

### **Jacqie McWilliams Parker Bio**

*Jacqie McWilliams Parker has dedicated 31 years in intercollegiate athletics. After serving almost 10 years in championships at the NCAA; She is in her 13th season in her dream job as the CIAA Commissioner. She was thrilled to return to the places where her love for college sports and HBCUs began, Hampton University, Virginia Union, the CIAA, Norfolk State and Morgan State.*

*She has established her legacy with a 20-20-20 vision of learning, earning, and returning. She received her undergraduate degree at Hampton University and is a member of the Hampton University Hall of Fame twice, once as a two-sport athlete and recently as a member of the 1988 DII NCAA Women's Basketball National Team. She is also a strong financial supporter of the university and athletics. She is a member of the Virginia Union University Hall of Fame for her commitment to women sports as a former coach and administrator and continues to contribute to the women's program, the place that gave her, her start in the industry. She is a member of Temple University Gallery of success as an alum and where she has established a postgraduate scholarship for HBCU students interested in receiving their post graduate degree in sports management and hospitality.*

*Mrs. McWilliams Parker loves and values the opportunities that sports bring personally and professionally. Although she has worked intently with the CIAA Board and membership to sustain the conference short term and long-term to include inviting Claflin University and Bluefield State to the family. Her advocacy for access and opportunities for college sports, HBCUS, women, girls, and boys, extends beyond the CIAA! She has and continues to serve on numerous committees and boards that fuel her passion to make a difference and to have presence when there is none by women of color or HBCUs. She holds herself accountable and responsible for having a voice at the table, planting, protecting and growing seeds in the profession, creating opportunities for black women owned businesses and making impact in the community. She prides herself on being strategic and having a strong belief system that can advance what feels impossible!*

*McWilliams Parker was a former member and president of the board for Women Leaders in sports, she is the chair for the HBCU 4 Power Commissioners, she is an active member of the Crown Jewel Links of Charlotte and Sixth Mount Zion Baptist Temple in Hampton, VA. She loves the Lord, the love of her life, her husband Shaun Parker, former football athlete Hampton University and her legacy, daughter Samone Carpenter who attends Hampton University, class of 2028!*

***Jacqie McWilliams Parker is CIAA for Life!***

## **COMMITTEES AND BOARDS**

- ***NCAA Gender Equity Task Force***
- ***John B. McLendon Foundation Board***
- ***Doug Williams Center Advisory Board***
- ***Former Chair of the DII Strategic Plan Committee for the Conference Commissioners Association***
- ***Member of the Crown Jewels Link of Charlotte***
- ***NCAA Charlie Whitcomb Leadership Institute Annual Presenter***
- ***USA Soccer Game Changes University Advisory Board***
- ***Women's Basketball Hall of Fame Board of Trustees***
- ***NCAA DII Advocate Group***
- ***Black Business Sports Academy Board***

### ***12-year Highlights***

#### ***2012-2013 (Conference deficit)***

- ***Improved overall financial bottom line of conference by more than \$2.1 million.***
- ***Launched new CIAA logo design.***

#### ***2013– 2014 (Cancellation of FB championship)***

- ***Revised conference Bylaws.***
- ***Board approved negotiation of six-year extension in CLT for 2.5 million annually and relocation of the CIAA offices to Charlotte.***

#### ***2014 – 2015***

- ***Developed 5-year Proforma presented with a goal of reaching a 1 million fund balance by 2021.***
- ***negotiated 6-year extension valued at 2.5 million annually.***
- ***Launch partnership with Aspire T.V. to televise Football and Basketball games.***

#### ***2015-2016***

- ***Hired outside firm to conduct a feasibility study to evaluate conference growth and strategic plan (2016-2021).***
- ***Transitioned CIAA office to Charlotte NC after residing in VA since founded in 1912 on the Campus of Hampton University and incorporated in Washington D.C.***

#### **2016-2017 – (NC HB2)**

- **Moved 8 championships out of NC due to HB2 and executed the 2017 basketball in Charlotte with strategic partnerships to advocate for LGBTQ community and student-athletes.**

#### **2017-2018**

- **Negotiated 7-year agreement with VWSE (Guaranteed minimum \$2.5 million).**
- **Created and developed a campaign for 125 years of Black College Football. (Commemorative classic) First HBCUs school to play at HBCUS (JCSU vs. LC).**

#### **2018-2019 (Tournament Bid Process)**

- **Negotiated BSN/Under Armour partnership for 6 years (Value at \$560k per year).**
- **Transitioned Claflin as new Member to the CIAA.**
- **Retained Black Owned Firm Liquid Soul Marketing Agency to elevate and promote the brand.**
- **Launched the “Live the Legacy Campaign for 2019 tournament to compliment “CIAA For Life” tag line.**
- **Launched CIAA Sports Network with Partners BSN**
- **Launched first Online CIAA Store**

#### **2019-2020**

- **Created campaign and celebrated 75 years of CIAA basketball tournament and 15 years in Charlotte – over \$650 million in economic impact.**
- **Negotiated 3.5 million three-year deal for Baltimore Tournament agreement (2021-2023).**
- **Launched CIAA CARES Esports Initiative launched with Strategic partners**
- **Cultivated partnership with NFL Leadership for HBCU/CIAA initiatives**
- **Panelist on NIL Panel at Congressional Black Caucus conference in Washington D.C.**

#### **2020-2021 (COVID – 19)**

- **Led Strategic plan efforts and approval for 2021-2025 Implementation.**
- **Innovator for the CIAA Virtual basketball tournament in partnership with Baltimore with 9051 registrants and 1.4 million social media impressions.**
- **Launched the CIAA Mack Attack Show with Clyde Doughty produced by CIAA.**
- **CIAA hosts first ever Esports tournament during Virtual Tournament Week**

#### **2021-2022 (COVID Protocols)**

- *Requested to serve by the Subcommittee on Consumer Protection and Commerce at the hearing entitled “A Level Playing Field: College Athletes’ Rights to Their Name, Image, and Likeness.” to witness before the Committee on Energy and Commerce.*
- *Executed 14 championships in COVID.*
- *Executed Multi-year Agreement with ESPN Through at Least 2024 for Men’s and Women’s Tournament Championship Games to Air on ESPNU and All 22 Tournament Games Available on an ESPN Platform*
- *Executed in person Basketball tournament in Covid with an economic impact of 19 million in first year hosted in Baltimore.*
- *Met FY15 1 million Performa goal established end of FY21*
- *First time in history hired Four women of color to be part of the conference’s commentary team for both men’s and Women’s tournament on the ESPN Platform*

#### **2022-Current**

- *Launched CIAA Digital ticketing for CIAA Basketball Tournament.*
- *Secures Partnership with HBCUgo to televise CIAA championships.*
- *Appointed to USA Soccer Game Changes University Advisory Board*
- *Appointed to Women’s Basketball Hall of Fame Board of Trustees*
- *Approved Bluefield State University as new member effective July 1, 2023*

#### **Other 10 Milestones:**

- *Served as Chair of NCAA DII Management Council*
- *Appointed to the NCAA Board of Governors Gender Equity Committee*
- *Appointed to the NCAA Board of Governors Ad Hoc Committee to Promote Cultural Diversity and Equity*
- *Appointed to the NCAA Board of Governors NIL Committee.*
- *Served as the 40th President of Women Leaders in College Sports*
- *90% of consultants are MWBEs*
- *Retained, increased revenue and terms with Nationwide, Lowes, Coca Cola and Food Lion as Corporate Partners with exclusivity rights.*
- *The CIAA tournament continues to be the ranked in the top 3 of largest tournament ranked with DI Conferences.*

#### **Other Committees**

- *NCAA DII Women’s Basketball Committee, chair of South Atlantic Region*
- *Chair of NCAA Women of the Year Selection Committee*
- *Served on NCAA Committee on Women’s Athletics*