

Stephen Barr

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Profile

Talented and dedicated professional in higher education serving in a progressive series of positions with increasing levels of responsibilities and duties. Possesses broad and demonstrable skills in public speaking, management, student affairs, project research, technology planning, project development & execution, large scale capital building project support, contract management, crisis management and support of senior level administration.

Professional Experience

Virginia Commonwealth University

Richmond, VA

Director of Campus Services

01/15 - Present

- Provides overall management for the administrative, technology, and business functions of VCU Campus Services, including VCU Dining Services, VCU Vending (beverage and snack), Barnes & Noble @ VCU (two stores), RamTech Technology Store, Dental Supply Store and VCU graduation regalia which total over \$45 million in annual sales.
- Identifies and recruits potential retail firms suitable for on and near campus as well as providing recommendations for the creation, development and growth of the VCU Retail District through coordinated efforts with Student Affairs, Residential Life and VCU community stakeholders.
- Provides oversight and department support for construction and renovation projects related to VCU Business Services. Some projects to note are a \$450,000 guest seating space renovation, a \$1.2 million dollar Starbucks renovation, over \$2 million dining equipment replacements, over \$1 million spent on upgrading seating/table/cabinet furniture VCU dining locations, and a new \$1.4 million dollar Au Bon Pain Cafe.
- Leads the negotiation, development, and management of large and complex contracts to ensure units are professionally managed, meet customer needs and support the academic mission of VCU in a cost-effective and self-sustaining manner. Contract highlights include an Exclusive Beverage Contract which yielded \$15 million over 10 years for VCU, a University Mail Services agreement which saved the University \$100,000+ annually and a graduation regalia contract which yielded \$800,000 over 10 years.
- Through gathered survey data, implements policies and initiatives that exemplify high customer service and appreciation standards.
- Directs administration for the department's scholarship program, awarding over 30 scholarships valued at \$300,000 annually.
- Represents department on Division-wide and University-wide committees.

Louisiana State University

Baton Rouge, LA

Director of Retail Development and Technology, Auxiliary Services

07/11 – 12/14

- Managed, negotiated and administered Auxiliary Services' (AS) operational contracts for the LSU Student Union, Chartwells, Coke, Barnes & Noble, Ricoh, Canteen, Tapingo, Blackboard, Caldwell & Gregory and Kaplan equaling to \$30+ million dollars in annual sales.

- Managed an annual University operational budget of over \$2.5 million dollars, as well as, oversaw a \$5.2+ million dollar university transaction operation system that spanned over 350 locations and 5 campuses.
- Managed a team of 7 and indirect staff of 10 student workers.
- Developed and executed plans for technology implementation of AS and Tiger Card Office services with other departments in new initiatives including digital wayfinding for the Student Union, attendance tracking for: athletic events, class attendance, academic labs and student organizations, installing 85+ POS devices, camera surveillance for the LSU Child Care Center, passport photo services and various cloud based software solutions to streamline efficiencies.
- Responsible for the research, planning and development of new/expanding retail business and services for the LSU campus and the LSU Student Union.
- Contributed to the construction planning/oversight for one new dining hall (\$4 million), LSU Student Union food court (\$10+ million), 50,000 sq. ft. B&N Bookstore (\$20+ million) and various retail spaces in the LSU Student Union totaling over \$40 million in costs.
- Part of a 3 person team that developed and executed a retail and campus mail services RFP that saved the University \$400,000 annually and provided a minimum of \$130,000 in additional annual revenue.
- Participated in the planning, hosting and touring for campus partners, peer institutions, regional divisions of national organizations (NACAS South, ACUI Region II) and various LSU Student Union programs.
- Part of a 3 person team which led to the development of the university's first PCI policy.

Assistant Director, Auxiliary Services

09/08 - 07/11

- Directed all accounting services required to support the Tiger Card Office and Auxiliary Services in conjunction with the Director of Finance.
- Provided monthly analytics and reports reflecting the services of the LSU Tiger Card Office.
- Assisted contracted divisions of the University System with operations, technology upgrades, and review of LSU ID transaction system.
- Managed the intra-campus cooperative agreements for LSU Athletics, Tiger Athletic Foundation (TAF), Theatre, etc. for the operations of card programs.
- Managed MOAs/MOUs between LSU and LSU-E, LSU-S, LSU-A and LSU-HSCNO for the joint operations of a campus card programs.

Manager, Tiger Card Office (LSU ID)

10/07 - 09/08

- Managed an operating budget of \$350,000 and a student staff of 10.
- Created, issued and maintained 45,000+ active University IDs and 18+ million annual transactions.
- Prepared financial reports, including revenue projections/tracking, budgeting, and reconciliations of card activity.
- Identified and recommend additional business opportunities utilizing the campus card that improved the campus life experience for students.

Assistant Technical Director, Department of Theater

08/05 - 10/07

- Instructed theatre lab classes, provided budget estimations for academic and professional scenery fabrication, scene shop supervision, and material procurement.

Alley Theatre

Houston, Texas

Assistant Technical Director

08/01 - 07/05

- Provided budget estimations for 14 shows totaling almost 1 million dollars, procurement, shop supervision, drafting product/process research and implication, and scenic construction and construction methodology.

Education

- Ed.D in Higher Education Leadership, Virginia Commonwealth University May 2020
- MPA (Masters in Public Administration), Louisiana State University Dec. 2009
- BA in Drama and Communications, University of New Orleans May 2001

Awards/Certifications

- Certified Auxiliary Services Professional (CASP) Current
- NACAS 2017 Innovative Achievement in Auxiliary Services Nov. 2017
- NACAS 2016 Edwin R. Golden Award for Inclusive Excellence (VCU) Oct. 2016
- NACAS 2015 Innovative Use of Technology – RamTech (VCU) Nov. 2015
- LSU ITS Torchbearer Award for Leadership in IT Advancement (Personal) Nov. 2012

Presentations

- NACAS East CX 2019 - How VCU Captured Bigfoot
- VCU School of Medicine 2019 - Now Presenting: Creative Presentations That Captivate, Inform, And Inspire
- NACAS Senior Leadership Institute 2018–General Session Speaker - Now Presenting: Creative Presentations That Captivate, Inform, And Inspire
- NACAS East CX 2018 - Experiencing VCU Campus Services through Virtual Reality
- NACAS South CX 2018–General Session Speaker - How to Create Presentations that Captivate, Inform, and Inspire
- NACAS C3X 2017- Experiencing VCU Campus Services through Virtual Reality
- NACAS East 2017 - Rams, Dragons and Monkeys, Oh My! Celebrating Chinese New Year at Virginia Commonwealth University
- NACAS East 2017 - How to Create Presentations that Captivate, Inform, and Inspire
- VCU School of Medicine 2017 - Now Presenting: Creative Presentations That Captivate, Inform, And Inspire
- NACAS 2016 - *Rams, Dragons and Monkeys, Oh My! Celebrating Chinese New Year at VCU*
- NACAS 2016 - *Biometrics Offer Better Student Living at VCU*
- NACAS 2015 – *ExTRA-Ordinary: Ramtech @ VCU*
- NACAS “On the Road” – Oct. 2015 – *We Serve Rams!*
- Blackboard Spring Training 2014 - *Modernizing Campus Concessions Point of Sale*
- NACAS 2013 – *Modernizing Campus Concessions Point of Sale*
- Blackboard Spring Training 2013 – *Lazy Ingenuity*
- NACCU 2012 – *Wired to Wireless*

Committees

- NACAS East Board Present
- NACAS Host Committee - 2020 C3X Conference Present
- NACAS Program Development Committee Present
- VCU Enrollment Management Committee Present
- VCU Anchor Dashboard Task Force 2018
- VCU Incident Command Team Present
- VCU Sustainability Planning and Operations Committee Present
- NACAS East “On the Road” Coordinator 2015 - 2017
- VCU Search Committee - Student Commons Director Fall 2016

- VCU UCI Road World Championship (Various Committees) 2015
- Nicholson Expansion Project – LSU 2013
- NACAS South Host Committee 2011

Beyond Work

- Incident Command Center liaison for the VCU Business Services team during the 2015 UCI Bike Race event. The race course was mapped through the center of the VCU campus and drew an estimated 640,000 spectators over a 9 day period.
- Logistics coordinator for the conversion of the LSU Field House into a 411 bed special needs hospital following Hurricane Katrina in Aug./Sept. 2005 and again for Gustov in Sept. 2008.
- Former member of the LSU Emergency Operations Center – Incident Commander
- 12 years experience with Boy's State in Louisiana culminating in becoming the Program Director in 2006 and the LSU Liaison.
- Crew Chief for the pre and post-game shows for SuperBowl 38 in Houston, Texas.