



Hollins Names Aubrey Shinofield Athletic Director

Roanoke, Va. – Hollins University has appointed Aubrey Shinofield as director of athletics and chair of physical education, a position she has held on an interim basis at the school since last September.

Shinofield will continue to oversee strategic planning, budgeting, compliance, marketing, and personnel and facility management for the athletic program, while coordinating and balancing physical education course offerings at the university. She succeeds Lynda Calkins, who retired as athletic director in June 2008.

As interim director, Shinofield has spearheaded a number of initiatives, including identifying and defining strategic priorities for the athletic department; strengthening recruiting of student-athletes; involving students in the program building process; engaging alumnae in the needs of the department; and promoting stronger communication between athletics and admissions.

“Aubrey is a gifted leader,” said Jeanine Stewart, vice president for academic affairs at Hollins. “She has brought tremendous insight and a willingness to learn. Through her commitment to collaboration and strategic improvement, she is an empowering presence in the campus community.”

Shinofield came to Hollins from Washington and Lee University, where she served as a career advisor and service learning coordinator. She holds a bachelor’s degree in American history from Princeton University and a master’s in public health, health behavior and health education from the University of Michigan. Her own experience as a

student-athlete at Princeton culminated in a national championship and led her into a collegiate coaching career in women's rowing at Princeton, Harvard, the University of New Hampshire, and the University of Minnesota. She also worked as a program advisor for the Melpomene Institute, a non-profit organization in St. Paul, Minnesota, that focuses on physical activity and health for girls and women.

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