

Memo

To: Finance and Accounting, Administrative Vice-President, Provost Office, Student Financial Aid, Admissions and Records, Registrar Office, Student Services, Computer Lab, Library, Faculty, and Students

From: Dr. Mikhail Brodsky, President

Date: 7/22/2020

Re: Lincoln University Athletic Department

Dear all:

The goal of this communication is to inform about establishing of Lincoln University Athletics Department (LU AD) and to specify principals of its operations, management, and financing to successfully build an outstanding athletic program that the university will be proud of.

LU AD is created in recognition of our commitment to enrich LU student population activities and life and to serve both student athletes and university. Its primary role is to provide an opportunity for student athletes to fully develop their academic and athletic potential. Athletic students will satisfy all general LU admissions and academic progress requirements receiving attention and support from the university faculty and staff. Through practice, training and competition, the department strives to install in each student athlete:

1. Good sportsmanship and personal integrity.
2. Loyalty to the group and the ability to function with others as a team.
3. Appreciation for the benefits of hard work, motivation and perseverance in both winning and losing situations.
4. Pride and accomplishment gained through fair and honest means.

DEPARTMENT STRATEGIC GOALS

Academics: Assist and encourage Lincoln student athletes to reach their full academic potential.

Financial: Achieve fiscal success and accountability.

Sportsmanship: On and off the field of competition our staff, athletes and fans will respect the sport, themselves and others.

Diversity: Provide opportunities for individuals based on merit in a non-discriminatory manner.

University Relations: Engage the university community as a full partner in furthering the mission of Lincoln University for the benefit of all students, faculty and staff.

MANAGEMENT

The program will be administered by its Director, Mr. Desmond Gumbs. Mr. Gumbs will conduct communications with and provide determinations, innovations, and collaboration among the school's educators, administrators, students, and coaches to always push for Lincoln's academic and athletic legacy.

Desmond Gumbs Bio and Background

Mr. Gumbs was born in Oakland, California and raised in Hayward. He graduated from Hayward High School in 1980 and decided to pursue his undergraduate studies at California State University, Northridge, where Desmond played a crucial role in founding a chapter of the Alpha Phi Alpha Fraternity. Soon after, with prospects of the entertainment industry in sight, Desmond ventured into establishing and operating several successful media houses and production companies in the decades that followed. With 25 years of entrepreneurial instincts and achievements to his name, Mr. Gumbs decided to semi-retire from the entertainment industry and follow his calling in academics and sports. His leadership, expertise, and foresight as the head coach not only helped strengthen several high school football teams in the Bay Area, but they also helped him send multiple high school students to Division I colleges with full-ride scholarships. In 2011, Desmond founded Stellar Preparatory High School to provide deserving student-athletes with the education, guidance, innovation, techniques and equipment, educators, coaches, and mentors among other resources and opportunities that can facilitate their development, recruitment, and advancement toward higher education and professional sports.

We welcome Mr. Desmond Gumbs to become a member of Lincoln University Family.

Dr. Mikhail Brodsky, President