

## Beasley Named Interim AD

Written by Mike Flynn  
Friday, 15 August 2014 14:30

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Rick Beasley, one of the most decorated student-athletes in Appalachian State University history and a member of Appalachian's athletics administration since 2006, was named interim director of athletics by

Chancellor Dr. Sheri N. Everts on Friday.

Beasley fills the role on an interim basis following Charlie Cobb's resignation from the position on Thursday. Cobb resigned to accept the same position at Georgia State. A nationwide search for Cobb's permanent replacement will begin immediately.

Beasley joined the Appalachian State athletics staff in 2006 as a senior associate athletics director and was promoted to deputy athletics director in 2014. In his role, Beasley served as the athletics department's chief development officer and was heavily involved in the department's day-to-day operations.

Appalachian State athletics has enjoyed unprecedented fundraising success under Beasley's leadership. After never topping \$700,000 in any full year prior to his arrival, the Yosef Club (Appalachian State athletics' fundraising arm) has raised at least \$1 million in each of Beasley's eight full years at the University and has surpassed the \$3 million mark the past two years.

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Additionally, Beasley has overseen the solicitation of donations for naming rights and premium seating that has funded much of Appalachian State's \$50 million in athletics facility enhancements since his arrival.

An All-America wide receiver at Appalachian State from 1977-80, Beasley set seven school records during his playing career and remains the program's all-time leader in yards per reception (17.6) and 100-yard games (16) in a career. In addition to being named a second-team Associated Press All-American in 1979, he was also the Southern Conference Male Athlete of the Year in 1979-80, a three-time all-conference performer and an academic all-conference honoree.

For 17 years prior to his return to Appalachian State (1989-2006), Beasley served as the city manager for Conover, N.C. As city manager, he served at the pleasure of the city council and was responsible for the administration of all city departments. Beasley was also the town manager of Scotland Neck, N.C. (1985-89) and an assistant city manager in Lenoir, N.C. (1982-85).

Beasley earned both a B.A. in political science with a minor in economics and a M.A. with a concentration in local government from Appalachian.

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His wife, Diana, is director of teacher education recruitment for the Appalachian State office of admissions. She earned a M.A. in higher education administration and university and community leadership from Appalachian. The Beasleys live in Boone.

**Photo Courtesy: Rick Beasley, App State Athletics**