

The 2HC Group

Case Study: University of Idaho Athletic Department

Challenge

At the University of Idaho, Athletic Director, Rob Spear, needed someone who could take the external affairs function to the next level. Fundraising would be the major focus for the next Associate Athletic Director for External Affairs, as the department launched a \$35 million campaign to renovate the Kibbie Dome. The next Associate AD would also need a background in overseeing media relations and marketing.

The challenges of the position included the need for an individual who understands the Palouse area and the different constituencies that support Idaho athletics. Although it is a beautiful place and an attractive college town, Moscow would likely be more attractive to someone familiar with the area. Ideally, Idaho needed someone who already knew the major players and possibly even alum or other ties to the University of Idaho.

Another challenge was time. This position needed to be filled as quickly as possible, so the new leader could begin moving the strategy in the right direction before the current academic year came to a close. Rob and his staff were extremely busy, which created a need for our help in conducting an efficient and extremely thorough search.

Action

Although we were provided with candidates in whom Idaho might be interested, the situation required a national search to make sure this critical role was filled with the best candidate for the job and to make sure every ideal candidate would be recruited. Our firm developed a performance profile with the Idaho team to reflect the challenges and unique opportunities of this role. In accordance with University policy, we posted the position on several job advertising outlets and fielded responses from these postings. We contacted our network of contacts in the region and initiated a national search for the best candidate with ties to Idaho. We quickly identified a field of exceptional candidates.

Result

Our search resulted in several individuals who were attracted to this position and were excellent fits based on ties to the area, fundraising track record, and breadth of management experience. Ultimately, we presented four finalists to the search committee.

After conducting phone interviews and on-campus interviews with each of the four finalists, Idaho decided on Tim Mooney, Assistant Athletic Director at Washington State University. Tim brings to the job a unique blend of athletics administration, coaching, and teaching. He received two degrees from Idaho and was a member of the baseball team. His breadth of experience, excellent fundraising track record, and alumni ties to the University create an excellent platform to advance Idaho athletics.

