

DICK BADDOUR
ADJUNCT PROFESSOR OF THE PRACTICE

Tar Heel alumnus Dick Baddour "retired" after 44 years of service at the University of North Carolina and is currently teaching the capstone seminar in the graduate program in sport administration. Baddour completed his 14th year as Director of Athletics and his 44th at the University of North Carolina in 2012. He directed one of the most successful and respected programs in the country, known for its commitment to academic integrity and competitive excellence in men's and women's sports. He is one of three to serve as Carolina's director for 10 or more years since the Tar Heels joined the league in 1954.

Under his direction, the Tar Heels won 13 national championships, including seven in women's soccer, three in field hockey, two in men's basketball and one in men's soccer, won two football bowl games and had numerous Top 10 national finishes in Olympic Sports. Nineteen UNC men's and women's teams combined for 62 ACC championships, more than any other school in that time. UNC led the league in the number of team championships seven times. Carolina has averaged a seventh-place finish in the Directors Cup and finished first among ACC schools 11 times in Baddour's 14 years at the helm. The seventh-place finish in the Directors Cup marked the eighth top 10 finish by the Tar Heels in the last nine years, including top four showings in 2006, 2007 and 2009. By comparison, the other 11 ACC schools have combined for eight top 10 finishes in the 17-year history of the Directors Cup.

In his last year, 23 of Carolina's sports exceeded the national average in the NCAA's Academic Progress Rating. Six programs scored a perfect 1,000 in the APR over the last four years and 13 scored a perfect 1,000 in 2008-09. The APR accounts for eligibility, retention and graduation and provides a measure of each team's academic performance.

Carolina baseball, men's basketball, men's and women's swimming and diving, women's fencing, women's golf, gymnastics and volleyball ranked in the Top 10 percent nationally in their respective sports. Men's basketball, men's and women's swimming and diving, women's golf and volleyball had the highest APRs in the Atlantic Coast Conference in their respective sports for the four-year period from 2005-06 to 2008-09.

Baddour emphasized academic achievement and the overall student experience. In 2012, 266 student-athletes made the ACC Academic Honor Roll, 277 earned Dean's List honors over the two semesters and eight different programs finished the spring with a cumulative grade point average of better than 3.0.

The 2008-09 season was one of the finest in Carolina history as the Tar Heels finished second nationally in the Learfield Directors Cup. Women's soccer and men's basketball won NCAA championships, men's soccer and women's lacrosse reached the NCAA finals, baseball advanced to the College World Series for the fourth year in a row and football played in the Meineke Car Care Bowl. UNC became the first school in ACC history to play in the men's basketball Final Four, the College World Series and a football bowl game in the same year.

Ten years ago, Baddour created the Carolina Leadership Academy, a training program for student-athletes, coaches and administrators. The program develops leadership skills through interactive workshops, 360-degree feedback, one-on-one coaching, peer mentoring and educational resources. Carolina's coaches consider the program an overwhelming success and it is a model for schools across the nation.

Baddour hired head coaches in 11 sports, including Roy Williams, Butch Davis and Mike Fox, overseen renovations or created plans to update virtually every facility in the athletic complex, expanded the direction and staffing for student-athlete services and worked tirelessly to set the program on sound financial footing.

Baddour made it a top priority to ensure the athletic department stays financially stable. His efforts to put together a plan and financial model to renovate Kenan Stadium have resulted in phase I being completed by adding a fifth floor to the Kenan Football Center and phase II getting approval from the Board of Trustees in May 2010. Phase II included the Carolina Center for Student-Athlete Excellence, a five-story privately financed structure that houses the academic support center for student-athletes, the Carolina Leadership Academy, Olympic sports' strength and conditioning center, visiting locker room, club seats and individual suites. The Center for Excellence not only provides much needed space for academic support for all 28 of Carolina's varsity programs, it also creates an additional revenue stream through the sale of premium seats that provide future revenue for the department.

The athletic department and Rams Club raised nearly \$300 million over the last 10 seasons in support of the Carolina First campaign, increasing the scholarship endowment to where it is the largest for a public school in the country. Baddour developed funding models for facility enhancement projects, scholarships and operating budgets. He negotiated partnerships with Nike to outfit the athletic program, with Learfield Communications to direct UNC's multi-media properties, with Wachovia for on-site sponsorship in the Smith Center and Aramark for concessions. The Nike deal was widely praised as one of the most socially conscious contracts of its kind with respect to global labor issues.

Baddour has overseen a number of facility enhancements throughout his tenure. Carmichael Arena re-opened after a \$30 million renovation and the Stallings-Evans Sports Medicine Center, a facility that is open to student-athletes and the student body at large for sports injury rehabilitation, opened in the spring. Boshamer Stadium re-opened in 2009 after a \$25 million renovation and has been received as one of the top baseball facilities in the country. The athletic department and Rams Club moved into the Ernie Williamson Athletics Center in 2007 and the Carolina Basketball Museum opened its doors in early 2008.

Baddour began his UNC career in 1967 as assistant dean of men. In 1971 he became assistant dean of undergraduate admissions. He served as Assistant Dean at the UNC School of Law from 1983 to 1986. He served as the school's director of admissions and scholarship programs, head of personnel and supervisor of career planning and placement.

Baddour spent 11 years as John Swofford's top assistant before being named the Director of Athletics on June 25, 1997. In 2001, he received a Distinguished Service Medal from the UNC General Alumni Association.
