



March 4, 2025

Dear Selection Committee:

As President of Snow College, I recommend and support Robert Nielson for the position of Senior Men's Administrator.

I understand that this position is very important to the NJCAA and will take time and resources for Rob to do what is required. We value our involvement in the NJCAA and feel that Rob serving in this position will benefit the association and the teams across the nation. Rob has decades of athletic administration experience and has highly developed skills in finance, strategy, and management.

Without hesitation, I recommend Rob for the Senior Men's Administrator position. I would be happy to discuss Rob's qualifications further; you may contact me at 435-283-7010 or stacee.mciff@snow.edu.

Sincerely,

A handwritten signature in black ink, appearing to read 'Stacey Yardley McIff', written over a faint printed name.

Stacey Yardley McIff

President

VITA

ROBERT C. NIELSON

488 E. 540 N.
Ephraim, UT 84627
(503) 975-4668

NJCAA ADMINISTRATIVE EXPERIENCE

Men's Senior Director
Eligibility Committee
Sports Governance Committee
Appeals Committee
Board of Regents Representative
Men's Region Director
Men's Assistant Regional Director
Division 1 Review Committee
Men's Basketball Committee
Men's Football Committee
Men's Wrestling Committee

ADMINISTRATIVE EXPERIENCE

Vice President of External Affairs Snow College 2022-present Ephraim Utah

Responsible for Athletics, Auxiliary Services, Alumni Relations, Foundation and Marketing
Serves on Presidents cabinet
Serves as Athletic Director- overseeing 11 NJCAA sports and Rodeo
Oversees summer programs raising millions of dollars for the college
Coordinates Marketing campaign to increase enrollment and enhance college profile across the state
Develops relationships with government officials and community officials
Ensures Housing and Food Services are providing services while staying in budget

Athletic Director Snow College 2010-present Ephraim Utah

Provides leadership to all athletic teams, coaches and student/athletes
Ensures teams operate within assigned budgets-have been in the positive over the past 7 years
Assisted in developing, designing and implementing over 8 million dollars of improvements to the campus; including lights at football field, new turf, ADA compliance with bleachers and a new athletic facility for students, faculty, staff and community
Worked closely with Ephraim City Rec department, scheduling fields, gyms and youth camps
Hires coaches, administrative staff and student workers, developing qualities that ensure success
Oversaw Snow-Fun program. Recruit over 8000 nights of youth for conferences and activities
Director of women's and men's soccer camp and basketball camps, raising over \$100,000 (net) per year to assist all teams in travel and upgrades (scoreboards, equipment, uniforms)
Serves as a member of the President's Cabinet
Represents the Scenic West Athletic Conference as Board of Regents member of NJCAA
Serves as Chairman of the NJCAA Football Committee, member of the National Basketball Committee
Coaches basketball team-conference champions and Coach of Year 2 of past 3 years.

Executive Dean of Student Services and Development, Mt Hood Community College (2004-2009) Gresham, OR

Served as a member of the President's Cabinet representing Student Development and Services and the needs of students.
Provided leadership to the design, development and implementation of institutional strategic planning for student development and Health and Physical Education including the reengineering of student services related to Ash Mountain.
Responsible for the leadership and administration of the following divisions: Enrollment Services;

Career Development Services; Financial Aid; Student Life; TRIO; Health and Physical Education and Athletics.
The Executive Dean provided centralized support to: strategic enrollment management; student judicial affairs; strategic planning; budget development and management; program and curriculum design, assessment; and the approval, design and implementation of a comprehensive assessment of student services.
Provided for the hiring, supervision, coordination and evaluation of associate vice presidents, dean, department chairs, faculty, coaches and classified employees.
Administered all MHCCD board policies, college regulations, and collective bargaining agreements related to student development and services, HPE and athletics.
Served as the College's chief student judicial officer administering student's rights and responsibilities; the student code of conduct and the student complaint procedure in collaboration with the associate vice president of student life.
Served as the College's primary investigator for allegations of harassment and discrimination

involving students.

Represented the college, student services and athletics and/or the needs of students on various college, state, and community groups and activities.

Coordinated activities, facilities and personnel to enhance the effectiveness of all programs within student development, HPE and athletics.

Served as the college's athletic director and administered all college athletic programs until 2007.

Athletic Director Interim Dean of Health, Physical Education, Athletics & Recreation, Mt. Hood Community College (2001 - 2004) Gresham, OR

Raised over \$125,000 per year to support the Athletic Department Recruited, selected, oriented, prepared and developed full-time and part-time staff consistent with college policies.

Supervised and evaluated personnel in respect to hiring, transferring, suspending, laying off, recalling, discharging, assigning, settling grievances, disciplining and making promotional determinations or effectively recommending such action.

Directed marketing and promotional plans for recreational facilities and programs coordinating with other divisions and administrators.

Developed and maintained community and regional contacts to establish mutually beneficial facility use and program partnerships.

Encouraged and stimulated instructional and program innovation and curriculum design.

Prepared, analyzed and coordinated a schedule of college and community classes.

Provided oversight to the Aquatics Center.

Developed, supervised and controlled the division budgets.

Acted as the primary liaison to program advisory committees.

Assured that all facilities, equipment and division activities were inspected regularly for health and safety.

Provided for effective administration of all MHCCD board policies, college regulations and collective bargaining agreements.

Contributed to comprehensive strategic planning.

Facilitated appropriate, consistent, accurate communication between the division, the college, outside partners, and students.

Supervised textbook adoptions and cooperated with the bookstore in ordering textbooks.

Provided leadership and training within areas of responsibilities in support of a customer service orientation and philosophy.

NCAA Compliance Officer, Brigham Young University-Hawaii (1999-2000)

Trained in all areas of eligibility, academics and administration of athletic department Extensive work in transition of BYUH from NAIA to NCAA Division 11

EDUCATION

ABD PhD The University of Iowa, Iowa City, Iowa, June 1997 Major: Athletic Administration
Master of Education. Utah State University, Logan, Utah, June 1990. Major: Physical Education
Bachelor of Science. Brigham Young University-Hawaii, Laie, Hawaii, April 1984. Major:
Business Management, Minor: Physical Education.

COACHING EXPERIENCE

Head Men's Basketball Coach Snow College, Ephraim Utah 2011-2022

Won Scenic West Conference 2017, 2019 First National tournament appearance since 1947

Players graduate and move on to 4 year programs at nearly 90 percent rate.

Recruit and train players from across the United States and have coached several international players

Teach all skills needed to become a complete basketball player-able to adapt to any style as they move on to next level.

Responsible for all aspects of the program, recruiting, training, travel, budgets, academics and community relations

Team Grade Point Average (GPA) has been between 3.0 and 3.5 over the 8 years.

Traveled with teams to Florida, Oklahoma, Idaho, Oregon, Wyoming, Arizona and New Mexico

Ran a successful summer camp which has grown from 50 participants per week to nearly 200 per week

Member of NJCAA Men's Basketball Committee-responsible for all aspects of national organization