



# HEIDI MESSER



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# HEIDI MESSER

HEAD WOMEN'S BASKETBALL COACH  
OKLAHOMA WESLEYAN UNIVERSITY

## OBJECTIVE

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I want to win, be around winners and I'm not afraid to do the work! With a versatile background as an assistant, and most recently a Head Coach, I know what is involved in running a program. I desire to bring my passion, knowledge and adaptability from all experiences as a former player and now coach with me, in pursuit of development, growth and impacting the student athletes as we pursue excellence at the highest level. I value connection and have a profound understanding, and a unique appreciation for the responsibilities, and expectations placed on today's student-athlete. I am a mentor who will work hard with each student-athlete to create connections, and empower each individual to be the best version of themselves and measure up to the demands of being a student-athlete and experiencing growth and success.

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## WORK EXPERIENCE

OKLAHOMA WESLEYAN UNIVERSITY (NAIA)

HEAD COACH | June 2022 - Present

SENIOR WOMAN ADMINISTRATOR | June 2023 -Present

- Lead and manage 2 teams (Varsity and JV)
- Organize scheduling and exhibition games and contracts
- Lead on court instruction, player and team development
- Recruitment local, regional and international student athletes
- Implementation of academic improvement plan
  - Study tables
  - Breakfast clubs
  - Personal academic advising/monitoring of those with a 2.5 or below
- Manage program budget, fundraising
  - Received a grant for \$12,500 to go towards equipment needs
- Organize our strength and conditioning program
- Organize summer Elite camps
- Lead and organize staff and support staff
- Organize team, personal and leadership development
- Assist in academic advising to ensure progress towards degree
- Implementation and organization of community service and involvement
  - Local foodbank participation
  - Reading in local elementary and middle schools
  - Helping in the Convoy of Hope, raising awareness of health needs for women
  - Sponsoring and participating in the "Tulsa Buddy Walk" for down syndrome awareness
- Run team social media

## HIGHLIGHTS

- Recruited 30 student-athletes
  - Improved record each season
    - 22-23 (8-20)
    - 23-24 (10-18)
    - 24-25 (13-15)
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## EDUCATION

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Georgetown College (KY)  
Master of Education: Leadership  
and Teaching  
(June 2012)

Grace College (IN)  
Bachelor of Arts,  
Health and Physical Education  
(May 2009)

Sinclair Community College  
Associate of Arts  
Physical Education (June 2006)

## PERSONAL SKILLS

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Servant Leader  
Team Player  
Relationship Builder  
Organized  
13 Years of NCAA/NAIA experience  
Positive Energy  
Culture builder  
Versatile  
Authentic

## CONTACT

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- Coached 6 KCAC-All Conference players
  - Graduated 12 Seniors
  - Improved our team GPA from 2.9 to 3.24
  - 90% Player retention
  - Organized a mental health interactive seminar for all female athletes with a regional Sports Psychologist
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#### NORTHEASTERN STATE UNIVERSITY (NCAA DIVISION 2) ASSISTANT COACH I June 2017 - May 2022

- Oversaw strength and conditioning programming and workouts
- Organized and led small group and individual workouts
- Recruiting Coordinator - organized and planned event schedules and visits
- Assisted in daily practice and training
- Assisted in practice planning and game preparation
- Facilitated individual and small group workouts
- Fulfilled Head Coach responsibilities for a game
- Prepared film (Synergy) and scouting reports (FastScout/FastDraw) as part of game and scouting report preparation
- Coordinated bus, hotels and meals for road trips
- Organized social media, graphic and promotional designs (Photoshop)
- Planned and promoted team events, meals and fundraisers
- Assisted in budget management, scholarship distribution
- Organized purchasing and fundraising
- Planned Kid, Team and Elite Camps and Clinics
- Monitored academics
- Organized exhibition, scrimmages and game scheduling

#### HIGHLIGHTS

- WBCA Next Up Participant (2021)
  - PLAE Academy Course Presenter (2020)
  - SPORTS USA D2 Tour to Brazil, served on Coaching Staff (2021)
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#### UNIVERSITY OF MONTEVALLO (NCAA DIVISION 2) ASSISTANT COACH I August 2015 - May 2017

- Oversaw individual workouts
  - Assisted in daily practice and training
  - Assisted in practice planning
  - Prepared scouting reports as part of game preparation
  - Scheduled hotels for road trips
  - Assisted in recruiting
  - Organized strength and conditioning workouts
  - Coordinated social media
  - Helped plan and promote team events and fundraisers
  - Assisted in leadership development with team captains and point guards
  - Monitored academics
  - Helped in game scheduling
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#### MANCHESTER UNIVERSITY (NCAA DIVISION 3) ASSISTANT COACH I June 2012 - August 2015

- Assisted in daily practice and training
- Served as Strength & Conditioning Coordinator: Developed pre- and post-season weight training/conditioning, as well as seasonal maintenance and off-season conditioning and skills workout program





## REFERENCES

### **Kirk Kelley**

Oklahoma Wesleyan Director of Athletics

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### **Erik Maas**

Auburn Univ. at Montgomery  
Director of Athletics

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### **Katie O'Brien**

Univ. of Montevallo  
Assistant AD for Academics and Compliance/SWA

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### **Heather Macy**

Nova Southeastern University  
Head Coach, Women's Basketball  
Cell: 252-414-3437

### **Greg Long**

College of Charleston  
Assistant Coach, Women's Basketball  
Cell: 352-812-3197

### **Jeremy Boone**

Founder of Winning Leader, Peak Performance Coach  
Cell: 704-517-7708  
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- Recruiting coordinator
- Handled player development and individual workouts
- Contributed to offensive development and calling of plays
- Organized film exchange
- Assisted in scouting and game preparation
- Supervised team academics
- Organized team trips, hotel, meal planning. Planned travel itineraries for road trips and holiday trips to California, Texas, Chicago, Wisconsin
- Taught Weight Training and Core Strength and Stability classes within the physical education department
- Worked as a Game Day Supervisor
- Served as head of hiring committee within the athletic department
- Within role of SWA – served as SAAC representative, organized events with local Special Olympics teams, as well as other on campus events

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### GEORGETOWN COLLEGE (NAIA)

GRADUATE ASSISTANT COACH | August 2010 - June 2012

- Assisted with player development in individual and small group workouts
- Coordinated the film exchange program and organization of game films for scouting
- Assisted in film breakdown and scouting of opponents
- Managed a variety of office work with our alumni database mailings, organizing our hoop club/fundraising efforts, scheduling trip information, games and working with invitational/classic schedules and tournament details.
- Oversaw class schedules and academic progress as it relates to team GPA and the standards of maintaining academic excellence.
- Assisted in practices and weight room workouts

#### On the Court Highlights

- Coached 2 NAIA All-American Athletes
- Coached 4 MSC All-Conference Athletes
- 2011-2012 NAIA National Tournament Appearance
- 2011-2012 NAIA Fab Four Appearance

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## PERSONAL EXPERIENCE AND LEADERSHIP DEVELOPMENT

- WBCA member (since 2015)
  - Coach to Coach mentor program
- Women Leaders in Sports member (since 2024)
- Selected to coach at the College Basketball Academy
- Head Coach Training Center attendee (2024)
- WBCA Next Up participant
- What Drives Winning program participant
- LeaderKit - Winning Leader program
  - After participating, became a coach mentor
- Grace College Women's Basketball Team, 2006-2008
  - Captain, 2007-2008
- Grace College, Women's Soccer Team, 2007-2009
- Sinclair Community College, Women's Basketball Team, 2004-2006

# BACKGROUND



**OKLAHOMA WESLEYAN UNIVERSITY**  
(NAIA, KCAC)  
Head Coach, 2022-Present



**NORTHEASTERN STATE UNIVERSITY**  
(NCAA, DIVISION II, MIAA)  
Assistant Coach, 2017 - 2022



**UNIVERSITY of MONTEVALLO**  
(NCAA, DIVISION II, PEACH BELT CONFERENCE)  
Assistant Coach, 2015 - 2017



**MANCHESTER UNIVERSITY**  
(NCAA, DIVISION III, HEARTLAND CONFERENCE)  
Assistant Coach, 2012 - 2015



**GEORGETOWN COLLEGE**  
(NAIA, MID-SOUTH CONFERENCE)  
Graduate Assistant Coach, 2010-12

## QUICK FACTS

- 15 Years coaching
- 15 Years recruiting in 3 different regions of the country (Midwest, South, Southwest) and internationally
- Over 20 All-Conference performers and 40 All-Conference Academic members
- Improved record each season as a Head Coach
- Four 1,000+ point scorers
- Three players sent overseas
- Two players in coaching





# **THE MESSER MISSION**

My ultimate mission as a coach and leader is to impact and empower my student-athletes as courageous women to achieve success on and off the court because they are fueled by a truthful, connected environment that guides growth and development on a daily basis.

## **THE INDIVIDUAL**

It is in my mission to bring in student-athletes of integrity and character and to develop the whole person in those areas as well as their courage to grow, take ownership and accountability, and develop professionalism that will guide them into their long-term goals as professionals after their degree has been obtained. Athletics is the ultimate platform for personal development and it is my goal to be a guide for helping these women become the best version of themselves so that when they leave this program they'll feel empowered to take on whatever the world and their professional endeavors has for them. The ultimate measuring stick for who they become is that each day they pursue a better version of themselves than who they were yesterday.

## **THE STUDENT**

It is my mission that as a program who represents the academic standards of the program and university we apply a mindset of excellence in the classroom. I'll expect good grades, prestigious reputation and high work ethic in their academics. I'll expect that my student-athletes are on present, involved in their classes and in effective communication with professors. The degree of each student-athlete is the ultimate goal. The GPA is just one indicator of academic performance, as well as the time and effort my athletes spend in study hall, tutoring and collaborating with professors. With these, I am confident they will have put forth the actions to grow and improve into better students each and everyday.

## **THE ATHLETE**

It is in my mission to lead with a mindset of growth and attacking challenges head on in efforts to become better than we were yesterday. In their time with this program players are going to understand the values and become invested members of this team. They'll learn what it means to be committed, loyal, hardworking and resilient. As they watch and see it implemented by myself and our staff, I expect them to follow it in pursuit of excellence and see that mediocrity will not be something we settle for. Everyday I look forward to them encountering opportunities to grow and learn as athletes and develop into a better player than the day before.