department refund requests
- Managed database and inventory of all Student Recreation and Wellness Center facility rental equipment

FACILITIES & EVENT MANAGEMENT ASSISTANT | Department of Intercollegiate Athletics

August 2012 – February 2013 | WASHINGTON STATE UNIVERSITY | Pullman, Washington

- Assisted in the day-to-day operations of all Washington State University Athletics venues, consisting of five indoor and five outdoor facilities; including facility maintenance, customer service, and improvement projects
- Supervised football game day operations and customer service aspects of Martin Stadium Premium Seating, including 1,300 club seats, 42 loge boxes, and 21 luxury suites
- Prepared facilities for Olympic sport game day operations, including set up and tear down of equipment and site, ensuring Pac-12 and NCAA rules and regulations were met
- Served in Event Management support role for tennis and volleyball competition, executed operational and safety guidelines, and ensured the best possible experience for student athletes and spectators

COORDINATOR | FACILITIES & OPERATIONS | University Recreation

October 2009 – August 2012 | WASHINGTON STATE UNIVERSITY | Pullman, Washington

- Recruited, hired, trained, scheduled, evaluated, and developed a student staff of 40 team members, including Facility Managers and Service Attendants that provided operational support and customer service for 160,000 square foot facility
- Directly supervised and evaluated Facilities Graduate Assistant
- Developed and presented monthly department student learning outcome modules at staff meetings and trainings
- Responsible for the day-to-day operations of a state of the art facility with over 120 weekly operating hours
- Developed and implemented operational policies and procedures for WSU's Faculty and Staff Fitness Program
- Oversaw vending and retail operation that generated annual sales of \$50,000
- Approved payroll and monitored student staff budget of \$300,000 annually
- Collaborated daily with Fitness, Aquatics, and Competitive Sports departments to ensure facility safety and cleanliness for all University Recreation programs
- Responsible for maintaining the database of Student Recreation Center facility equipment rental
- Directed the monthly equipment readings for over 120 pieces of cardiovascular equipment
- Coordinated the facility needs for all special events taking place within University Recreation venues
- Co-facilitated bi-annual Student Recreation Center deep cleaning and maintenance weeks
- Supervised staff operating CORE point of sale software, which was responsible for \$500,000 in annual sales
- Served as a member of the department Wellbeing Committee, responsible for personal and professional development of department employees
- Served as a member of the department Risk Management Committee, responsible for assisting in the development, implementation, and execution of semester all-staff emergency response trainings

EVENTS MANAGER | Compton Union Building**May 2008 – October 2009 | WASHINGTON STATE UNIVERSITY | Pullman, Washington**

- Recruited, hired, trained, scheduled, evaluated, and developed a student staff of 60 team members to provide operational, customer service, and event support for a 235,000 square foot student union building
- Directly supervised and evaluated Event Services Supervisor, two Student Development Graduate Assistants, and Events Graduate Assistant
- Created and implemented day-to-day operational policies and procedures for newly renovated \$86 million facility
- Directed on-site execution of events within the Compton Union, including set up, tear down, and in-event support for approximately 5,000 reservations annually, utilizing Resource 25 scheduling software as the main event communication tool
- Served as department liaison with university and external entities to ensure event logistics and resources were properly secured and scheduled
- Approved payroll and monitored student staff budget of over \$250,000 annually
- Oversaw day-to-day supervision of a facility with an average of over 8,000 daily users
- Created, implemented, and executed a comprehensive safety audit program for 60 student staff
- Researched and developed recommendations for purchase of all event equipment and supplies
- Served as Chair of the Student Development Committee, responsible for development of department wide employee incentive program, All-Staff training, and monthly learning outcome based modules
- Collaborated with facility custodial and maintenance unit to ensure day-to-day building cleanliness and proper working order through assignment of daily tasks to student staff
- Provided pre, post, and in-event customer service, ensuring event success

COORDINATOR | MEMBERSHIP SERVICES & SPECIAL EVENTS | University Recreation**August 2004 – May 2008 | WASHINGTON STATE UNIVERSITY | Pullman, Washington****MEMBERSHIP SERVICES**

- Responsible for the management of the day-to-day operations of Student Recreation Center (SRC) memberships, encompassing approximately 15,000 total members
- Generated \$400,000 annually through elected membership and day pass sales
- Coordinated membership renewal process, including designation and implementation of renewal bonus specials
- Collaborated with Cougar Card Center for the activation of member cards as well as member access issues
- Coordinated memberships, pass sales, and special tours for diverse university groups including Intensive American Language Center and High School Equivalency Program
- Processed all membership applications, student fee waiver petitions, and maintained SRC member database
- Created and presented materials regarding recreational opportunities and the advantages of SRC membership to new university community members
- Assisted in the development and creation of all SRC membership marketing materials
- Directed university payroll deductions and student account charges for SRC memberships
- Managed daily operations of men's and women's locker rooms, including initial sales, renewals, and maintaining locker database for approximately 900 lockers

SPECIAL EVENTS/SCHEDULING

- Managed and executed logistics for approximately 25 annual special events
- Collaborated with multiple campus departments to secure equipment, food, and supplies for special events
- Directed set-up and tear down of equipment for all events, while coordinating special event staff, processing work orders, and assuring risk management standards
- Assisted with the planning, scheduling, and execution of bi-annual maintenance and deep cleaning of 160,000 square foot facility and all cardio and weight equipment
- Co-coordinated WSU's State of Washington Combined Fund Drive Campaign; presented and discussed Combined Fund Drive giving options with employees in multiple WSU departments
- Oversaw department scheduling and rental operations for both indoor and outdoor facilities utilizing Resource 25 scheduling software
- Served as department liaison with university Administrative Support Services to foresee, address, and diffuse department technology issues
- Coordinated scheduling and created billing statistics for department fleet of eight vehicles

**INTERN | FACILITIES & OPERATIONS | University Recreation & WSU Golf Course
February 2004 – August 2004 | WASHINGTON STATE UNIVERSITY | Pullman, Washington**

- Planned and presented training for new staff, providing tutorials on Club Management software, proper radio protocol, and team building exercises
- Scheduled, scored, and coordinated hospitality and beverage management for two course golf leagues, consisting of 22 total teams
- Produced weekly golf league updates in web and hard copy format
- Assisted with implementation of CSI software and University Recreation policies and procedures to the golf course
- Created permanent weekday and rotating weekend schedules for a team of 10 student staff
- Coordinated all course tournaments and special events
- Responsible for pre-season golf course merchandise inventory, including the calculation of cost of goods sold
- Supervised golf course clubhouse, handling sales of merchandise, memberships, greens fees, and rentals
- Served as course ranger, ensuring a proper pace of play, and enforcing all course rules
- Created and presented Student Recreation Center “Emergency Evacuation” presentation to all University Recreation Staff, consisting of approximately 100 student employees

PROFESSIONAL DEVELOPMENT ACTIVITIES

- Association of College Unions International (ACUI) Member, 2013-present
- 2014 ACUI Region V Conference Planning Team
- 2015 ACUI Big Ten Union Directors Meeting Host Committee
- 2015 ACUI Region V Inspiring Vision Award Recipient
- 2014-2015 & 2017-2019 ACUI Region V Corporate Sponsorship Coordinator
- 2016 ACUI Region V Conference Host Coordinator
- 2021 ACUI Region V Conference Coordinator
- 2021 ACUI Excellence in Volunteer Service Award Recipient

TECHNICAL CAPABILITIES

- Event Management System (EMS) Scheduling software
- When To Work employee scheduling
- 7 Point Ops
- Microsoft Office Suite
- Electronic Theatre Controls Lighting Systems
- Resource 25 scheduling software
- CORE One Step point of sale software
- CS Gold membership access software
- CSI Club Management software
- Vermont Systems Rec Trac software