



**William "Bill" Hayes**  
Alma Mater, NCCU 1965

On Nov. 3, 2009, Winston-Salem State University announced that William "Bill" Hayes, whose career in college athletics spans more than 66 years (39 Years Coaching and 27 Years Head Coaching), would become the fifth Athletic Director in the history of the WSSU Athletic program.

Hayes came to WSSU from Florida A&M University where he served as the Director of Athletics for two years. In a two-year period that spanned from Dec. 4, 2007 until Jan. 1, 2010, Hayes was instrumental in reviving the Rattlers' storied athletic program.

Hayes helped to revitalize the Florida A&M University athletic program and was responsible for overseeing the efforts to build FAMU's new \$40 million men's and women's basketball arena. The Florida A&M Multipurpose Center and Teaching Gym, also used for the University's graduation ceremonies, is a 135,000-square-foot, state-of-the-art facility, which includes updated locker rooms, separate offices for head coaches and assistant coaches, a weight room with modern equipment, classrooms, a dance studio, computer rooms and seating for more than 9,500 fans.

During his tenure at Florida A&M, the Rattlers earned three Mid-Eastern Athletic Conference (MEAC) titles and became the first HBCU, and the only Division I-FCS School, to host ESPN's critically acclaimed College Game day on Nov. 15, 2008.

Born and raised in Durham, North Carolina, Hayes is a veritable sports legend in North Carolina as an athlete, coach, educator, administrator and champion for young people.

Hayes, who grew up just a few blocks from the campus of North Carolina Central University (NCCU) in Durham, N.C., was a multi-sport student-athlete at Durham's Hillside High School.

Following a stellar high school career, he enrolled at NCCU and played four seasons of football as a center and linebacker, earning three All-America citations before graduating in 1965 with a degree in physical education.

After graduating from NCCU, Hayes worked the high school football circuit as an assistant coach making stops at Northside High School in Gretha, Virginia (1965), Paisley High School (1966) and North Forsyth High School (1967-71) in Winston-Salem, N.C. as well as his alma mater Hillside High School (1972).

He accepted his first college coaching job in 1973 as the offensive backs coach at Wake Forest University, becoming the first African American coach in the Atlantic Coast Conference.

Three years later, in 1976, Hayes took over as the head football coach at Winston-Salem State University a position he would hold from 1976-87.

During his 12 seasons at WSSU, the Rams, captured three Central Intercollegiate Athletic Association (CIAA) championships (1977, 1978 and 1987) and seven division championships, turned in back-to-back undefeated regular season marks in 1977 and 1978 and posted an overall record of 89-40-2.

In 1988, Hayes was hired as the head football coach at North Carolina A&T State University where he guided the Aggies to an 11-2 record and the 1999 Sheridan Broadcasting Network Black College National Championship as well as leading the Aggies to a total of three MEAC titles, two NCAA Division I-AA playoff appearances and an overall record of 106-64-0 in 15 seasons.

In all, Hayes spent 27 seasons as a collegiate head football coach, compiling a 195-104-2 overall record enroute to establishing himself as the winningest coach at both Winston-Salem State and North Carolina A&T as he finished his career with more victories (195) than any other college football head coach in the history of the State of North Carolina.

In July of 2003, Hayes assumed the reigns of the athletic program at his alma mater, NCCU. During his four-year tenure, he made a significant impact on the program by placing great emphasis on reviving the rich traditions of Eagle Athletics.

Under his direction, NCCU had the most productive fund-raising campaign of any athletics department among all Historically Black Colleges and Universities.

A true fundraising visionary, Hayes implemented a revenue-generating infrastructure at North Carolina Central University that led the charge under the auspices of Chancellor James Ammons for the Eagles transition to the NCAA Division I level. The foundation of Hayes' fundraising success was built when he initiated the "\$1,000 Eagles" campaign with the slogan, "1,000 Eagles Giving \$1,000 ... Springboard to \$1 Million."

He was instrumental in resurrecting a dormant NCCU Athletic Hall of Fame, which held its first induction since 1997, on Oct. 15, 2004, only a year after his arrival as Athletic Director.

He also spearheaded projects to install football conference championship flags in O'Kelly-Riddick Stadium and to hang jerseys of basketball legends inside McDougald-McLendon Gym.

For his efforts, Hayes was twice recognized as the CIAA's top athletic administrator when he was presented with the Jeanette A. Lee Athletic Administration Award in 2006 and 2007.

Hayes was selected as the 2006 CIAA Athletics Director of the Year after the 2005-06 campaign, having guiding the program to its most successful season (at the time) in school history with four conference titles and four NCAA Championship team qualifiers during the 2005-06 slate.

During the 2006-07 school year, Hayes directed NCCU to its most successful season in school history with four conference titles and five NCAA Championship team qualifiers as the Eagles placed 24th in the final standings of the U.S. Sports Academy Directors' Cup, the prestigious award presented annually to the best overall collegiate athletics programs in the country.

Hayes' overriding passion is for the betterment of America's youth and he actively serves the community with various organizations, most notably with the Boy Scouts of America.

A member of the Southern Region Boy Scouts Executive Board, Hayes' exemplary efforts earned him the Boy Scouts' highest local honor, the Silver Beaver Award. Following his Silver Beaver Award, Hayes earned the Silver Antelope Award in May of 2001, the highest regional award that can be bestowed upon a Boy Scout volunteer.

Hayes has been inducted into twelve halls of fame, including the North Carolina Central University Alex M. Rivera Athletic Hall of Fame, the Winston-Salem State University Clarence E. "Big House" Gaines Athletic Hall of Fame, the North Carolina A&T State University Sports Hall of Fame, the Central Intercollegiate Athletic Association John B. McLendon, Jr. Hall of Fame, the Black College Sports Hall of Fame, and the North Carolina Sports Hall of Fame.

Hayes is also the recipient of the 2019 American Football Coaches Association Trailblazer Award and will be awarded the 2024 Atlantic Coast Conference UNITE Award in February of 2025.

Coach William "Bill" Hayes is the founder of the Bill & Carolyn Hayes Foundation established in 2021. Hayes has had many successful Golf Tournaments through the foundation, raising more than \$200,000.00 to provide scholarships for student athletes at WSSU, NCA&T, NCCU, and JCSU just to name a few.

He is married to the former Carolyn Pratt of Durham, NC, and they have a son, William, Jr., and a daughter, Sherri Walker.

**The Bill Hayes File:**

**Born**

6/1/43, in Durham, N.C.

**Family**

Wife – Carolyn  
Son – William, Jr.  
Daughter – Sherri

**Childhood Extracurricular**

Freshman of the Year  
Pittsburgh Courier  
All American Sophomore, Junior and Senior  
All American CIAA – Sophomore, Junior and Senior  
Football Team Captain

**High School**

Football Starter Offensive/Defensive Sophomore, Junior and Senior  
All State Team – Senior  
Shrine Bowl Selection and Captain

**Education**

**North Carolina A&T State University, 1975**

Masters in Education

**North Carolina Central University, 1965**

B.A. in Physical Education

**Playing History**

**North Carolina Central University, 1961-64**

Center/Linebacker  
All-America Selection, 1962, 1963 and 1964

**Coaching History**

**North Carolina A&T State University, 1988-2002**

Head Coach

**Winston-Salem State University, 1976-87**

Head Coach

**Wake Forest University, 1975-1976 (1<sup>st</sup> African American Coach in the ACC)**  
Offensive Backs Coach

**Wake Forest University, 1973-1974**  
Offensive Line Coach

**Hillside High School, 1972**  
Assistant

**North Forsyth High School, 1967-71**  
Defensive Coordinator

**Paisley High School, 1966**  
Defensive Coach

**Northside High School, 1965**  
Assistant Coach

### **Athletic Administration History**

#### **Winston-Salem State University, 2010-2014**

Director of Athletics

He led the athletic department to producing 13 conference championships during his tenure as Director of Athletics. He was charged with reviving the baseball program following a 37-year hiatus and is credited with leading the Ram football program to its first NCAA National Championship game in 2012. In his first two years as director of athletics, Hayes led WSSU to winning the Loretta Taylor All-Sports Trophy and the C.H. Williams All-Sports Trophy in both years. For his efforts he was honored with the CIAA Jeannette Lee Athletic Achievement Award in 2007, 2011 and 2012.

#### **Florida A&M University, 2007-2010**

Director of Athletics

#### **North Carolina Central University, 2003-2007**

Director of Athletics

### **Career Honors**

CIAA Football Champions, 1977, 1978 and 1987  
Sheridan Broadcasting Network Black College National Champions, 1999  
MEAC Football Champions, 1991, 1992 and 1999  
Jeanette A. Lee Athletic Administration Award, 2006  
CIAA Athletic Director of the Year, 2006  
Jeanette A. Lee Athletic Administration Award, 2007  
24<sup>th</sup> in the Nation in U.S. Sports Academy Directors' Cup, 2006-07  
North Carolina Central Alex M. Rivera Athletic Hall of Fame, member  
WSSU Clarence E. "Big House" Gaines Athletic Hall of Fame, member  
North Carolina A&T State University Sports Hall of Fame, member  
CIAA John B. McLendon, Jr. Athletic Hall of Fame, member  
Three Time Winner of the Whitney Young Award  
2019 American Football Coaches Association Trailblazer Award  
2024 Atlantic Coast Conference UNITE Award in February of 2025.

### **Hall of Fame Awards**

- Hillside High School Sports
- North Carolina Central University Sports | Alex M. Rivera
- Winston-Salem State University Sports | Clarence "Big House" Gaines Athletic
- Guilford County Sports
- Central Intercollegiate Athletic Association | Association John B. McLendon, Jr.
- Mid-Eastern Athletic Conference Sports
- North Carolina Agricultural & Technical University State
- North Carolina Sports
- Black College Sports

### **Community Service**

- City of Winston-Salem Bond Commission
- President of Men Country Club Annex Community Association
- Boy Scouts of America Chairman – Guilford County
- Forsyth County Inner City Churches (providing scouting opportunities for Inner City Youth)
- Forsyth County Board Commission Member
- Old Hickory Boy Scout Executive Board Member | Co-Chair of the Annual Golf Tournament