

Dr. Peterson

IMG Panel Discussion: “Path to Personal Growth—The Road to Becoming an Athletic Director”

10:45-11:45 a.m. Wednesday, May 15, 2013

When you conduct a search for a Director of Athletics, what specific qualities are you looking for?

- This is very fresh in my mind, because we just went through the hiring process to get Tech’s new Athletic Director, Mike Bobinski, who joined Tech on April 1. We couldn’t be more pleased.
- Mike’s proven track record of success and his diverse background in sports, finance and development, as well as his unwavering commitment to student-athletes, make him the ideal person to lead our athletic program.
- We held the press conference announcing our choice on January 18.
- That day, the head of our search committee released a memo outlining qualities we were looking for:
 - Unquestioned integrity
 - Demonstrated success as an athletic director at another university in the following areas:
 - NCAA and Conference Compliance
 - Academic success of student athletes
 - Ability to generate increased revenue from tickets sales, media rights, advertising and other opportunities
 - Consistency in winning conference championships in a large number of sports
 - Embracing with enthusiasm the unique culture of Georgia Tech (i.e. someone who really wants to be here versus Georgia Tech as a stepping stone in one’s career).
 - High energy, drive, motivation

- Ability to relate well and work effectively with student athletes, coaches and athletic staff, faculty and administration, and alumni and friends of Georgia Tech
 - Demonstrated fund raising ability.
- Mike has the leadership skills and integrity we were looking for. Mike had served as associate VP and AD at Xavier University in Cincinnati, Ohio for the past 12 years, overseeing a broad based athletic program of 18 NCAA Division I sports. He has a background of 25 years of athletics management combined with a wealth of experience in the business world.
- Admirably, student athletes at Xavier University have a 97% graduation rate, ranking 11th in the country just behind Harvard, Yale, and Duke.
- Mike has a unique background in that he also had experience in Development.
- In addition, he is a recognized leader among athletic directors, serving as chair of the NCAA Division I Men's Basketball Committee. He provided leadership for this year's Final 4 in Atlanta, and that's one of the reasons he didn't join Tech until last month.

After you have hired a new Director of Athletics, what do you expect from that person as a member of your institutional senior administrative staff?

- Leadership and Integrity. He has a reputation of being fair and straightforward in all that he does, and we expect him to continue that.
- Mike is presiding over Tech's program that includes some 400 athletes participating in 17 intercollegiate varsity sports. We expect him to provide outstanding leadership to Georgia Tech's athletic programs consistent with our bold vision for Georgia Tech as an institution.
- We look to him to lead and inspire his staff and the athletes, lead with integrity, keep the lines of communication open, be a person of vision, and serve as a leader/ambassador for Georgia Tech.

When you interview a person for a Director of Athletics position, do you envision the capability of that person to speak to the various constituency groups that are important to you? (for example, Faculty Senate, Faculty, Alumni, Media, Boosters, etc.)

- Absolutely. We're looking for communication skills, and someone who can relate to all types of audiences, internal as well as external. We have quite a legacy at Georgia Tech, and we're looking to our AD to continue that legacy.
- He is an ambassador for Georgia Tech. Many times, athletics is the lens through which most people see your university, and the AD role is critical.

During a search for a Director of Athletics, how do you want the credentials of the candidates to be handled? (for example, exclusively processed through the executive search consultant)

- We held a national search that took about 2 ½ months. We assembled a search committee. Leading the team was a Georgia Tech alumnus and longtime friend and supporter of the Institute who knew what we were looking for (Steve Zelnak).
- Under Steve's leadership, the search team defined attributes and the background needed for the ideal candidate, set up a web site to solicit feedback and keep the community informed, and partnered with a search firm to identify and interview outstanding candidates to find the right person for the job. It was a collaborative effort between the search committee and me. I also personally interviewed the finalists.

During the interview process to hire a Director of Athletics, would you conduct a public forum for each final candidate?

- We did not. We had confidence in our search committee to represent our Institute, and didn't feel it would be necessary to hold a public forum.
- We had created a website to elicit input on characteristics, priorities and candidate suggestions from alumni and friends. Mike (Michael Adams) you'll be

interested to know that several Georgia fans shared their opinions on the website about what we should do!

- In spite of that, we received excellent input and used this forum to begin our candidate list.
- We also received valuable input from our coaches and athletic staff along with interested faculty and administration. At this point our consultant provided additional names he thought might fit the search.
- From this process, we assembled a list of more than 70 solid candidates. Our consultant made calls to determine interest among the more promising candidates.
- The search committee reviewed this large pool of candidates and reduced it down to 15 people of interest.
- The search committee then focused on the group of 15 and selected five candidates for formal interviews.
- I collaborated with the committee in the evaluation of the 15 candidates. The search committee conducted the in-person interview first and then the candidate interviewed with me.
- At the end of the day, the committee and I exchanged views on the candidates at which time two candidates were selected for further interviews with me. I then spent additional time with the two candidates individually both off campus and on campus.