Attention has now turned toward improving NCAA compliance and offering additional options and space for academic counseling. Fund-raising is a constant focus and work is ongoing to improve football facilities and find a means for building a basketball practice facility.

As revenue increases, staff positions will be added in a number of areas.

“Look at what’s been accomplished in the last year,” senior associate athletic director Chris Wyrick said. “It’s hard not to feel good about what is going on.”

Following an era in which Frank Broyles was chief executive officer of the Razorbacks for more than three decades, the shuffling and reshuffling seems extensive. Much of the change centered on combining the men’s and women’s athletic departments, something most schools in the country had done years ago.

News was made with each change, no matter how necessary or mundane. Naturally, Long angered some with his decisions. In some cases decisions Long was believed to have made — like the removal of Chuck Dicus as president of the Razorback Foundation, which Long said was carried out by the Foundation board and not by the athletic department — didn’t sit well. In the football All-American Dicus case, some former teammates from 1970 came to his defense.

Notable: Long was named vice chancellor for athletics Sept. 11, 2007. .. He was not scheduled to officially begin his job until Jan. 1, but led the search for football coach Bobby Petrino, who was hired Dec. 11. .. Led merger of men’s and women’s athletic departments.

JEFF LONG

AGE 49
PREVIOUSLY
Athletic Director at Pitt

Arkansas has 215 full-time employees within the athletic department. Work began in earnest to combine the men’s and women’s operations Jan. 1 and the shuffling of offices, furniture and duties was ongoing when the final month of 2008 began.

Perhaps the biggest challenge was figuring out who went where. Men’s and women’s employees were almost entirely separate and they worked in different buildings.

“This wasn’t an easy deal,” Wyrick said.

It was during the summer — six months after the process started — Long unveiled exactly how things would be structured.

Sequestered at a resort atop Petit Jean Mountain, the key members of Jeff Long’s new-look Arkansas athletic department spent two June nights getting to know their boss and his ideas. Long outlined his vision for Arkansas to those select staff members.

It was there Long laid out a strategic plan for the upcoming fiscal year. He was very careful in his wording of what was going on at the resort.

Moving the Cheese

Tom Dorre enters his office on the second floor of the Broyles Athletic Complex every day and looks out onto the Reynolds Razorback Stadium field. It’s the same view Dorre has had for seven years, leaving him as one of the few employees still working in the office they were in when Long arrived.

“I was lucky,” said Dorre, associate athletic director for business and finance. “I’m not sure how we’ve done it. You have to give Jeff a lot of credit for what was a pretty massive undertaking.”

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