

Amber J. Long

Education

M.Ed. Higher Education – Leadership & Policy Studies
Iowa State University, 2005

B.S. Community & Public Health Education
Iowa State University, 2003
○ Minor in Public Relations

Work Experience

Executive Director Wellness & Recreation Services – University of Colorado Denver Aug 2016-Present

- Provide innovative leadership and vision in dynamic startup of new department
- Inspire and energize the CU Denver campus to embrace a culture of well-being
- Serve as primary decision maker during construction process of the Lola & Rob Salazar Student Wellness Center
 - 85,000 square foot holistic wellness and recreation facility, \$55 million construction budget – Open Aug 2018
 - Research, select and secure all capital equipment
 - Attend weekly construction meetings; serve as an active partner in conversations, processes, and decision making
 - Facilitate public relations to increase awareness and excitement about facility; internal and external communications, media appearances, promotional campaigns
 - Organize and facilitate grand opening and facility naming celebration events
- Create department of Wellness & Recreation Services (WRS)
 - Plan, propose, and implement an integrated and holistic wellness operations strategy
 - Human resources: plan organizational chart, hire, on-board, and train staff
 - Create, implement, and evaluate operational systems and policies
 - Oversee the creation, implementation, and alignment of all programs and services in WRS portfolio
 - Basic Needs, Health Promotion and Prevention, Fitness, Financial Wellness, Outdoor Adventure, Aquatics and Safety, Membership, General Recreation, Facility Operations, Custodial
 - Foster campus and community collaborations, and partnerships
 - Create and employ integrated Wellness Referral Program
 - Craft and implement LeadWELL: Student Leadership Program
- Acquisition and stewardship of donors and strategic partners
 - Lola & Rob Salazar Student Wellness Center naming (\$1 million), Posner Family Kitchen naming (\$150k), TransAmerica – Financial Wellness program sponsorship gift (\$60k annually, 2016 to present)
- Business Operations: manage \$4 million annual budget to include student fees, non-fee revenue, gift and grant funding
 - Develop and implement department-wide annual budget processes and quarterly check ins
 - Ensure all business and operational practices comply with university, local, state, and federal guidelines
 - Prepare multiple business model scenarios to navigate 2020 pandemic impacts
 - Establish synergistic business and operation models for university auxiliary services: WRS + Housing & Dining
- Manage and mentor WRS team: 15 professional staff (5 direct reports), 110 student employees
- Physical plant management: Manage 85,000 square foot facility and associated amenities (field, vehicles, etc.)
 - Support internal custodial and general maintenance/repair
 - Ensure risk management of facility users, physical assets, university liabilities
 - Establish facility events/reservation program as additional revenue source
- Assessment: Understand departmental strengths and challenges, implement consistent evaluation processes
 - Assess user demographics and retention metrics to make informed decisions and target outreach efforts
- Diversity, equity, and inclusion: foster a student-centered culture of belonging and inclusion
 - Ensure departmental practices align with university goal to be first equity serving institution
 - Intentional and inclusive messaging, welcoming physical environments, equitable human resources practices
 - Provide targeted opportunities for specific populations; first generation students, cultural groups, diverse abilities
 - Conflict resolution: navigate complex political situation related to social justice efforts
- Strategic planning: Complete departmental strategic plan, assist in development and execution of Division of Student Success strategic plan, Health & Wellness Group strategic plan and CU Denver Mental Health strategic plan
- Actively participate in campus wide initiatives
 - Mental Health First Aid (MHFA): organize and facilitate trainings for CU Denver community
 - COVID Response Team / Return to Campus Team: Student Life Chair
 - CU Denver Strategic Partnerships Committee
 - National College Health Assessment (NCHA): organize, facilitate, and report population health data

Director – Kirmayer Fitness Center – University of Kansas Medical Center June 2012- Aug 2016

- Provide leadership in complex, high-pressure departmental re-organization
 - Establish business model to serve medical center students (1st priority), medical center faculty/staff (2nd priority), University Hospital departments and patients (3rd priority) and community members (4th priority)
 - Reversed on-going budget deficit to prove an 80% revenue increase within four years
- Medical Fitness:
 - Obtained Medical Fitness Association (MFA) facility certification (2015)
 - First university based site in the United States
 - Lead rigorous application and audit process: detailed demonstration of 10 standards
 - Benchmark like facilities to learn about processes and best practices
 - Selected and collaborated with Medical Fitness Director/physician
 - Implemented Medical Advisory Committee – physicians, clinicians, university officials, and legal counsel
 - Created medical fitness referral program to serve patients of the University of Kansas Hospital
 - Partnered with various hospital and university departments for patient referral
 - Developed comprehensive, integrative approach to preventative medicine, therapy, and wellness
 - Performed educational outreach, behavioral health coaching, and personal training for medical referral clientele and special populations
 - Create opportunities for various disciplines to use facility amenities in a collaborative manner (academics, research, clinical treatment/therapy, recreation)
 - Collaboration with various clinical and academic departments, and community partners (e.g. Psychological Services, Oncology, Physical Therapy, Occupational Therapy, Family Medicine, YMCA)
- Strategic Planning: Completed departmental and division of Student Success strategic planning
 - Researched and implemented best practices for medical fitness, campus recreation, community health
 - Established population health benchmarks, created measurable outcomes, and assessment techniques
- Business Operations: managed \$1,000,000 annual operations budget
 - Created, managed and assessed programs, services, and sales systems
 - Planned and administered marketing and outreach to recruit students, staff, physicians, and patients
- Physical Plant: Managed 55,000 square foot facility
 - Supervised physical facility maintenance: custodial services, KUMC Facility Management collaboration
 - Ensured risk management of facility users, physical assets, university liabilities
 - Completed \$250,000 facility renovation (fall 2014)
 - Strategic planning and design of \$600,000 phase 2 renovations
- Human Resources:
 - Mentored, managed, and evaluated staff - 6 professional staff, 20 student staff, 15 contract staff
- Student Engagement: Established positive and inclusive culture
 - Recruited student users – 56% increase in student users (2012-2015)
 - Utilized student feedback to learn how to engage professional level students more effectively
 - Collaborated with Office of Student Life and Psychological Services in various events
- Served on various university committees strategic planning round tables and organizational functions
 - Actively engaged on Division of Student Affairs leadership team, report directly to Vice Chancellor
 - Engaged with A Healthy U Wellness Committee to create a culture of wellness for staff and students
 - Public speaking, campus community health initiatives, and programming
- Facilitated public relations efforts - Appeared in television and print news to promote facility and programs

Assistant Director, Fitness & Wellness – Recreation Services - University of Kansas.....October 2006 - July 2012

- Leadership, mentorship, coaching and education for 60 student employees
- Managed group fitness and personal training programs - Increased personal training session completion by 400%
- Created and implemented KU Faculty and Staff Wellness Committee; promoted related events and resources
- Facilitated American Council on Exercise Educational Partnership Programs
- Implemented and managed American Heart Association CPR/AED training for department
- Organized departmental annual staff training (200 students)
- Managed \$200,000 fitness programs budget
- Collaborated with various programs, departments, and diverse student groups for outreach, and special events

Assistant Director, Fitness - Recreational Services – Kansas State University..... June 2005 – Oct 2006

- First full time fitness coordinator - administered fitness program management and programmatic strategic planning
- Created and facilitated group fitness and personal trainer education programs
- Implemented personal training and nutrition education services
- Led educational outreach, taught group fitness classes, facilitated personal training sessions

Graduate Assistant, Wellness & Prevention - Thielen Student Health Center, Iowa State University.....Aug 2004- Aug 2005

- Provided education, training, and management for peer health educators
- Organized and facilitated health promotion outreach programs
- Conducted over 100 hours of HIV testing and counseling

Graduate Assistant, Substance Abuse and Violence Prevention, Iowa State University.....Aug 2003 - Aug 2004

- Taught Alcohol 101 course for minors in violation of university alcohol policy
- Organized and facilitated ISU After Dark events – promoted sober social activities

Related Experience

Strategic Leadership Development

- CU Denver Diversity, Equity, and Inclusion Certificate: 2021
- Mental Health First Aid Instructor: 2020
- CU Denver Difficult Conversations Workshop: 2019
- CU System Excellence in Leadership Program
- CU Denver Leader - Mentorship Program
- Articulate Leadership and Communications Coaching: 2019-2020
- Carden Leadership Coaching: 2019
- Toast Masters Public Speaking Group: 2013-2014
- American College Health Association (ACHA), NIRSA – Leaders in Campus Rec member
- American Council on Exercise Certified Personal Trainer, Group Fitness Instructor, Health Coach, Medical Exercise Specialist

Subject Matter Expert & Author - American Council on Exercise (ACE)...2012-Present

- Content creation: special projects and blogs
- Assist in certification exam development

Industry Consultant - Amber Long 2009 – Present

- Strategic planning and facility design for private business and higher education
- Conduct private fitness services or contracted events
- Former clientele include: East Carolina University, University of Missouri, University of Northern Arizona, Oklahoma State University, Country Club of Leawood, Firethorn Golf Club, Living Wellness Kansas City, Fit in the City

Adjunct Instructor - Pinnacle Career Institute Online.....May 2011- Oct 2011

- Facilitated PT101 & PT102: ACE Personal Trainer certification preparation courses

Dean's Leadership Program Abroad, Iowa State UniversitySummer 2002 & 2004

- Graduate Assistant: London, England (2004) – Educated, advised, and supervised 15 undergraduate students.
 - Assisted with and engaged in multi-cultural, educational experiences, and leadership education.
- Student participant (2002) – Sydney, Australia
 - Completed three credit leadership course