

# ADMINISTRATION ATHLETICS

JUNE 2013/VOLUME 48/NUMBER 4

The Official Publication of the  
National Association of Collegiate Directors of Athletics



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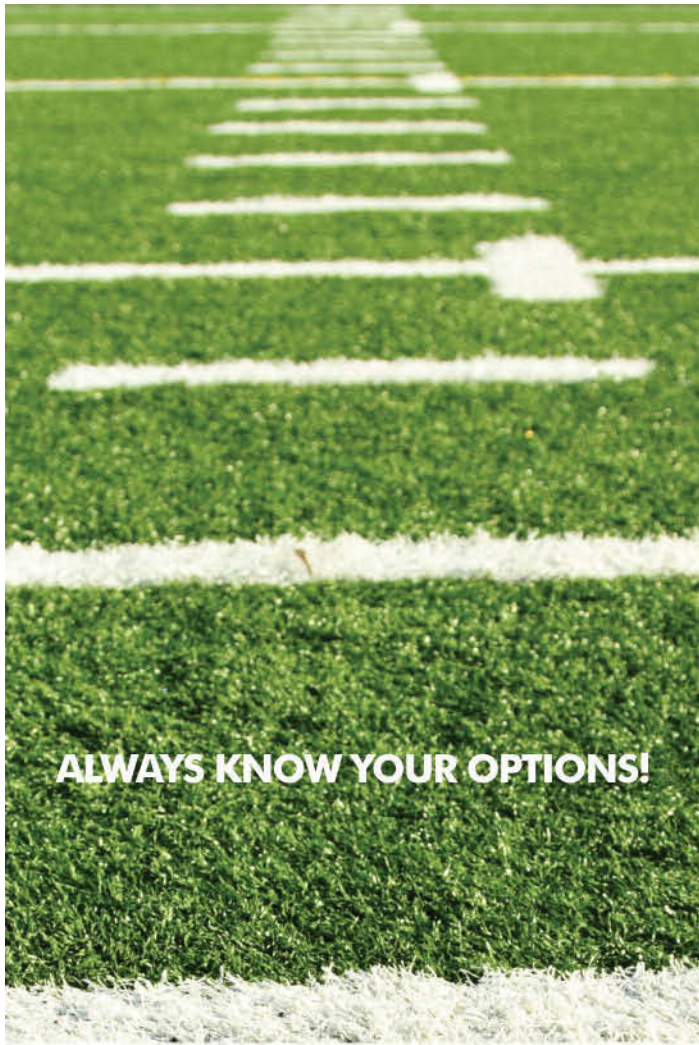
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## NACDA | PRESIDENT'S MESSAGE



Kevin Anderson  
Director of Athletics  
Maryland



I CAN'T BELIEVE HOW FAST THE 2012-13 ACADEMIC YEAR HAS GONE BY. IT SEEMS LIKE YESTERDAY WE WERE ALL WELCOMING A BRIGHT-EYED GROUP OF FIRST YEAR STUDENT-ATHLETES TO OUR CAMPUSES. I MARVEL AT THE FANTASTIC ACCOMPLISHMENTS OUR STUDENT-ATHLETES HAVE ACHIEVED BOTH ACADEMICALLY AND ATHLETICALLY THIS YEAR AS THEY STRIVE FOR EXCELLENCE IN THE CLASSROOM AND ON THE PLAYING FIELD. AS GRADUATION ROLLS AROUND, WE MUST REMEMBER THAT WE HAVE HELPED PREPARE OUR GRADUATES FOR ALL THAT THEY WILL ACCOMPLISH IN LIFE AND TAKE PRIDE IN KNOWING THAT WE HAVE HAD A SIGNIFICANT PART IN SHAPING THE FUTURE LEADERS OF AMERICA.

Many thanks to those individuals on our campuses who embrace athletics as a key part of the overall mission of our institutions. Special thanks to all the athletics administrators, coaches and support staff that ensure our student-athletes reach their full potential and have a positive experience.

It has been a pleasure to serve as your NACDA President this year. It has been a thoroughly enjoyable experience and I have been fortunate to work with, and meet, many outstanding people.

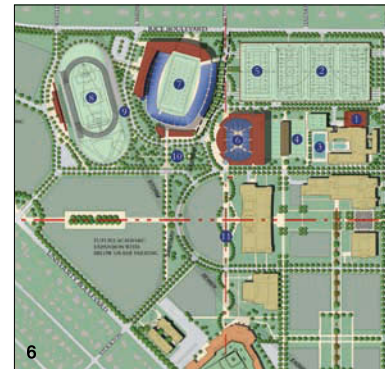
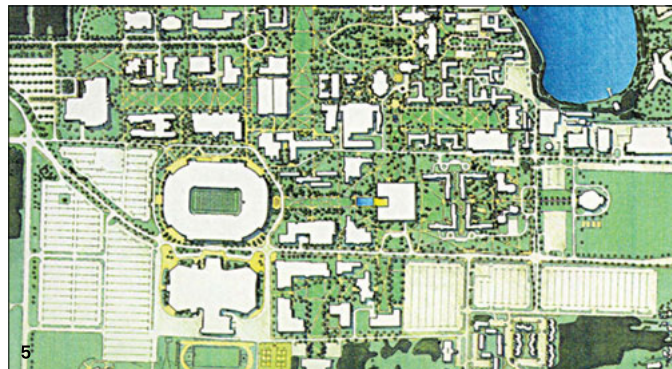
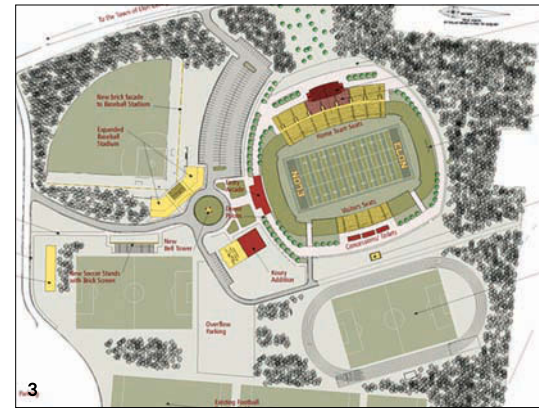
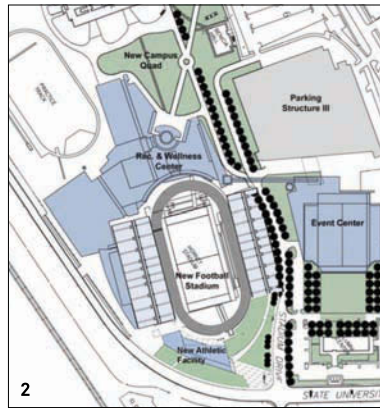
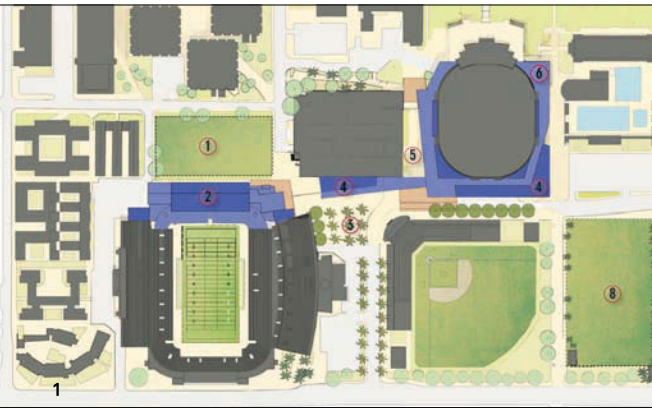
We look forward to seeing you at the NACDA Convention. We have another terrific lineup of speakers, presentations and exhibits that will help all of us as we continuously shape the future of intercollegiate athletics.

Best wishes for a relaxing and enjoyable summer.

A handwritten signature in black ink that reads "Kevin B. Anderson".

Kevin Anderson  
Director of Athletics  
Maryland

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## NACDA | ASSOCIATION NEWS

### NACDA MEMBER TRANSACTIONS:

**Adelphi** announced the retirement of Robert Hartwell ... Mal Moore stepped down as **Alabama** athletics director and Bill Battle took over the position ... Dave Loos stepped down as **Austin Peay** athletics director ... Tracy Dill named director of athletics at **Bemidji State** ... Tim Ryan named director of athletics at **Bowdoin** ... Mark Shook named interim director of athletics at **Bowling Green** after Greg Christopher stepped down to take the same position at **Xavier** ... **Brockport** named Erick Hart athletics director ... Van Kley named **Central (IA)** athletics director ... **Central Washington** named Dennis Francois athletics director after Jack Bishop announced his retirement ... Brad Fields named **Centre AD** ... Brad Smith retired as athletics director at **Chadron State** ... David Blackburn named **Chattanooga's** vice chancellor and director of athletics ... **Christopher Newport** named Todd Brooks to lead department of athletics ... Tom Spicer began his tenure as **Colorado Mesa** director of athletics ... Brandon Leimbach appointed director of athletics at **Dominican** ... Reifel Werner named interim director of athletics at **Eastern Michigan** after Derrick Gragg resigned to take the same position at **Tulsa** ... Tim McNeely named director of athletics at **Fairmont State** ... Chad Briscoe named **Grace (IN)** director of athletics ... Gib Romaine announced retirement as **Hood AD** ... Warren Caruso will take over as interim AD at **Husson**, as Bob Reasso resigned his post to take same position at **Pfeiffer** ... Rick Cole announced as **Iona** director of athletics after Eugene Marshall stepped down ... Carol Kashow named director of athletics at **John Jay** ... Bobby Staub stepped down as director of athletics at **Louisiana Monroe** ... Josh Berlo named athletics director at **Minnesota Duluth** ... NAADD Executive Committee Member Doug Knuth appointed **Nevada AD** ... NAAC President Christian Spears named acting director of athletics at **Northern Illinois** ... **Northern Kentucky** named Michael Cusack interim athletics director after Scott Eaton was removed ... Mel Tjeerdsma returned to **Northwest Missouri State** as director of athletics ... Susan Viscomi left her post at **Hilbert** to take the same position at **Oswego State** ... **Ole Miss** announced a contract extension for Ross Bjork ... **Prairie View A&M** Athletics Director Fred Washington stepped down ... Carl Kirschner named interim director of athletics at **Rutgers** ... David Herbstler named athletics director at **South Dakota** ... Drew Watson named AD at **Southeastern** ... Anthony Fallacaro named **Southern New Hampshire** director of athletics ... Michael McDonough named athletics director at **Southern Vermont** ... NACDA Past President Dave Hart had his contract extended at **Tennessee** ... NACDA Past President Bill Bradshaw announced his retirement from **Temple**, with Kevin Clark taking over on an interim basis ... **Tuskegee** Athletics Director Patric Simon resigned ... **UCLA** extended the contract of NACDA Past President Dan Guerrero ... NACDA Past President Jim Livengood announced his retirement from **UNLV** ... **UNC Pembroke** tabbed Dick Christy as director of athletics ... Barbara Dearing tabbed to lead **Western Oregon** athletics.



Rick Cole



Derrick Gragg



Doug Knuth



Susan Viscomi

### NACDA TO HONOR ARNOLD PALMER AT 2013 CONVENTION

NACDA announced that Wake Forest University alumnus and PGA Legend, **Arnold Palmer**, will become just the 10th recipient of the Michael J. Cleary Merit of Honor Award in the Association's 48-year history. The award recognizes individuals that exemplify the core values on which the Association was built — education, service, leadership, integrity, teamwork and commitment.

Palmer attended Wake Forest University, where he became the first Atlantic Coast Conference (ACC) individual champion, winning the 1954 title. That same year, he won the U.S. Amateur Championship and turned professional. In 2011, Wake Forest named its entire golf complex, a facility that he designed, after Palmer.

During a four year stretch, from 1960-63, Palmer captured 29 titles. He was named "Athlete of the Decade" for the 1960s in a national Associated Press poll. Before, during and after that great decade, the famous golfer amassed 92 championships in professional competition of national or international stature. Sixty-two of the victories came on the U.S. PGA Tour, starting with the 1955 Canadian Open. He was a two-time PGA Player of the Year recipient.



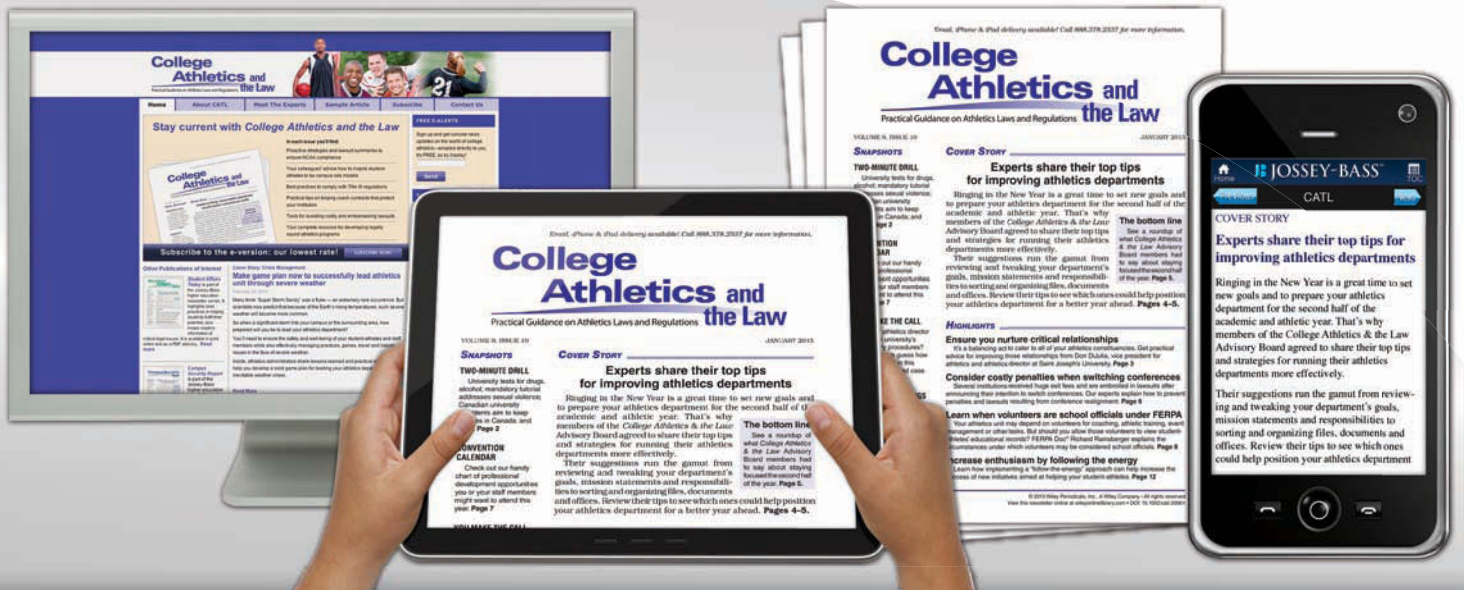
NACDA President Kevin Anderson (L) and NACDA Executive Director Bob Vecchione (R), present Arnold Palmer with the 2013 Michael J. Cleary Merit of Honor Award.

Palmer is president of Arnold Palmer Enterprises, a multi-division structure encompassing much of his global commercial activity. He has been involved in automobile and aviation service firms over the years and still is the principal owner of a car dealership in his Latrobe (Pa.) hometown.

He is president and sole owner (since 1971) of Latrobe Country Club and president and principal owner of the Bay Hill Club and Lodge in

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Orlando, Fla., which he and a group of associates acquired in 1970. Bay Hill hosts the annual Arnold Palmer Invitational presented by MasterCard, on the PGA Tour. Another important facet of his activities involves the Arnold Palmer Design Company, which is based at the Bay Hill Club. Since the mid-1960s, Palmer has put his stamp on about 300 new courses throughout the nation and world.

The golfing great has been the recipient of countless honors, the symbolic plaques, trophies and citations scattered throughout his personal, club and business worlds, the epitome coming when he received the Presidential Medal of Freedom from President George W. Bush in 2004 and the Congressional Gold Medal, passed by Congress and signed by President Obama in 2009. He has received virtually every national award in golf and after his great 1960 season both the Hickok Professional Athlete of the Year and *Sports Illustrated's* Sportsman of the Year trophies.

Palmer is also widely known for his philanthropic outreach, ranging from the Arnold Palmer Prostate Center in California to the Arnold Palmer Pavilion in Pennsylvania to the Arnold Palmer Medical Center in Orlando.

In the 48 years of the Association, only nine people have been bestowed this honor — Mike Cleary, NACDA (the award's namesake); Phil Knight, Nike; Pat Summitt, University of Tennessee; Myles Brand, NCAA; Tommy Lasorda, Los Angeles Dodgers; Ben Carnevale, College of William and Mary; Joe Crowley, University of Nevada; Bob Bronzan, San Jose State University; and Pete Rozelle, National Football League.

**WASHINGTON BUSINESS JOURNAL NAMES NACDA PRESIDENT KEVIN ANDERSON A TOP 25 MINORITY LEADER IN THE REGION**

For NACDA President **Kevin Anderson**, director of athletics at the University of Maryland, student-athletes' success on the field is just as important as in the classroom.



Kevin Anderson

So when he came to Maryland in 2010, he sought to emphasize the "student" in

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student-athlete. That commitment to well-rounded success helped lead the *Washington Business Journal* to honor Anderson as one of the top 25 minority business leaders — out of 125 considered — for his entrepreneurial drive, creativity and success in his position.

This year marks the sixth consecutive year the *Journal* has recognized minority business owners and leaders living in the Washington region. The goal of the program is to shine the spotlight on people who may not be well-known, but who have demonstrated business success.

Judges also look for community involvement and philanthropy work, and Anderson's commitment to developing relationships with student-athletes and rewarding scholarships for academic excellence fit the bill.

### FINAL FOUR



Select members of the Wounded Warrior Project were on hand for the NACDA Men's Final Four Pre-Game Reception sponsored by Raycom Sports delivered by UPS. Pictured with the Wounded Warriors is Ken Haines, Raycom, Bob Vecchione, NACDA and Terry Kelly, the Meridian Group.

### CONSTRUCTION AT THE COLLEGE FOOTBALL HALL OF FAME

If you attended this year's NACDA Pre-Game Reception at the Final Four in Atlanta, you may have noticed cranes just steps away from the Georgia World Congress Center where construction is well underway on the new College Football Hall of Fame. The Hall, which is set to open in the fall of 2014, will be a 94,256-square-foot highly interactive attraction located in the heart of downtown Atlanta. The National Football Foundation's College Football Hall of Fame will bring in college football fans from coast to coast for what will be the ultimate fan experience.

"We hope visitors are treated to a college football experience that they can't find anywhere else," said John Christie, executive vice president and chief marketing officer of Atlanta Hall Management. "The goal is to create opportunities for our visitors to experience the game of college football through the eyes of fans, players, coaches and Hall of Famers. We will be creating an educational environment for our visitors that will use state-of-the-art technology to tell the story."

One of the planned exhibits includes the "Fans' Gameday Experience," which will highlight gameday traditions from around the country.

"The idea is for our guests to feel like they're on their favorite college campus," Christie said. "From mascots to tailgating, the band and the cheerleaders, we'll give them an authentic gameday experience."

The "Players and Coaches Gameday" exhibit will give visitors an insider's perspective — a behind-the-scenes look at how players and coaches get ready for the big game. The centerpiece will feature the Hall of Fame honoring the more than 1,100 inductees in an exhibit that will mesh the storied history of the game with modern, interactive displays.

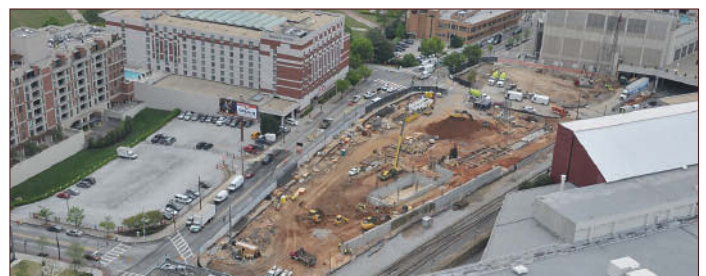
"The history of the game will be available to college football fans of all ages at the new Hall," said Steve Hatchell, president and chief executive officer of the National Football Foundation. "The College Football Hall of Fame will be located in the heart of Atlanta's thriving tourism district and the millions of visitors to Atlanta each year will have the opportunity to learn more about the game we all love."

The College Football Hall of Fame will also feature a unique space called "The Playing Field." Featuring a 45-yard indoor football field, fans will enter through a tunnel and make a walk similar to the one thousands of players make each gameday. Adjacent to the field, a wall of commemorative bricks will allow fans to "cement their name in the Hall of Fame." The bricks will display the names of college football fans from the University of Southern California to Harvard, from Nebraska to Notre Dame.

"We want as many college football fans as possible to feel a connection to this new Hall of Fame," explains John Stephenson, president and chief executive officer of Atlanta Hall Management. "This is a great way for those fans to have a permanent place in the Hall alongside the elite Hall of Famers and priceless artifacts."

Launched by The National Football Foundation (NFF) in 1951, the College Football Hall of Fame stands as one of the nation's premier sports shrines, immortalizing the game's greatest players and coaches as positive role models for future generations. In 2009, Atlanta Hall Management (AHM), a Georgia nonprofit corporation, partnered with the NFF to relocate the Hall of Fame, and is responsible for raising the funds necessary to build and operate the new facility in the heart of downtown Atlanta.

For more information on the College Football Hall of Fame's Brick Program, visit [www.CFBHall.com/bricks](http://www.CFBHall.com/bricks) or call 1-855-HOF-BRIX (855-463-2749).



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## NACDA | ASSOCIATION NEWS

### RETIRING AD JACOBSEN RECOGNIZED WITH BRONZE WOLVERINE AWARD

Utah Valley University (UVU) AD **Michael Jacobsen** was recently awarded the Bronze Wolverine Award for his distinguished service at the 2013 Wolverine Club Athletics Awards. The Bronze Wolverine Award is the highest honor presented by the Wolverine Club and recognizes supreme stewardship and loyalty to UVU's students and student-athletes.



Michael Jacobsen

In January, Jacobsen announced his retirement effective at the conclusion of the athletics year. His departure marks the end of 29 years at his post, an era that saw Utah Valley grow from competition in the NJCAA to the highest level of collegiate athletics — NCAA Division I. To commemorate the sweeping growth and success experienced by UVU athletics in Jacobsen's tenure, the Bronze Wolverine Award will now bear his namesake henceforth as the Mike Jacobsen Bronze Wolverine Award.

### DELAWARE STATE DIRECTOR OF ATHLETICS HONORED BY BLACK WOMEN IN SPORT FOUNDATION

Delaware State University (DSU) Director of Athletics **Candy Young** has been honored by the Black Women in Sport Foundation. Young, DSU's first female athletics director, was one of six honorees during the foundation's annual Legends reception in Philadelphia.



Candy Young

Young, a former United States Olympic athlete, previously served as a Delaware State University head coach, SWA and Associate AD before being appointed by DSU President Harry L. Williams as the school's Director of Athletics in August 2012.

The Black Women in Sport Foundation was founded in 1992 by Tina Sloan Green, Alpha Alexander, Nikki Franke and Linda Greene as a nonprofit organization dedicated to increasing the involvement of black

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## NACDA | ASSOCIATION NEWS

women and girls in all aspects of sport, including coaching and administration. The foundation is resolute in facilitating the involvement of women of color in every aspect of sport in the United States and around the world, through the “hands-on” development and management of grass roots level outreach programs.

### QUINNIPIAC DIRECTOR OF ATHLETICS JACK McDONALD RECEIVES ST. FRANCIS AWARD FROM FRANCISCAN LIFE CENTER

Quinnipiac University Director of Athletics and NACDA Executive Committee Member **Jack McDonald** will receive the St. Francis Award from the Franciscan Life Center at the 28th Annual Franciscan Sports Banquet.



Jack McDonald

The Franciscan Life Center offers counseling, education services and Franciscan Home and Hospice Care offers home health care and hospice care services to individuals and families in need. The Franciscan philosophy is rooted in the dignity of the human person and the sacredness of human life.

McDonald, now in his 18th year at Quinnipiac in 2012-13, is the third member of Quinnipiac’s Department of Athletics to receive the award from the Franciscan Life Center, joining women’s basketball head coach Tricia Fabbri, who was inducted in 2007, and men’s basketball head coach Tom Moore, who was inducted in 2011.

### CHARLOTTE BUSINESS JOURNAL SELECTS NACDA PAST PRESIDENT JUDY ROSE AS 2013 LIFETIME ACHIEVEMENT AWARD WINNER

The *Charlotte Business Journal* will recognize 25 female executives from the region June 20 at the 17th annual Women in Business Achievement Awards and will also present the program’s Lifetime Achievement Award to NACDA Past President **Judy Rose**, UNC Charlotte athletics director.



Judy Rose

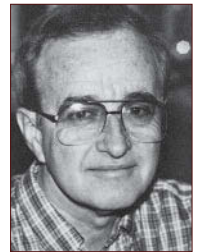
The honorees were selected for their achievements in business and their communities. The recipients were chosen from nominations submitted by senior managers, colleagues, friends and employees.

At the time of Rose’s appointment as AD in 1990, she was just the third female to be put in charge of a Division I program. In 1999-2000, she became the first female to serve on the NCAA Division I Men’s Basketball Committee. Rose served a five-year term (2000-04) on that committee. She also completed a term as 2003-04 President of NACDA and was one of less than 70 university presidents and athletics administrators invited to NCAA President Mark Emmert’s Summer 2011 Retreat.

Chief among her accomplishments with the university is the systematic growth of the 49ers program. That growth will culminate with the unveiling of the 49ers football program in 2013.

### FORMER CONCORD COACH, AD CHRISTIE DIES AT 83

**Donald Christie**, a coach, teacher and athletics director passed away at the age of 83.



Donald Christie

Christie led the men’s basketball team at Concord College (now University) to West Virginia Conference championships in 1979 and 1989 and won 387 games in his long college coaching career.

He relinquished his coaching duties in 1989 and became Concord’s athletics director, retiring in 1998. He also taught mathematics at Concord and at Salem College (now Salem International University), where he coached basketball for 17 years prior to moving to Concord.

The 1979 title was Concord’s first West Virginia Intercollegiate Athletics Conference tournament championship in men’s basketball.



### IN MEMORY OF FORMER KANSAS STATE AD BEBE LEE

**H.B. “Bebe” Lee**, director of athletics at Kansas State from 1956-68, passed away at the age of 96.



H.B. “Bebe” Lee

Following a successful stint as head basketball coach at Colorado, which culminated with a Final Four appearance in 1955, Lee became the youngest athletics director in the Big Seven Conference when he took over the Wildcat athletics program. The K-State men’s basketball team, under the direction of hall of fame coach Tex Winter, advanced to six NCAA tournaments and Final Four appearances in 1958 and 1964 with Lee at the helm of the department.

The Stanford graduate was instrumental in the growth and development of K-State Athletics which included the acquisition of land to build a new football stadium (Bill Snyder Family Stadium) and the eventual location of the Wildcats’ current baseball, track and field, basketball and indoor practice facilities. Lee left K-State to start his own business in 1968, as Ernie Barrett stepped in as the Wildcats’ athletics director.

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### IN MEMORY OF LONGTIME ALABAMA DIRECTOR OF ATHLETICS MAL MOORE

Longtime Alabama Athletics Director **Mal Moore** passed away March 30 after stepping down as AD 10 days prior. A native of Dozier, Ala., he was married to the former Charlotte Davis of Tuscaloosa for 41 years before she passed in 2010 after a long illness.



Mal Moore

In addition to serving as AD from 1999-2013, Moore was a football player under legendary Crimson Tide head coach Paul W. "Bear" Bryant from 1958-62 and went on to serve as an assistant football coach on Bryant's staff. Moore held the distinction of being a part of ten national championship teams as a player, coach and athletics director, 16 SEC championships and 39 bowl trips. He is the only individual connected with the Tide program to be a part of ten national football championships.

As director of athletics, Moore made an indelible mark on one of the nation's most storied athletics programs, leading a department through a period of unprecedented growth and success both athletically and academically. Moore's vision was to make all Crimson Tide athletics teams and student-athletes nationally competitive at the highest level. His leadership elevated Alabama's athletics facilities to premier status nationally for all sports.

During Moore's tenure as director of athletics, Alabama produced national championship teams in football, gymnastics, softball and women's golf as well as Southeastern Conference championships in football, basketball, baseball, gymnastics, men's and women's golf, men's cross country and softball. Moore directed more than \$240 million of capital improvements to Alabama athletics facilities. Moore's dedication to and love of the university was recognized on March 28, 2007, when, as a permanent tribute to his life-long contribution to the University of Alabama, the Board of Trustees of Alabama officially dedicated the facility formerly known as The Football Building as the Mal M. Moore Athletics Facility.

In 2011, he was elected to the State of Alabama Sports Hall of Fame for his accomplishments as a coach and an administrator. After the completion of the 2011-12 academic and athletics seasons, Moore was named the winner of the John L. Toner Award, given to the nation's best athletics director. In addition to making his mark on Alabama, Moore also had a national impact as a key member of several prestigious NCAA and college football committees. He served on the NCAA Division I Football Issues Committee, the SEC Athletics Directors Bowl Advisory Committee and the Big Six Conferences Minority Coaches Forum.

### CLEVELAND STATE ATHLETICS MOURNS THE LOSS OF JOHN KONSTANTINOS

Former Cleveland State University (CSU) Athletics Director **John Konstantinos**, who served as the Director of Athletics at CSU from 1990-2002, passed away at the age of 76.



John Konstantinos

During his 12 years at CSU, Konstantinos was successful at building the department of athletics.

In his first year on the job, 36 student-athletes had grade point averages of 3.0 or better. In his final year, there were 107 student-athletes with 3.0 GPAs or better, an increase of 45 percent. In mid-April, the athletics department hosted the 23rd Annual John Konstantinos Athletics Academic Honors Luncheon in which more than 140 student-athletes were honored for their academic success.

Konstantinos also played a large role in bringing five NCAA Championship events to Cleveland State — women's volleyball in 1996, wrestling in 1998, the first and second rounds of men's basketball in 2000 and 2005 and women's basketball in 2007.

He grew CSU's athletics department from four full-time coaches when he arrived in 1990 to having a full-time coach in every sport except fencing and cross country when he retired in 2002. He also helped the program mature with the addition of two trainers, a compliance officer, a marketing director and a director of ticket sales.



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### CORBETT AWARD WINNER JIM JONES QUICK FACTS

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**Dessert:** Ice cream and German chocolate cake

**Food:** Steak

**Book:** "Where Have All The Leaders Gone" by Lee Iacocca

**Sports memory:** My first Rose Bowl trip and win with the 1968 football team

**Trip:** Family trip to Ireland

**Movie I've seen this year:** Lincoln

**TV Show:** OSU sports reruns

**Musical group/artist:** New Orleans jazz/Sweet Emma/  
The Ohio State University Marching Band

**Childhood memory:** Too many to repeat

**Gift I've received:** Loving family, good health and good friends

**College campus:** None other than the Ohio State University campus



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*John McLendon*  
Minority Scholarship Foundation



**McLENDON UPDATE**

**John McLendon Minority Scholarship Foundation Mentor Spotlight:**

**Tiffany Martin**  
Assistant Director of  
Championships & Alliances  
for the NCAA

A former NACDA intern, Martin now serves as the assistant director of championships & alliances for the NCAA, managing corporate accounts of Buick, Capital One and Northwestern Mutual as part of the NCAA's Corporate Champion and Partner program.



Tiffany Martin

In addition, she manages corporate activations at numerous NCAA Championships, including both the Men's and Women's Final Fours. Prior to working at the NCAA, Martin worked with the Chicago 2016 Olympic Bid Committee, the Phoenix Suns, Anthony Travel, and Arizona State and Notre Dame's athletics departments. In addition to being awarded the John McLendon Minority Postgraduate Scholarship, Martin was also named a NCAA Ethnic Minority and Women's Enhancement Program Postgraduate Scholarship recipient, and has been highlighted in the NCAA's *Champion Magazine* and was nominated and named a Partnership Activation "Rising Star," which honors young professionals age 30 and under who are making an impact in the sports industry. She has also had the opportunity to participate as a featured panelist for the NCAA Emerging Leaders Seminar and as a speaker for Northwestern University's Center for Talent Development Enrichment Program. Martin currently resides in Carmel, Ind., with her husband, Ty and two sons, Bryce (two years) and Braylon (six months).

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# 2013 Convention



## 2013 NACDA & AFFILIATES CONVENTION HIGHLIGHTS

### SALUTE CONCERT FOR THE WOUNDED WARRIOR PROJECT®

NACDA, in partnership with the Wounded Warrior Project, has announced that it will organize a concert in conjunction with its 2013 Convention. The concert, which will take place in Cypress Ballroom I at the World Center Marriott Resort on Friday, June 14 at 7:45 p.m., will feature local Orlando favorite FUNHOUSE.

Wristbands will be handed out at Registration to NACDA, NACMA, NAADD and ICLA attendees. Wristbands will be available for purchase for \$25 for anyone else interested in attending, with proceeds going to the Wounded Warrior Project.

YOU MUST HAVE A WRISTBAND IN ORDER TO ATTEND THE CONCERT.



### NEW ERA PINSTRIPE BOWL 5K FUN RUN

For the second year in a row, NACDA and its Affiliates will be hosting a 5k networking "fun run" that will take place at 6 a.m., on Friday, June 14. There is no additional fee, and all attendees, regardless of fitness level, are encouraged to participate.



### NEULION TO SPONSOR HOTEL LOBBY BAR

NACDA is proud to announce that NeuLion will sponsor the Hotel Lobby Bar on June 13-14. Stop by after your sessions for continued networking with other athletics administrators and after the Wounded Warrior Salute Concert on June 14, for the official after party.



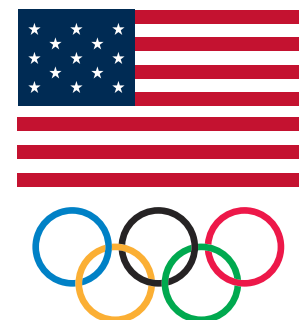
### NEED A ROOMMATE?

If you are looking for a roommate for the NACDA & Affiliates Convention, please visit <http://www.nacda.com/convention/roommate.html> to fill out a Convention Roommate Request form.

### UNITED STATES OLYMPIC ACHIEVEMENT AWARD TO BE PRESENTED AT NACDA CONVENTION

At the 2013 NACDA Convention, the United States Olympic Committee, its National Governing Bodies and NACDA, will join together to present the United States Olympic Achievement Award (USOAA). The award recognizes colleges and universities with student-athletes and coaches who contributed to Team USA's medal count during the 2012 Olympic and Paralympic Games. Forty-one institutions will be honored during the Learfield Sports Directors' Cup luncheon on Friday, June 14. All honorees either have a current student-athlete who was part of a medal-winning performance, or a coach who was an official member of the United States Olympic or Paralympic delegations and led his or her athlete or team to a medal.

Overall, 37 coaches representing 31 institutions helped Team USA produce medals in nine sports, and 30 United States athletes from 19 collegiate programs garnered 36 medals in London last summer.





# 2013 Convention

## 2013 NACDA & AFFILIATES AWARD WINNERS

### D2 ADA

**2013 Lifetime Achievement Award:**  
Jack Bishop, Central Washington University  
Kathleen Brasfield, Angelo State University



### ICLA

**Synergy Award:**  
Texas A&M University

**Corporate Service Award:**  
Strategic Marketing Affiliates

**Hall of Fame:**  
Dale Arens, Iowa University



### NAADD

**Lifetime Achievement Award:**  
Bob Madden, Boise State University



**Fundraiser of the Year (University Division):**  
Tom Coffman, Duke University

### NAAC

**Awards presented by**  
*Bluechip Athletic Solutions*

**Compliance Rising Star Award:**  
Andrew Donovan, Marshall University

**Frank Kara Leadership Award:**  
David Batson, Texas A&M University

**Division II Excellence Award:**  
Suzanne Kilian, Cheyney University

**Organizational Leadership Award:**  
Gene Smith, The Ohio State University



### NACMA

**Marketing Team of the Year, presented by row27:**  
Winner to be announced Thursday, June 13



**Finalists:**  
Iowa State University  
Kansas State University  
Wichita State University



*Best of Awards to be announced at the NACMA Awards Presentation on Friday, June 14, 3:45 p.m.*

### CEFMA

**GameDay Consulting Facility/ Event Manager of the Year:**  
Mike Penner, The Ohio State University

**Promats Athletics Diversity Stipend:**  
Marcus Attles, Radford



### NATYCAA

**L. William Miller:**  
Carl Heinrich, Johnson County CC

**Hall of Fame:**  
Jack Martin, County College of Morris  
Mary Mahan, Miami-Dade College



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# 2013 Convention

## 2013 NACDA HALL OF FAME INDUCTEES

### DOT CASEY

Dorothy “Dot” Casey served as an assistant professor of physical education and director of women’s athletics at Wake Forest University. She began her teaching career at Wake Forest in 1949 and remained until retiring in 1988.



Casey, along with her longtime friend and associate Marge Crisp, were the first two women elected to the Wake Forest Sports Hall of Fame in 1993. Casey’s citation was a reward for her patient but firm guidance of the Demon Deacon women’s athletics program through its early years and into the highly competitive world of college competition for women.

Casey’s affiliation with Wake Forest began in 1949, when she joined the physical education faculty. She was active in a leadership capacity in the physical education field before becoming officially involved with intercollegiate athletics in 1974 when she replaced Crisp as women’s athletics director at Wake Forest. In that role, she guided the Deacon women’s program through Title IX and from the physical education program into the athletics department. Her first women’s teams at Wake Forest competed at the AIAW Division II level; her final squads just prior to her retirement in 1988 were contending for national honors on the NCAA Division I level.

In 1978, Casey was selected to serve on the Atlantic Coast Conference’s Women’s Sports Liaison committee where she helped to establish guidelines for the welfare of women’s sports programs.

Casey attended Louisburg Junior College before graduating from UNC Greensboro (then Women’s College) in 1948. She received her master’s degree from UNC Chapel Hill in 1951.

She was inducted into the Wake Forest Sports Hall of Fame on Jan. 8, 1993.

*“I am most honored to be selected to be inducted into the Athletics Director’s Hall of Fame. I wish to thank the board for their selection and regret that I am unable to attend the ceremony. This honor is most meaningful as I deem NACDA as an organization of distinguished professionals that take great pride in their schools and most importantly, in the training and leadership of young athletes. Again, please accept my sincere appreciation for this honor.”*

### BOB GOIN

Bob Goin was named the University of Cincinnati (UC) athletics director in 1997, ushering the university into membership in the Big East Conference. Goin also oversaw a comprehensive \$80.3 million enhancement to all of Cincinnati’s athletics facilities, including the Richard E. Linder Center, which houses all administrative, coaching, academic and programming facilities for the athletics program.



Goin also increased academic support for student-athletes and launched a program to help former student-athletes who had completed their eligibility to return and complete their degree work.

Under his leadership, the football team made its first postseason bowl appearance in 47 years. Bearcat teams posted a combined winning percentage of nearly .600, claimed 29 conference titles, made 49 postseason appearances and produced 39 all-Americans.

Goin began his 45-year tenure in college athletics at his alma mater, Bethany College. He spent 16-plus years at the college, moving his way up the ranks from head coach, to professor, to the athletics director chair. He also served as director of athletics at the California University of Pennsylvania and Florida State University.

He has been inducted into Penn Hills High School, Bethany College and the University of Cincinnati Halls of Fame.

*“Having spent 45 years in athletics, serving at outstanding colleges and universities, and quality time at all three NCAA Division levels; I feel that there can be no higher honor than to be recognized by your own professional organization. I want to thank the National Association of Collegiate Directors of Athletics for this outstanding award. It is a great privilege for me to join all of the others being recognized and a distinct honor to join those who have preceded me in the NACDA Hall of Fame.”*

### JIM HARRIS

Jim Harris became director of athletics at the University of Alabama in Huntsville (UAH) in 1995 and quickly established a dual tradition of winning and academic excellence.



Under Harris’ administration, the Chargers won two NCAA Division II National Championships in men’s ice hockey plus two College Hockey America titles. In addition, four UAH teams won Gulf South titles — baseball, men’s cross country and men’s soccer (twice). On the women’s side, 12 programs captured conference championships — cross country (four) and softball (eight). Softball, a program Harris implemented, advanced to four DII national championships, including two title games. Harris emphasized performance in the classroom as well as on the playing fields, resulting in numerous Chargers being selected for NCAA and Gulf South Conference academic honors. He implemented a fifth year senior scholarship program to assist student-athletes in fulfilling their goals to graduate.



During Harris’ 35-year athletics career, he served as the associate athletics director for external operations at Utah State University, as the assistant athletics director for Development at Rice University and as a member of the development staff at the Ohio State University. He began his career as director of athletics development at Bowling Green State University (BGSU).



Harris held leadership positions for both NACDA and the NCAA. He was named the 2001 Division II NACDA Athletics Director of the Year for the Southeast Region. He served for eight years as a member of the Division II Athletics Directors Association Executive Committee and as a member of the NACDA Executive Committee. He was honored with the D2 ADA Lifetime Achievement Award in 2012.

A 1971 graduate of BGSU, he later earned a certificate from the Sports Management Institute. Jim died of a heart attack in December 2010.

*“My son and I wish to thank you for remembering and recognizing Jim Harris with this great honor. We are confident he would have considered it the crowning achievement of a long and happy career.*

*Jim was demanding and driven, expecting much of others and more of himself. He was motivated by his firm belief in the pursuit of athletics as a means to a better life. In his words, “I believe that intercollegiate athletics presents a unique opportunity for students to experience personal growth through competition while striving to attain one of the greatest personal assets and a key to a successful future — a college education.”*

*To have his peers recognize and salute his life’s work is the highest honor Jim could receive. We thank NACDA, and you, his friends and colleagues, for remembering him.”*

*- Jim’s wife April, and son James Richard Harris*

#### JACK MARTIN

Jack Martin was named the first director of athletics at the County College of Morris in 1968 and served in that position until his retirement in 2002.



He also served as the men’s basketball coach from 1968-98, capturing eight New Jersey state titles, three Region XIX Championships and numerous national tournament appearances, while also being named New Jersey Sports Writers’ Coach of the Year eight times. Currently, he is the winningest college basketball coach in New Jersey state history.



Martin developed a nationally recognized athletics program that produced 35 New Jersey State Championships, 29 Region XIX titles and the recognition of 85 athletics and academic all-Americans. He is a longtime member of both NACDA and NATYCAA and served on a variety of national committees during his tenure.

During his time on the NATYCAA Executive Committee, he helped secure Pepsi-Cola North America as the sponsor of the NATYCAA Cup, promoting program excellence at two-year colleges and universities.

In addition to the NACDA Hall of Fame induction this year, Martin has also been inducted into the National Junior College Basketball Hall of Fame, his high school hall of fame and the NATYCAA Hall of Fame.

Martin is a graduate of Ithaca College and earned his master’s degree from Seton Hall University.

*“Having been an active member of NACDA from 1974-2002, it has afforded me the opportunity to be involved and share concerns and ideas with the top professionals in college athletics administration. The Annual Convention with its diverse program of workshops, guest speakers, roundtable discussions etc. and the general interaction of the membership was invaluable to my overall growth and development as a college administrator.*

*Knowing that you have contributed professionally to NACDA over these many years is fulfilling. However, the honor bestowed upon me today is not only both rewarding and deeply humbling, but shall serve as the epitome of professional recognition by one’s peers.”*

#### ARTHUR J. MCAFEE JR.

Arthur McAfee, a 1951 graduate of Wichita State University, retired in May 2000 as the head men’s basketball coach and director of athletics at Morehouse College. He served 35 years as the basketball coach and 29 years as the AD.



During his 39 years of coaching, McAfee amassed 517 career wins, directing teams at Lane College, Mississippi Valley State University, Lincoln University (MO), Bishop and Morehouse.

During his time at Morehouse, McAfee led the basketball squad to 464 victories, six teams reached the Southern Intercollegiate Athletics Conference (SIAC), and three claimed conference titles and advanced to NCAA play. In 1990, McAfee’s second SIAC Championship team reached the NCAA Division II Final Four.

During the 1990s, he was one of the SIAC’s most successful coaches. In that decade alone, his teams captured two SIAC championships. From 1988-98, McAfee’s teams won 197 games, a 64 percent winning percentage. He had four 20-win seasons and had 11 players receive all-SIAC recognition.

In 1999, he was third vice president of the National Association of Basketball Coaches (NABC) and in line to become president in 2001-02, but retired before reaching that office. Ninety-five percent of his players received their degrees.

An avid jazz buff, McAfee is enjoying retirement with his wife, three kids and three grandchildren.

*“I want to thank the NACDA Honors and Awards Committee for selecting me to receive this prestigious award. It is a great honor to be recognized by my peers. The true measure of success as a college coach and athletics director is making a positive impact in the lives of our student-athletes that we mentor and coach. I wish to share*



# 2013 Convention

## 2013 NACDA HALL OF FAME INDUCTEES

*this honor with all the young men I coached for more than 39 years, the colleagues and coaches that worked with me, and with Morehouse College where I was honored to serve as Athletics Director for 29 years. I also share this acknowledgment with my family and my beautiful and devoted wife Sylvia. We will cherish this honor forever.”*

### LARRY SCHINER

In 40 years at New Jersey City University (NJCU), including 30 years as Director of Athletics, Larry Schiner was the chief architect behind the growth and improvement of Gothic Knight sports.



© Bill Witteby

During his tenure, Schiner developed the athletics facilities, initiated the department’s community outreach and services program and served on a variety of local and national committees.



Schiner was instrumental in the formation of the New Jersey Athletic Conference, serving as its first president in 1985.

During the course of his career, Schiner has received numerous honors and awards, including the prestigious James Lynch Distinguished Achievement Award from the ECAC and the General Robert R. Neyland Outstanding Athletics Director/All-American Football Foundation Lifetime Achievement Award for decades of contribution to the sport. During 2003-04, he was honored as a Division III Southeast Region NACDA Athletics Director of the Year.

Schiner was a co-founder and past president of both the Collegiate Athletics Administrators of New Jersey (CCANJ) and the New Jersey Collegiate Basketball Coaches Associations (NJCBCA). He was bestowed the Garden State Award by the CAANJ for his contributions to intercollegiate athletics in the state.

He was a two-time inductee into the NJCU Athletics Hall of Fame and the University of Maine Hall of Fame, his alma mater.

Schiner received both his bachelor’s and master’s degrees from the University of Maine.

*“I have been retired for more than five years after spending 30 years as the athletics director at New Jersey City University. When I received a call from the Executive Director, it certainly was a pleasant surprise, and I was somewhat overwhelmed and excited.*

*There is no better way to highlight a career than to receive this award. To be recognized for your body of work over the years by your peers is very special. Anything that was accomplished during my tenure had to do with having a great staff to work with. I want to thank the person who nominated me and the NACDA Honors and Awards Committee for selecting me for induction into the Hall of Fame. Professionally, to me, it doesn’t get any better than this.”*

### GERALD STOCKTON

Gerald Stockton was a staple in Midwestern State University’s (MSU) athletics department, not only as the director of athletics (1969-84), but also as the leader of the men’s basketball program from 1970-94.



Stockton added men’s soccer in 1972 and baseball in 1974. He played a key role in the addition of women’s sports into MSU intercollegiate athletics, starting women’s basketball and volleyball in the mid-70s and adding softball in 1982. He guided the Indians from the NAIA and into NCAA Division II in the early 1980s.



Under his direction on the hardwood, Stockton led his teams to 493 victories, which included 15 20-win seasons, a pair of 30-win campaigns, eight trips to the NAIA Tournament, three Final Four appearances and a runner-up finish.

In honor of Stockton, the playing court at Ligon Coliseum was officially named Dr. Gerald Stockton Court in 2002.

In 1995, Stockton was inducted into the NAIA Hall of Fame and was inducted into the Midwestern State Hall of Fame.

*“Athletics directors shape so many lives from coaches to athletes, trainers and staff. To be honored by your peers is truly humbling. Looking back on my life, I cannot think of a more gratifying career. Along the way, I have formed so many lifelong friendships and seen past coaches and players go on to successful careers in athletics and education. As athletics director and in life the most important aspect to success is your team. My wife, Virginia, and my children were always there for support in the good and bad times, making my career and life rich and fulfilling.”*



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# From Collegiate Sports to the Olympics: Live Sports Coverage using Cellular Bonding Technology



Cellular-based bonded uplink is becoming a frequent sight in sports venues. By using portable devices that bond together multiple 3G, 4G LTE, and other data connections (e.g. WiFi, Ethernet), broadcasters and online media now have the ability to quickly transmit live video from anywhere at lower costs than traditional uplink solutions, as well as transmit on the move or inside structures without line-of-sight or cabling restrictions. In the past few years, this has led to a variety of applications, such as transmitting a much greater number of live varsity games, sports news hits from the road, complete live press conferences, and never-before-possible live footage from inside locker rooms, golf courses, race tracks and more.

Some of the largest sporting events in the world have been covered by LiveU's portable live video-over-cellular devices, including the London 2012 Olympics, Super Bowl, NBA and World Cup in South Africa, and it is now increasingly being used for live collegiate games and races.

## DIFFERENT TYPES OF DEVICES

The ever-increasing demand for live coverage means that sports producers are looking for new ways to deliver non-stop live video to their viewers. While mobile backpacks have been available for some time, other types of bonded devices are entering the market and are increasingly utilized by professional organizations. They include LiveU's LU40 handheld, lightweight units which can be clipped to a belt or camera-mounted; LU-Smart mobile app solution which brings bonded transmission to smartphones and tablets; and LU-Lite software solution which enables file transfer and live transmission in fixed locations, and on-the-move. LiveU also offers an integrated antenna solution, the LiveU Xtender, for SNG and ENG trucks and tripod-mounted, which offers extra-strong resiliency in challenging scenarios, such as sports stadiums.

The growing range of devices offers even greater flexibility and more options for live sports coverage and are designed to meet different levels of performance and price.

## EXAMPLES FROM THE FIELD

### 1. The University of Oklahoma

The University of Oklahoma (OU) athletics department operates 21 different sports programs throughout each school year. The department's Multimedia and Production arm (SoonerVision), which produces the television and online video content, aims to leverage live video programming to promote all sports at the university for the benefit of the student body, athletes, parents, alumni, recruiters, the local community and others.

The production team turned to LiveU when it was faced with the ongoing challenge of capturing all of the university's sporting events, in many cases from venues that lack uplink connectivity, for example track and field venues. The department also looked for new locations to produce some of its sports news and commentary programming from different locations, for example from restaurants and other places, rather than in-studio shows. The production arm began utilizing LiveU's LU70 mobile backpack units in June 2012 to allow live video transmission from anywhere, without the need for expensive satellite trucks or installing fiber connections at all venues.

As a result, SoonerVision, for the first time, was able to cover all 21 athletics fields live, even in places where it previously had no uplink available, such as track and field, gymnastics, crew and more. Some competitions were shown on

TV, while others were streamed online on [www.soonersports.com](http://www.soonersports.com). The department was also able, for the first time, to produce sports commentary shows several times a week from popular locations around town, including various restaurants. The low cost and reliability of the LiveU unit enabled the video team to stream certain games and competitions online that were not sold to ESPN or Fox. During signing day 2012, OU had 125,000 unique viewers for its online feed, highlighting viewers' appetite for additional content beyond mainstream games.

### 2. LiveU and the London Olympics

During the London 2012 Olympics, cellular-based technology was utilized more than ever before to cover the competitions, interview athletes and broadcast live from unique locations across the host city.

LiveU provided more than 100 units of its fourth-generation LU70 bonded uplink solution on the ground for its global customer base covering the event for viewers around the world. This was an event where the mobility and flexibility of the technology came to the fore with the figures below showing a massive leap in usage since the 2008 Beijing Olympics where cellular-based technology was used for the first time.

Broadcasters, who used LiveU's technology in London included NBC, BBC News, Caracol TV, Swiss TV, Sky NZ and TV2 Norway. More than 2,500 transmission hours were recorded with approximately 1.5 Tb of data transmitted; on average, 20 units were broadcasting at any given time during the day with usage split between live transmission and store and forward.

Events covered by LiveU technology included: tennis at Wimbledon — with an exclusive interview with Roger Federer as he walked off the practice court; the triathlon, following the players and their families; rowing — following the races and broadcasting alongside on a bicycle; cycling; equestrian; sailing, soccer and at Olympic Park itself, on the perimeter for live interviews.

## SUMMARY

With the increased range of devices, broadcasters and college production teams now have even more options for capturing the action both on and off the field, taking sports coverage to a new level of fan engagement. Live games, competitions, press conferences, pre-game and post-game shows can cost-effectively be streamed live to fans from any location.



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# James J. Corbett Memorial Award Winner

# JIM JONES



JIM JONES: OHIO STATE UNIVERSITY (1987-94)

NACDA announced that Past President and former Ohio State University Director of Athletics Jim Jones has been selected by the NACDA Officers and Executive Committee to be the recipient of the 47th James J. Corbett Memorial Award.

The Corbett Award is presented annually to the collegiate administrator who “through the years has most typified Corbett’s devotion to intercollegiate athletics and worked unceasingly for its

betterment.” Corbett, athletics director at Louisiana State University, was NACDA’s first president in 1965. The award is the highest honor one can achieve in collegiate athletics administration.

Additionally, Jones will receive an honorary degree from the Sports Management Institute (SMI), an educational institute sponsored by NACDA and the universities of Georgia, Michigan, North Carolina, Notre Dame, Southern California and Texas.

“To be singled out by one’s peers is the highest form of praise,” Jones said. “Therefore, I accept the Corbett Award with great pride. I shall be forever grateful to those who nominated me and made the award possible.”

Jones began his tenure in the Buckeye athletics department in 1967 when he was hired by Woody Hayes as the “brain coach” of the OSU football team. He served in that capacity until 1970, when he was promoted to assistant director of athletics, where he was responsible for eligibility, compliance, team travel and the grant-in-aid program.

In 1977, Jones was elevated to associate AD and ran the day-to-day duties of the athletics department.



“TO BE SINGLED OUT BY ONE’S PEERS IS THE HIGHEST FORM OF PRAISE. THEREFORE, I ACCEPT THE CORBETT AWARD WITH GREAT PRIDE. I SHALL BE FOREVER GRATEFUL TO THOSE WHO NOMINATED ME AND MADE THE AWARD POSSIBLE.”

-JIM JONES

In November 1987, with 20 years of experience in the OSU athletics department, Jones became Ohio State’s sixth director of athletics.

Jones oversaw one of the nation’s largest athletics departments from 1987 until his retirement in 1994. During his tenure, in an era when institutions were forced to drop sports, Ohio State continued its tradition of having a broad-based program that afforded as many student-athletes as possible the opportunity to participate in varsity competition in one of OSU’s 32 sports. Women’s soccer competed for the first time in the fall of 1993 as one of the university’s 14 women’s sports offered.

Early in his tenure, Jones initiated a series of aggressive marketing and fundraising programs designed to supplement traditional incomes such as ticket monies, radio and television contracts and postseason appearances, which enabled the program to operate in the black financially.

Jones served on a plethora of national committees during his tenure, both at the Big Ten Conference and the NCAA.

Jones still resides in Columbus with his wife Linda and continues to root for the Buckeyes.

## CORBETT AWARD WINNER Q&A

**You were pretty fortunate that you had the longevity at one institution. Growing up in Ohio and attending Kent State University, did you ever dream of finding a job at Ohio State?**

Yes, like many young people, I did dream of working at Ohio State University. Early in my career as a high school teacher, coach and administrator, it seemed just that — a “dream.”

**You were hired by Woody Hayes to be the ‘brain coach,’ which in today’s terms is an academic advisor. What similarities/differences do you see in today’s student-athletes and the commonalities of what you were doing to what advisors are doing today?**

I see more differences than similarities. Because of the money involved in athletics, the ability to leave college early, and the coaching philosophies and requirements, academic advisors have a much different focus than when I joined Coach Hayes’s staff. I was on the football staff and Coach Hayes placed many demands on our staff and on our players in regard to attaining an education.

**There were times when you had an opportunity to pursue administrative positions at other universities. What made you stay?**

Yes, I did have opportunities to leave Ohio State during my career. The old days were quite different than now a days. People did not move as often and I believed that I had a good situation for myself and my family. In many ways the number two position at Ohio State University Athletics Department was a better position than many Director positions because of our organizational operations.

**You worked with four different athletics directors and four different presidents during your time at Ohio State prior to moving into the AD role yourself. Can you reflect on what you learned from some of those individuals to make you the leader that you were?**

Each of the presidents was very different, as were the requirements of their positions. My first president, Novice Fawcett, was a true administrator who was quite detached from the everyday workings of intercollegiate athletics. Ed Jennings was a good administrator and the easiest to work for as a director of athletics. One must understand that presidents did not need to be so PR conscious. Dick Larkins was the best director that I ever worked for. Each of the next directors provided me with great opportunities and assignments to gain experience as an administrator — to become a good administrator.

**During your tenure, you served on many national committees and have been the recipient of numerous honors. To what do you attribute your continued success through the years?**

My success, if I have had any, was a result of the people with whom I was associated and a couple of peers who encouraged me and mentored me as well.

**How would you like to be remembered by those you worked with through the years?**

I would like to be remembered as a team player who allowed and encouraged colleagues to grow and be involved. I would like to think those persons would say that I fostered a family attitude rather than an individual grandisement.



**Discuss the changes that have occurred in collegiate athletics during your career and those that have occurred since your retirement in 1994. What changes have had the most impact, positive or negative?**

The size of the various staffs and the changes of staff communications. Since we had smaller staffs and did not have text messaging and emails, there was a greater need for interpersonal relationships more so than today.

**As a Past President of NACDA, what role do you foresee the Association playing in the world of college athletics today and in the future? What are the greatest benefits you have gained from being actively involved in NACDA and its Conventions?**

I see a major role for NACDA as we see the NCAA members become more and more fractured. Also, there is less opportunity for athletics administrators to be involved outside their conferences.

**What advice would you provide to aspiring directors of athletics and athletics administrators for future success?**

Stay involved and network at NACDA and other professional organizations. Get off your own campus and out of the office. One must stay true to your priorities and close to your staff members. Allow and encourage your staff to grow and to administer without your oversight knowing that you will support and defend their efforts. Don’t demand more from your staff than yourself. Keep your standards high and stay true. Take every opportunity to serve at NCAA, conference and NACDA opportunities. Always stay true and involved with your student-athletes.

**Who were your mentors in athletics administration? Do you see mentoring as a valuable component in assisting today’s athletics administrators? How do you see NACDA fulfilling that role?**

NACDA has a unique and important ability to serve. Build as many relationships as possible. NACDA must continue to learn and serve.



**As the recipient of the Corbett Award, you are being honored for your career in athletics administration. What are your three most memorable achievements?**

My most memorable achievements were serving three consecutive terms as chair of the conference directors of athletics, as an officer and subsequently serving as President of NACDA and Division I Directors.

**How would you reflect on your career?**

I had a great opportunity to serve a great university, help and serve many student-athletes and make many good and lasting friends not only in athletics.

**A little known fact about you is that you started at Ohio State teaching ice skating, something you did in your elementary years.**

**Can you still skate today?**

I fell off a bicycle once and can still ride, therefore it follows that “yes” I can still ice skate.

**QUICK QUESTIONS:**

**Why did you become involved in collegiate athletics?**

I became involved with intercollegiate athletics through coaching and studying for advanced degrees. I came to Ohio State to study for a Ph.D. and W.W. Hayes gave me an opportunity to become involved in intercollegiate athletics.

**Consequently, why did you feel the need to become involved with NACDA?**

My first director of athletics, Dick Larkins, was a founder of NACDA and encouraged and fostered involvement with the organization, Larkins encouraged me to attend the Conventions and the management institutes and become involved in the profession.

**Favorite memory over the years at the NACDA Convention or any NACDA-related memory:**

Friends — old and new and renewing those of many years.

**What has changed since you first entered into the field of athletics administration?**

Surprise, surprise ... money, TV and 24 hour news have influenced and changed our entire profession.

**Greatest accomplishment during your career:**

One of the most rewarding accomplishments was the implementation of recognition for Ohio State’s scholar-athletes which continues and is enhanced today.

**Most important skill you developed during your career:**

My most important skills I have developed during my career are my ability to listen and care about our staff and their families.

**Best advice you were ever given:**

Answer as many questions as possible with a yes or no and never make a one day story into a two day story.

**What have you been doing since your retirement as an AD:**

Enjoying golf and my family; especially our granddaughters.

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# VIOLENCE PREVENTION & ATHLETES

Sexual assault is a widespread societal problem, especially among those attending college. Research indicates that approximately one in five women and one in 33 men will be victims of sexual assault in their lifetime. Within a college setting, sexual assault is the second most common violent crime, where three percent of college women will experience an attempted or completed rape in any given nine month academic year. Although this may seem like a small percentage, for a campus with 5,000 women that translates to 150 women victimized each academic year.

In response to this issue, the federal government created a sexual assault prevention program mandate for all higher education institutions receiving federal funds to provide information on rape, safety programming and general education for students. Sexual assault prevention programs offered on college campuses vary widely and mainly target students during college orientation. Certain “high risk” student groups are also targeted, such as members of sororities and fraternities and athletes. Many programs are now teaching prevention strategies, information about sexual violence myths, and specific skills to be an effective bystander and when to intervene.

## BYSTANDER INTERVENTION

The notion of bystander intervention is geared toward all individuals having a responsibility to respond to a sexual assault before, during or after the incident occurs. This approach teaches community members and students how to safely intervene during incidents of sexual violence and how to assist the victim after a sexual assault. In addition to training, the bystander intervention method also focuses on teaching individuals how to speak out against societal norms that support sexual violence and how to interpret situations that might lead to such an occurrence from happening.

Studies have begun to document the powerful informal role students play when preventing victimization and when helping survivors. Teammates,

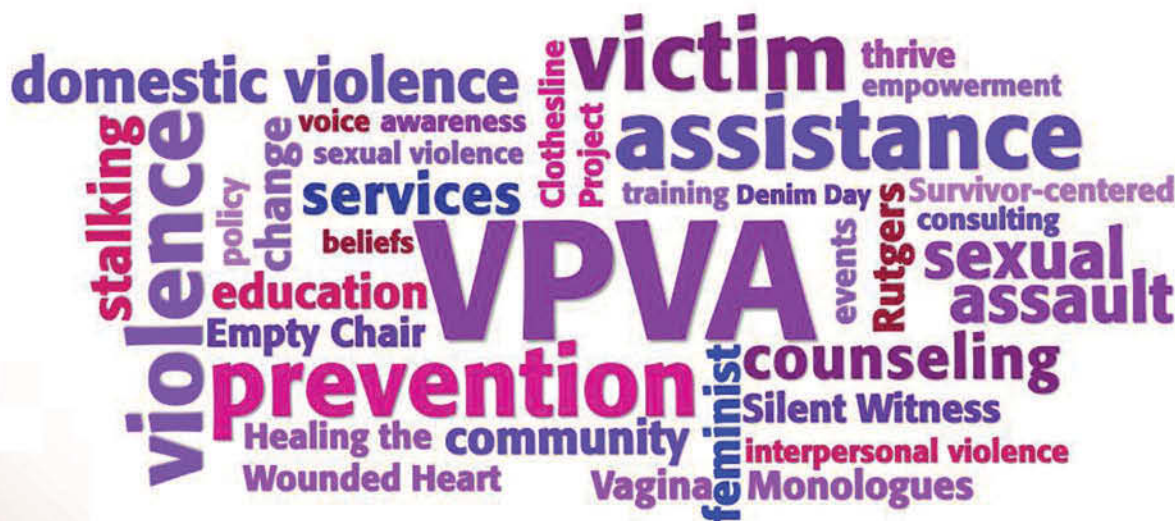
friends and roommates are often the first to know when a survivor has experienced a sexual assault, or may have witnessed the incident occurring.

Through these peer relationships, helpful, empowered and effective bystander intervention strategies can be developed. Peer education models on college campuses have been gaining recognition as the key role for students assisting others. Influential campus leaders, such as college athletes, can be vital resources when dealing with sexual violence, and they serve as cornerstones in building a safe campus community through prevention programming and peer education.

By students engaging in the bystander approach, they will be promoting campus safety and ultimately helping to facilitate change among the campus community. Student-athletes are a significant part in this prevention strategy because they hold a distinct place in society and are viewed as role models. College athletes also experience high public exposure, which generates increased opportunities for them to intervene. Student-athletes, especially males, encounter substantial amounts of peer pressure and competition among their fellow teammates. Sexual conquests and being the most sexually active are highly talked about topics. These pressures placed upon male athletes can lead to risky or hazardous behaviors and can inevitably create an atmosphere that silently condones sexual violence. As such, prevention efforts and engaging in bystander intervention is important. Being a part of a cohesive peer group, such as an intercollegiate team, allows preventative efforts to reduce sexual aggression where it is most likely to occur.

## SCREAM ATHLETES

In 1991, a peer education improvisational theater group, called SCREAM (Students Challenging Realities and Education Against Myths) was formed at Rutgers University to provide programs at orientation. A year later,





SCREAM Athletes was formed with student-athletes using improvisational theater to engage other student-athletes in addressing the broad range of issues connected to interpersonal violence that occurs on our campuses and in our communities.

No matter what the size of the institution, nor the level of athletics competition, student-athletes are highly visible members of the campus community and often hold leadership roles within the athletics community and the broader campus. Student-athletes have a unique potential to use their visibility, respect given to them and strong bonds with teammates to initiate discussion on important issues about interpersonal violence. Those discussions can lead to challenging attitudes and behaviors that may lead to, encourage and support sexual violence. In many ways, this is primary prevention, stopping something before it happens, at its very core.

Through the SCREAM Athletes prevention program, college athletes are taught about sexual violence, rape myths and bystander intervention. This program was designed to help decrease victimization, increase student awareness and knowledge, help student-athletes become leaders in preventing sexual violence, and to prepare athletes for real life situations. SCREAM Athletes also discusses appropriate behavioral skills and attitudes, which include violence-prevention skills, safety and how to handle sexually violent situations. By teaching intercollegiate teams about sexual violence and prevention strategies, athletes are learning how to intervene during potentially dangerous situations and everyone is playing a part in helping to end sexual violence on campus.

The long term success of SCREAM Athletes is an excellent example of what can be accomplished when groups work together while supporting a common goal. More than 25 years ago, a small group of staff and students worked together to study the many issues connected to sexual violence on campus with the goal of creating a program at Rutgers University that focused on prevention and response. From that group came a series of recommendations, approved by the university president, to develop a collaborative approach to educational programs, training and responding to survivors. Providing informative programs on sexual assault, commonly

called rape, for first-year students during orientation, members of Greek organizations, and for student-athletes became a focus of the newly formed Office for Violence Prevention and Victim Assistance. Since its inception the Office for Violence Prevention and Victim Assistance (VPVA) has had a strong relationship with the Division of Intercollegiate Athletics, one that goes far beyond the programming provided for students. The approach to working with student-athletes and engaging them in their own education has always focused on helping student-athletes develop leadership skills and behavior, and helping them to become role models in violence prevention for other student-athletes and the greater campus community.

“The Division of Intercollegiate Athletics and the Office for Violence Prevention and Victim Assistance have a long standing relationship that is incredibly collaborative and is built on trust,” said Kate Hickey, senior associate AD/senior woman administrator at Rutgers. “This is significant when it comes to educating our student-athletes about issues of violence as well as dealing with issues that arise. We share the same goals in the area of violence prevention — for our student-athletes to be leaders in preventing violence and for them to have a real impact in this area on and off campus.”

#### **USING STUDENT-ATHLETES AS PEER EDUCATORS**

Although the connection between athletics and VPVA is strong, it is not without its challenges. Utilizing student-athletes as peer educators can



# VIOLENCE PREVENTION & ATHLETES

create logistical issues as they are students and athletes first and do not often have much time for additional involvement. Meetings, training, rehearsals and presentations can be challenging to schedule, and when SCREAM Athletes travels to other schools, making sure that the NCAA rules are not compromised must be the first priority. Yet because the two departments work together so closely, most of these issues are consistently worked out. For example, times and dates for on-campus performances are coordinated through senior staff in athletics and compliance concerns are always addressed before any commitments are made. Another issue is staffing changes, and since the relationship between the two units began, there has been one director at VPVA and multiple directors of athletics, each with different personalities, management styles and approaches to addressing these issues. What has not changed is the commitment to working with and educating student-athletes. Senior level administrators from the athletics department attend and introduce the programs VPVA provides, showing a clear level of support for this type of program.

## INCLUDING THE COACHING STAFF

Another important piece of this program and collaboration is the training and inclusion of the coaching staff. Coaches often attend the sessions with their student-athletes and have also had special training provided by VPVA. Helping coaches understand the role of this collaboration and their responsibility to create an atmosphere where students feel comfortable talking with them about these issues is an important part of education. Coaches can then help their students connect their leadership roles with preventing sexual violence.

“Our objective as coach is to number one, teach our players to be leaders, and leaders are people who take on difficult things. A leader is one who knows right from wrong and steps up in the face of controversy,” said C. Vivian Stringer, head women’s basketball coach at Rutgers.

Both SCREAM and SCREAM Athletes are theory driven, with research and evaluation as an integral part of our work with these groups. Both informal

## TAKING THE LEAD

SCREAM Athletes™ Step Up to Prevent Sexual Violence is a 30 minute video created by staff and student-athlete peer educators at the Rutgers University Office for Violence Prevention and Victim Assistance, and is designed to help provide simple yet challenging information to guide conversations about sexual violence on campus. The video features students, coaches and administrators working together in a realistic portrayal of sexual violence in the student-athlete community. The information in the video is intended to help in the creation of a student-athlete culture that is based on respect and human dignity and helps dispel some of the beliefs and attitudes that support sexual violence. The video addresses the impact that a rape has on the team, the friends of the victim and the perpetrator, and also provides multiple opportunities for people to intervene and to become active and engaged bystanders in both the prevention of the rape and the actions after the rape.

For more information about SCREAM Athletes or the video contact Ruth Anne Koenick at [koenick@echo.rutgers.edu](mailto:koenick@echo.rutgers.edu) or visit the website <http://vpva.rutgers.edu/>

and formal methods for gathering information about the services provided and the constituencies we serve are utilized. SCREAM has been the focus of both qualitative and quantitative studies. Qualitative research has explored the themes of how peer educators are impacted in their interactions, leadership development, and the impact it has had on their immediate culture. SCREAM research has also included a study of the campus culture as it relates to student-athletes and the ways in which it may or may not be rape supportive; the impact SCREAM has on changing student attitudes about sexual violence; and our most recent research on SCREAM and bystander intervention.





Success isn't something you wish for. You build it. With determination. Leadership. And teamwork. That's why Northwestern Mutual, Official Corporate Partner of the NCAA® and Official Corporate Sponsor of NACDA,® developed Life After Athletics. A program designed to help student-athletes transition skills learned in sports to their most important game. Life.



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# WELLNESS FOR ATHLETICS ADMINISTRATORS

By Gene Smith

Associate Vice President and Director of Athletics  
The Ohio State University

It has been said that while tough times don't last, tough people do. All of us who serve in leadership positions are put to the test. It comes with the territory. It's not a matter of "if," but only of "when." However, experience has taught me that when we face our biggest professional challenges, it surely helps to be both mentally and physically fit.

During my 29 years as an athletics director, I've mourned the loss of student-athletes: one to an undetected heart condition, another to a tragic accident and a third to murder.

Last year, we lost a dear friend and colleague at Ohio State. An assistant athletics director was found slumped over his desk in his office at 10 a.m. one morning. Efforts to revive him failed, and it was revealed that he too suffered from a fatal genetic heart condition. My staff and I were devastated.

Dealing with such untimely loss has been by far and away the biggest challenge I have faced. I cannot adequately describe the pain I have felt informing the parents of those special young people we lost that their children were gone. Their sadness and grief are unimaginable. Those experiences are etched in my memory forever, and they certainly lend perspective to work and life.

While I am incredibly blessed to lead the nation's premier athletics department, the opportunity does not come without significant stresses.

Non-renewal of contracts and/or termination of coaches and staff are extremely stressful and emotionally draining. Whenever a coach or support staff member is separated from employment, we all know that the ripple effect includes spouses, children, friends and loved ones. It means selling homes, moving children out of schools, finding new employment and often moving families. Even the most amicable of situations are difficult for all involved.

During the past two years, the departure of one of Ohio State's most accomplished and popular football coaches and the subsequent NCAA investigation into our football program put us all to the test.

One of the things that helped me weather life in the fishbowl of NCAA investigators, relentless media attention, rumor and innuendo and disgruntled fans, has been my commitment to maintain fitness.

Work related stress can take a toll both mentally and physically. Low levels of stress can provide the impetus to get things done. High stress levels can

cause fatigue, dysfunction and negatively impact decision making. They can also have long-term negative health consequences. Working out regularly helps to mitigate the negative effects of excessive stress.

When things were toughest, I worked out the hardest. I rededicated myself to a strict exercise regimen and diet. I worked out with the commitment I had as a college athlete, and lost 25 pounds in the process. I found that this discipline transferred to my workday, and I remained focused on keeping positive and providing the leadership the staff needed during this very challenging time.

Athletics directors, coaches and staff maximize their effectiveness when they take time to take care of themselves. The increasing complexity of our

"Most leaders don't appreciate the impact that high levels of chronic stress can have on their physical health. Keeping your stress at a manageable level is just as critical as controlling your blood pressure, watching your alcohol intake and keeping your weight in check. Stress management does come easy to some leaders, but for most it's an acquired skill that requires learning and practice."

Dr. Andy Thomas, Medical Director,  
Ohio State University Hospital



business environment and the extensive time demands on athletics administrators require us to think long term about our health. We need to be proactive about keeping fit to stay on top of our game.

As I reflect on the good and challenging times along my professional journey, I have a renewed commitment to the notion that wellness plays a critical role in a successful career. Unfortunately, we have all been witness to peers who have failed to do so, with dire consequences.

I am mindful that all of us in the business have a responsibility to reflect the values we espouse to our student-athletes: sound body, mind and spirit. We lead by example, and should live that which we preach. Or, as our student-athletes are fond of saying, we should "walk the walk."

At Ohio State, I have the privilege to access world-class physicians on campus, a five-minute drive from my office. When we arrived here eight years ago, at my wife's urging we signed up for the Executive Health Program at the Wexner Medical Center.

Each year, my physician, Dr. Andy Thomas, puts me through a rigorous, comprehensive physical examination. I book the appointment four to six months in advance, and request that my assistant protect that commitment. The investment of time pays dividends in good health, which in turn, helps me be more effective on the job.

With input from Dr. Thomas, I set annual goals for my weight, blood pressure, resting heart rate, cholesterol, and all the indicators of good health. I can access my reports on a secure website, OSUMyChart, and compare prior year's results to current results to track progress. This is of particular interest to me as I have a family history of high blood pressure, high weight and diabetes.

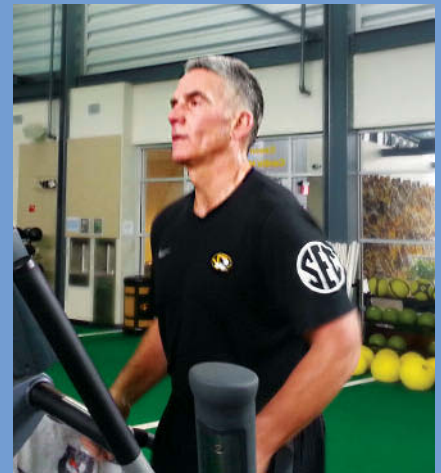
In my youth, I looked upon medical care in a far more reactive way. If something went wrong, I'd head to the doctor to fix it. Feeling healthy most of the time, I didn't see the need for annual exams. I now view my investment of time in annual physicals as a proactive measure, and take seriously the recommendations of my physician.

We are busy people, and each of us needs to find the right time to work out. As a lifetime early riser, 5 a.m. workouts are best for me. I like to get on the treadmill or elliptical machine first thing in the morning. Working out provides reflection time to think about the day ahead and when my exercise is done, I feel a sense of accomplishment.

Starting the day with exercise also helps me make good food choices. With a workout behind me, I find that I am naturally more mindful about what I eat during the day. Essentially, I am reluctant to undo what I've accomplished in a good workout by eating unhealthy foods during the daytime.

"Personally, I discovered a long time ago that in order for me to have the highest level of efficiency, I had to identify methods to help me deal with the stress that comes with our profession. For me, I found that exercising regularly and working out strengthened my focus, allows me 'my time' and releases tension. My workout helps me physically, mentally, emotionally. Every one of us should and can prioritize a time for regular exercise."

Mike Alden, Director of Athletics,  
University of Missouri



Over the years I have found it helpful to try new things to keep workouts interesting. Currently, my wife and I use Nike Fuel Bands to track our daily activity. As competitors by nature, we find the instant feedback on progress toward daily goals to be very motivational.

Recently, I also added pilates to my fitness regimen. I work out once or twice per week at a pilates studio near our home, as I found an instructor willing to be flexible in scheduling early and late appointments and on Saturdays. I admit to being skeptical at first, but have derived tremendous benefit in both flexibility and core strength from pilates and highly recommend it.

When we think of fitness, we don't always consider the positive impact that good relationships have on health and wellness. My wife and I have made it a point over the years to make time to nurture friendships that are not related to the outcome of sporting events. We enjoy a circle of friends who are in disparate fields and schedule time with them, including weekend trips and vacations in the off season.

Intuitively, we know that authentic friendships provide food for the soul. It is now suggested in research that good relationships are an important part of physical health as well.

I've worked in programs large and small over the years, and clearly one of the common themes among them is that fans everywhere are passionate about their teams. You don't have to be the leader of the nation's largest athletics program to experience the pressures related to serving as an athletics director.

As leaders in the collegiate athletics business, we benefit both short and long term by taking time to take care of ourselves. The commitment to health and wellness pays dividends in both work performance and quality of life. It assists us as we navigate the challenge of creating an environment in which student-athletes strive for success in the classroom, on the fields of play, and in life.



Ohio State AD Gene Smith at Body Pure Pilates with instructor Heather Ciarico.

CEFMA CELEBRATES FIVE YEARS

With a celebration five years in the making set for the 2013 CEFMA Convention, members and leaders reflected on the impact since the inception of the organization in 2009:

*"CEFMA has certainly helped me both professionally and personally. Professionally, it has introduced me to those throughout the same industry across the country. It has opened up the door to available resources and personnel for ideas, best practices, suggestions, etc. Personally, and somewhat related, the people I've gotten to meet and know have been a strong influence on what I have done so far and the path I want to continue down. Several upper-level administrators from some of the finest athletics departments and institutions across the country have made themselves available for insight and suggestions. These industry leaders have been there, if needed, for me and other members who are still getting started in facility and event management work at the collegiate level. That sort of availability and backbone is appreciated by me and other new CEFMA members and facility and event managers throughout the country."*

-Joe Kaminski, Assistant Director of Athletics Facilities & Operations  
Texas A&M University-Corpus Christi



Joe Kaminski

*"CEFMA brings together people with the same work ethic, the same mission, the same 'get things done' mentality — the event and facility manager. The association gives all of us the opportunity to bounce ideas off one another and gather information regarding best practices in the field. It is very important to have strong event and facility management so why not take advantage of this solid network of professionals?"*

-Joe Beyer, Facilities and Operations Manager  
University of Akron



Joe Beyer

*"I attended the CEFMA Convention for the first time last June (2012). I continue to utilize the information that was shared in the workshops in my everyday operations. The ability to send out an email to the group to obtain and share information is a great asset. The CEFMA group is receptive to helping each other succeed through new and redeveloped ideas and practices."*

-Sue Hansfield, Assistant Director of Athletics/  
Facilities & Games Management  
Northern Illinois University



Sue Hansfield

*"'Celebrating Five Years' was a vision far in the distance when the founding Board of Directors first collaborated to create CEFMA. During those first planning meetings, we were not confident where this new endeavor would take us, but we recognized the importance of creating an organization to provide a service to the very important and very relevant role event and facility managers play in collegiate athletics. I am proud of CEFMA's growth — record membership, record sponsorship support and the development of new initiatives. I am thankful to all of our colleagues and partners who continue to support and help make CEFMA a success."*

-Andrea Williams, Associate Commissioner; Big Ten Conference



Andrea Williams

*"In the five years that I have had the opportunity to serve on the CEFMA Board of Directors, I have gained a professional network more expansive than I could have imagined. In addition, access to best practices, colleagues from whom to receive feedback, and educational opportunities has allowed me to grow in my role as a collegiate administrator."*

-Lisa Sweaney, Director of Athletics  
Armstrong Atlantic State University



Lisa Sweaney

*"CEFMA has really expanded my working knowledge of operations. I have learned a lot of how others handle obstacles on their campuses and how I can adjust my managerial techniques and policies to better serve my department. These interactions and learning opportunities have been very beneficial and transcend divisions. I have taken a lot from Division I and been able to apply it to my home on a Division III campus."*

-Michael Snyder, Associate Director of Athletics for  
Internal Operations; Oberlin College



Michael Snyder

*"To me, CEFMA has opened my eyes to how others in the business operate. Even though there are unique challenges in a wide variety of facilities across the country, everyone in events and facilities shares the goal of hosting a great event!"*

-Nick Britton, Assistant Athletics Director,  
Event Management  
Iowa State University



Nick Britton

*"CEFMA is a great organization that provides members the tools and resources to be better administrators and facility and event professionals. The opportunity to be exposed to the different backgrounds and expertise of the membership will last a lifetime. I am excited to work with our board, officers, and the many talented members of this great group of people."*

-Tim Wise, Senior Associate Athletics Director for  
Facilities & Event Operations  
University of Miami



Tim Wise

*"I am extremely pleased to see the continued success of our association. I had the pleasure of being involved with CEFMA from the very beginning and have enjoyed watching the growth of the organization. I truly value building both personal and professional relationships with the Board of Directors, corporate sponsors, NACDA staff and our 500-plus members during the past five years. Congratulations to all the people who helped make our five year anniversary a reality, and I look forward to many more successful years as an organization."*

-Steve Adams, Assistant Athletics Director for Internal Operations  
Wake Forest University



Steve Adams

*"I am privileged to have been part of the group that started CEFMA. We started the organization as a way for collegiate event and facility managers to have access to relevant professional development and be able to grow their network. Through the leadership of Presidents like Steve Adams, Tim O'Connell and Andrea Williams, along with the rest of the Board, we developed an educational program in conjunction with IAVM, expanded the annual Convention programming and created the listserv that allows users to reach out to their peers in a timely fashion. CEFMA continues to grow and I'm excited to be a part of it going forward."*

-John David Wicker, Senior Associate Athletics Director,  
Chief Operating Officer  
San Diego State University



John David Wicker

## CoSIDA | CORNER

### CoSIDA BRANDING INITIATIVE UPDATE: SPRING 2013

One of the pinnacle projects CoSIDA has undertaken during its long and illustrious history is an on-going strategic branding initiative that will largely be unveiled to an assembly of our peers during the upcoming NACDA Convention.



Joe Hornstein



To briefly catch you up, in May 2012, the CoSIDA Board of Directors embarked on a bold and aggressive initiative to assess its value as an organization through the eyes of the many constituents it serves and with whom it interacts. A key outcome of this initiative is that it will help CoSIDA lead its members in bringing clarity to their respective roles and provide greater value and relevancy to their institutions and conferences.

The research process engaged a comprehensive cross-section of both internal and external stakeholders. More than 1,100 individuals participated through 24 focus group interviews conducted by The Cryder Rinebold Company and an online survey distributed to those in the sports information/communications role, athletics directors, associate athletics directors, commissioners, marketing directors, university relations and national office staffs.

Since viewing the recorded data, the CoSIDA officers and staff have been working closely with Cryder Rinebold to further address how the findings and related observations will be used to advance our organization — now and in the future. I continue to be excited and encouraged about the tremendous potential CoSIDA has to better position itself within the overall intercollegiate athletics landscape.

Plans are already underway for divisional and advocacy groups to have sessions with the Cryder Rinebold principals at the 2013 CoSIDA Convention in order to provide additional in depth information and discussions. These sessions will allow specific CoSIDA groups the one-on-one opportunity to learn and discuss, “What does this mean to us?”

While the research and strategy development phases were critically important, the CoSIDA officers have also assigned a considerable amount of time focused on the appropriate action steps. As stated, within the scope of this initiative there is a deep reservoir of meaningful and helpful data, of which we determined the following global recommendations:

- CoSIDA as an organization must help its members understand that it is there to help them embark on their respective journeys. CoSIDA can and will serve as a catalyst, advocate, educator and support system. CoSIDA must position itself as a leader and a subject-matter expert on intercollegiate athletics. CoSIDA must identify and continually reinforce the “glue” that holds its members together.
- The individual is at the core of creating change for himself/herself to better position the SID role. The individual has to decide if he/she is fully committed to positioning themselves and their role as relevant and valuable to their supervisor and institution. Without this individual commitment, other stakeholders and CoSIDA as an organization cannot make meaningful change for the individuals themselves.
- Individuals must directly engage with their supervisor to define what the strategic communications role means to him or her so that SIDs can best position their work as advancing those specific priorities.

Again, the CoSIDA officers and I continue to be impressed with the level of engagement and interest in the initiative by many stakeholders — and more importantly, how it will help guide our organization in the future.

Joe Hornstein is the director of sports information at Florida International and the 2013-14 CoSIDA President.

## YOU ARE INVITED



**Capital One Academic All-America Hall of Fame Ceremony**  
 at the 2013 CoSIDA Convention in conjunction with the NACDA & Affiliates Convention Week

**Date and Time:** Wednesday, June 12; 5-6:30 p.m.

**Site:** Sago Ballroom

*Invitation is extended to all registered attendees at the NACDA and Affiliates Convention Week.*

*There is no cost to attend the ceremony! Dress is business casual.*

All registered 2013 Convention attendees are invited to this 90-minute ceremony taking place on June 12. Please join CoSIDA and headline sponsor Capital One in honoring the 2013 Capital One Academic All-America® Hall of Fame Class and 2013 Dick Enberg Award recipient Mike Krzyzewski, Duke University head men's basketball coach and two-time U.S. Olympic Team gold medalist coach.

**2013 Capital One Academic All-America Hall of Fame Class:** Bruce Melnick (Coast Guard '72), Elfi Schlegel (Florida '86), Terry Schroeder (Pepperdine '81), the late Pat Tillman (Arizona State '98) and Thomas I. Vanaskie (Lycoming '75)

**Emcee:** Rece Davis, ESPN

**Special Guest:** Dick Enberg



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## Athletics Directors Association

ATHLETICS AS PART OF A  
COMPREHENSIVE CAMPAIGN

Division II athletics administrators have long accepted that fundraising is an expectation of our jobs. We have diligently participated in professional development opportunities to improve our knowledge and acquire the skills required to be successful in an area that was foreign to many of us. Recently, I participated in a unique professional development opportunity on my campus. As Chico State prepares to embark on its first comprehensive campaign, I was included in a one-day training session focused on 'Advancement for Academic Leaders.' Delivered by an outside consultant that specializes in fundraising, the training was geared at Deans and College Advancement Directors. Having attended my share of athletics development sessions through the years, I was a bit skeptical. However, after a day immersed in the topic, looking at the challenge of fundraising through the lens of an academic leader was tremendously helpful.



Anita Barker



Jonathan Wanderstock



Like many state institutions, as the economy declined and resources continually diminished, the pressure to improve our fundraising efforts has escalated. As a result, our leadership has devoted more resources to launch and implement a comprehensive campaign. The goals are lofty and will require all campus units to collaborate in order to be successful. Fortunately, our campus has included athletics in the process since the campaign was conceived. Athletics will be expected to actively participate throughout all phases of the campaign.

The suggestions outlined below offer a different context for athletics fundraising, namely developing a strategy to align the athletics program with the central advancement effort for campaign purposes. If successful, all entities should benefit.

- **Know and be able to articulate your institutional values and strategic priorities.** All campuses have a vision, mission and strategic plan. As ambassadors for the university, it is critical for the entire athletics staff to understand and articulate the campus vision, values and priorities. Additionally, it is important that athletics personnel comprehend how the athletics program fits within the mission and aligns with campus values. Whether a Division II athletics program is housed within an academic college or another campus division, it plays an integral role in the campus environment. Being able to communicate that role within the context of the greater campus mission is critical to a campaign's success.
- **Develop a specific strategic plan and vision for your athletics program.** At the core of all Division II athletics programs is the importance of being integrated into the fabric of the campus. However, when athletics programs fund raise, the tendency is to act alone. Develop a strategic plan that reflects the values, vision and priorities of your campus. Consider aligning your strategic plan with the Division II strategic priorities and DII key attributes. Helping campus and potential supporters understand

the larger framework of Division II and how your program aligns with those priorities is important. Similar to the ability to articulate the campus values, coaches, athletics staff and student-athletes must know the vision of the athletics program and be able to convey it to any audience.

- **Establish fundraising priorities for the campaign.** These priorities should be a "stretch" from regular fundraising targets. The funding ideas should be lofty yet realistic. The campus and department priorities should provide the necessary framework for the specific goal. Case statements should be generated for these priorities.
- **Evaluate your infrastructure.** The public phase of a comprehensive campaign may result in larger workloads for several staff members. Since most Division II athletics departments have small staffs, absorbing the increased workload can be difficult. Planning ahead to insure efficient processes are in place and tasks are clearly defined will help mitigate this challenge. Additionally, understanding how the athletics department connects with the centralized advancement functions can increase efficiency and eliminate duplication of effort.
- **Get your entire staff on board.** Everyone affiliated with the athletics department must understand that they are stewards of the program as well as ambassadors for the university. The overarching goal for all athletics employees is to connect supporters with the project that they are most passionate about. Begin doing this by building a development culture within the program. Everyone should recognize and accept that she/he has a role to play in the campaign. Every communication represents the department and the university. Each athletics event is a development opportunity for the whole campus. Every personal encounter is a chance to make a friend of the program. These concepts must be instilled in everyone within the athletics program.
- **Train your people.** Understand that not everyone has the skills, knowledge or desire to fund raise. However, during a comprehensive campaign, everyone has a part to play. Communicate the goals of the campaign to the entire athletics staff (coaches, professional and support staff). Provide training for the specific role they have in the campaign. Set the tone that athletics is expected to engage as a member of the campus community during the campaign. Everyone benefits when a campaign succeeds.

Being a team player is at the very core of athletics. Applying this attribute and adjusting the overall context, as suggested will make athletics a significant contributor to any successful campaign. For further reference, I suggest the book *Development for Academic Leaders* by Penelepe Hunt.

Anita Barker is the director of athletics at Chico State and the 2012-13 D2 ADA President. She worked in collaboration with Jonathan Wanderstock, Chico State athletics advancement director on this article.

## FCS ADA | CORNER

### 12<sup>TH</sup> ANNUAL KP SPORTS DIVISION I FOOTBALL CHAMPIONSHIP SUBDIVISION ATHLETICS DIRECTORS ASSOCIATION SCHOLAR-ATHLETES OF THE YEAR CHOSEN

**Nick DeKraker**, a defensive tackle from Youngstown State University and **Pat Kelly**, a wide receiver from Liberty University, have been chosen as the recipients of the 12th Annual KP Sports Division I Football Championship Subdivision Athletics Directors Association (FCS ADA) Scholar-Athletes of the Year.

Each will receive a \$5,000 postgraduate scholarship. The duo was selected from a group of six finalists. They will receive their awards during the Association's annual membership meeting being held in conjunction with the NACDA Convention.

"FCS ADA was once again proud to honor its deserving student-athletes with the Academic All-Star team in early January. The selection of the Postgraduate Scholarship recipients marks the culmination of our annual process and we want to congratulate both Nick and Pat on receiving this year's scholarships," said FCS ADA President Ron Strollo, chair of the FCS ADA Academic All-Star Team Selection Committee and director of athletics at Youngstown State University. "Each year, the committee is tasked with selecting two individuals from a plethora of deserving scholar-athletes, and this year was no different. Nick and Pat are a shining example of the importance of academic success within Division I FCS institutions."

**Nick DeKraker**, a business major, who owns a 3.93 GPA, led the team in sacks with five, for a total of 22 yards in losses and had sacks in four consecutive games in 2012. He finished the season with 26 total tackles, including 10 solo stops, with a season-high seven tackles against South Dakota State. He was named to the FCS ADA All-Star team and was a 2012 first-team All-Academic Missouri Valley Football Conference selection. After graduation, DeKraker plans to pursue an MBA.



Nick DeKraker



**Pat Kelly** is working toward an undergraduate degree in exercise science, owning a 4.0 GPA, with plans to enter physical therapy or medical school. On the field, Kelly led the Big South Conference and ranked 11th in the country in receptions per game (7.27). He also fell one reception shy of tying Liberty's single-season record for receptions, and holds the second spot for most receptions in a season in Big South history. Kelly is a two-time Big South all-conference honoree and a three-time Big South Presidential Honor Roll recipient. He was also twice named to the Capital One/CoSIDA Academic All-District and the FCS ADA Academic All-Star teams.



Pat Kelly



There were a total of 54 FCS players selected to the KP Sports Academic All-Star Team in January. Nominees were required to have a minimum grade point average of 3.20 (on a 4.00 scale) in undergraduate study and have been a starter or key player with legitimate athletics credentials. They must have reached their second year of athletics and academic standing at the nominated institution and have completed a minimum of one full academic year at the nominated institution. They must also have participated in 50 percent of the games played at their designated position.

A special Review Committee of Football Championship Subdivision athletics directors was responsible for selecting the All-Star Team and scholarship finalists. Completing this task were Ron Strollo, Youngstown State (chair); Ken Beazer, Southern Utah; Charlie Cobb, Appalachian State; Brian Hutchinson, Morehead State; Marilyn McNeil, Monmouth; and Jeff Tingey, Idaho State.



ATHLETICS DIRECTORS ASSOCIATION

I-AAA ADA | CORNER

MEN'S SCHOLAR-ATHLETE TEAM

Name	Institution	GPA	Major
Luke Apfeld	Vermont	3.80	English and Sociology
Ben Averkamp	Loyola Chicago	3.80	Biology
Travis Bader	Oakland	3.45	Communications
Kyle Boswell	UC Santa Barbara	3.78	Mechanical Engineering
Chase Hallam	Denver	3.91	Accounting
Holton Hunsaker	Utah Valley	3.90	Accounting
John Stuart Mann	Belmont	3.58	Economics
Ray McCallum	Detroit Mercy	3.48	Communications
Kelly Olynyk	Gonzaga	3.53	Business Administration
Isaac Sosa	Canisius	3.48	Finance

**Scholar-Athlete of the Year:** Kelly Olynyk, Gonzaga  
**Postgraduate Scholarship Recipient:** Chase Hallam, Denver

WOMEN'S SCHOLAR-ATHLETE TEAM

Name	Institution	GPA	Major
Maggie Blair	Manhattan	3.94	Finance/Management
Haley D'Angelo	Iona	3.89	Business Administration
Lily Greci	Siena	3.89	Sociology
Sarah Hansen	Florida Gulf Coast	3.94	Chemistry
Raven Harris	UMBC	4.00	Teaching
Amanda Hyde	IPFW	4.00	Mathematics and Teaching
Sarah Nelson	Creighton	3.70	Pre-Health Science/Finance
Eilise O'Conner	UMKC	3.99	Health Sciences
Erin Shields	Saint Joseph's	3.86	Accounting and Finance
Kacie Sowell	Seattle	3.47	Sports and Exercise Science

**Scholar-Athlete of the Year:** Amanda Hyde, IPFW  
**Postgraduate Scholarship Recipient:** Alexandra Hall, Hartford



*Scholar-Athlete of the Year*

*Kelly Olynyk  
Gonzaga*



*Postgraduate Scholarship Recipient*

*Chase Hallam  
Denver*



*Scholar-Athlete of the Year*

*Amanda Hyde  
IPFW*



*Postgraduate Scholarship Recipient*

*Alexandra Hall  
Hartford*

I-AAA ADA MEMBERSHIP LIST

- |  |  |  |
|--|--|--|
| Amy Huchthausen .....America East            | Vaughn Williams .....Kennesaw State        | Jeff Altier .....Stetson                     |
| Jessica Descartes .....America East          | Thomas Brennan .....La Salle               | Scott Lazenby .....Texas A&M-Corpus Christi  |
| William Walker .....American                 | Philip Hutcheson .....Lipscomb             | Thomas Double .....Summit                    |
| Bernadette McGlade .....Atlantic 10          | John Suarez .....LIU Brooklyn              | Chris Peterson .....Arkansas Little Rock     |
| Edward Gumbart .....Atlantic Sun             | Troy Austin .....Longwood                  | Mike Izzi .....California Irvine             |
| Michael Strickland .....Belmont              | William Husak .....Loyola Marymount        | Mark Massari .....California Santa Barbara   |
| Dennis Farrell .....Big West                 | Grace Calhoun .....Loyola (IL)             | Brian Wickstrom .....California-Riverside    |
| Patrick Elliott .....Binghamton              | James Paquette .....Loyola Maryland        | Peg Bradley-Doppes .....Denver               |
| Michael Lynch .....Boston University         | Robert Byrnes .....Manhattan               | Jason Horn .....Detroit Mercy                |
| Michael Cross .....Bradley                   | Richard Ensor .....Metro Atlantic Athletic | John Stanley .....Evansville                 |
| Brandon Martin .....Cal State Northridge     | Lynne Robinson .....Mount St. Mary's       | Patricia Meiser .....Hartford                |
| Jeff Konya .....California State Bakersfield | Leonard Kaplan .....NJIT                   | James Schmidt .....Illinois Chicago          |
| William Maher .....Canisius                  | Peter Roby .....Northeastern               | Charles Brown .....Maryland-Baltimore County |
| Daniel Schumacher .....Chicago State         | Gerald St. Amand .....Northern Kentucky    | Tim Hall .....Missouri-Kansas City           |
| John Parry .....Cleveland State              | Tracy Huth .....Oakland                    | Janet Cone .....North Carolina - Asheville   |
| Joe Hull .....College of Charleston          | Mike Carter .....Oral Roberts              | Jimmy Bass .....North Carolina Wilmington    |
| Derrick Ramsey .....Coppin State             | Steve Potts .....Pepperdine                | Kim Record .....North Carolina Greensboro    |
| Bruce Rasmussen .....Creighton               | Robert Driscoll .....Providence            | Lee Moon .....North Florida                  |
| Jean Lenti Ponsetto .....DePaul              | Jack McDonald .....Quinnipiac              | Buzz Stroud .....Portland                    |
| Richard Sander .....East Tennessee State     | Robert Lineburg .....Radford               | Michael Hall .....South Carolina Upstate     |
| Eugene Doris .....Fairfield                  | Don Harnum .....Rider                      | Jim Baker .....Texas Arlington               |
| David Langford .....Fairleigh Dickinson      | Steve Watson .....Saint Bonaventure        | Chris King .....Texas Pan American           |
| Ken Kavanagh .....Florida Gulf Coast         | Don DiJulia .....Saint Joseph's            | Bob Corran .....Vermont                      |
| Thomas O'Connor .....George Mason            | Christopher May .....Saint Louis           | Ken Bothof .....Wisconsin - Green Bay        |
| Patrick Nero .....George Washington          | Mark Orr .....Saint Mary's                 | Michael Jacobsen .....Utah Valley            |
| Mike Roth .....Gonzaga                       | Joseph A. Quinlan, Jr. ....Saint Peter's   | Ed McLaughlin .....Virginia Commonwealth     |
| Craig Keilitz .....High Point                | Dan Coonan .....Santa Clara                | Jamie Zaninovich .....West Coast             |
| Jeffrey Hathaway .....Hofstra                | Bill Hogan .....Seattle                    | Eric Sexton .....Wichita State               |
| Jonathan LeCrone .....Horizon                | Patrick Lyons .....Seton Hall              | Thomas N. Hickman .....Winthrop              |
| Steve Moniaci .....Houston Baptist           | John D'argenio .....Siena                  | Bob Grant .....Wright State                  |
| Tommy Bell .....IUPU Fort Wayne              | Bradley Hewitt .....SIU Edwardsville       | Greg Christopher .....Xavier                 |
| Michael Moore .....IUPU Indianapolis         | Irma Garcia .....St. Francis               |  |
| Eugene Marshall .....Iona                    | Chris Monasch .....St. John's              |  |

## ICLA | CORNER

### DEVELOPING CAMPAIGNS TO EMPOWER YOUR LICENSEES AND RETAILERS

You know the saying “If only I knew then what I know now?” I often catch myself using this phrase when I think back to my days in marketing at UCLA and then Licensing Director at the University of Arizona. My role on the licensee side with Retro Brand has opened my eyes to so many opportunities that universities can take advantage of to grow royalties and strengthen campus brands. Developing a campaign or a platform for your university is an easy way to create excitement and buzz for all areas of your licensing program including licensees, retailers, athletics, students and the local community.



Cassidy Moore



#### Creative Campaigns

Our company, Retro Brand was built on one large campaign with university vintage collections. Many universities develop a set of vintage marks that are made exclusive to a few licensees and distributed only in premium retailers. This exclusivity creates demand among fans and a creative way to celebrate your university's history. Retailers are encouraged to tell a story within their displays with signage and an assortment of product that showcases the different marks represented throughout history. Athletics and the campus community have arranged interviews with news sources and in-store appearances with university celebrities associated with these time periods. And most importantly, the campaign creates nostalgia for your fans.

The College Colors Day campaign is also a great example. The Collegiate Licensing Company — An IMG Company established this platform with the idea that all fans will wear their college colors on the first college football Friday in celebration of the start of the season and back to school. This platform encourages retailers and licensees to create merchandise displays and advertise around this theme, allows corporate partners to get involved (ie. everyone wears their college colors to the office on Friday), provides local and national media a topic to write about and gives fans the incentive to buy some new merchandise; everyone wins!

Another successful campaign that Retro Brand and Top of the World Headwear are a part of is the University of Oklahoma's History of Football. Assistant Athletics Director of Licensing, Renata Hays, divided the history of Oklahoma Football into several eras. Each football season a new era is celebrated including the launch of a DVD, apparel and headwear collection. We work directly with local and national Oklahoma retailers to promote the collection, provide signage, in-game promotions and a large social media push.

It seems that the importance of 'Made in the USA' is always top of mind on college campuses. But, without awareness and promotion, your fans usually don't know which of the choices they have are made in the USA. How about a campaign to highlight your licensees that have domestic manufacturing? Interview the company, show pictures of their factories, highlight how your university is supporting your local economy and then send a press release to local media outlets, use social media and in-store signage to push this message to your fans.

#### Tips to Creating a Strong Campaign

1. Create a strong, simple message and get buy in from your top administration.
2. Create one strong logo that all parties can use for signage, advertising and social media. Provide ready art with specific guidelines on how it should be used.
3. Empower your licensees, retailers and campus departments to use the campaign and give them ideas on how to implement it. You can spend significant time developing the most creative campaign in history and if no one knows about it or what to do with it, it will be a waste of your time.
4. Provide signage to retailers and campus departments. Even if you don't have the resources to print signage, you can still provide ready art that they can print themselves.
5. Get the word out! Use social media and your local news sources to educate your fans. Write a blog or do an interview with someone connected to your campaign. Run a contest around the campaign and send a press release to your local media. Pick up the phone or visit your retailers in person.
6. Don't have too many campaigns going at one time, they will only cannibalize each other.

#### Network and Share Ideas

And, of course, take advantage of your membership with ICLA. Yes, this is my shameless plug for our wonderful association. But, I cannot stress enough how important it is to share ideas and ask questions among your colleagues. There is no need to always recreate the wheel, often by sharing ideas you can plant a seed for another colleague to develop his/her own campaign ... pay it forward.

And one last note that is somewhat unrelated ... Some days I dream of being back on a college campus, surrounded by gorgeous brick buildings, the passion for learning among students and the sense of family within athletics. It is such a very special place that we all share in this industry. For those of you that have this pleasure, cherish it.

Cassidy Moore is the vice president of marketing and licensing for Retro Brand.



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### OPENING THE DOOR OF OPPORTUNITY

If you are reading this magazine it probably means that you are one of those people considered lucky enough to have a career in collegiate athletics or you work for a company that works with those in collegiate athletics. Either way, it's one of those positions where others look at you and say, "wow ... you get to go to games all the time."



Paula Jackson



We all know that it is much more than just going to games but when was the last time you gave serious thought to your career, what you do on a day to day basis and what it has taken for you to reach the position that you are presently in. If you are just starting out in your career you may be thinking that you took the right classes in school, secured the best internships you could and worked hard to make the right impression when given the opportunity. The veterans in the industry will surely have much more to add to this dialog. Maybe you were an athlete who parlayed a successful athletic career to the business side of sport. You could have come from the marketing or development department from another department at your institution.

Some athletics directors, commissioners and even development directors come from corporate America bringing the business acumen of another industry to the table with new ideas and insight. Gone are the days of only taking the athlete to coach to administrator route. Today our backgrounds are diverse and many of us, myself included, bring corporate as well as collegiate and professional sport experience to the table. That being said, let's pause for a minute and think about our first position in collegiate athletics. Reminisce about your preparation for that first interview. How long did it take you to prepare? Were you nervous? Who did you interview with and when you left how did you feel? This is one experience that all of us have in common ... the emotions might be different but we have all had this experience.

There is one more experience that we all have in common ... getting that first job offer in collegiate athletics. What an awesome feeling. This is that moment when the door of opportunity was opened for us. Regardless of our educational background, athletic abilities, sex, race or ethnicity someone had to open the door and give us an opportunity to do the things we said we could do in our interview. That person took a chance on you and maybe even put their reputation on the line to take someone who was untested in collegiate athletics waters. How often do you think of that experience and that person? If you have been in this

business for a while you are busy. Work-life balance seems to be a fallacy and we don't have the luxury of time to sit and reminisce about the old times. If you're new to the business you are busy too. You are trying to make a name for yourself in this industry so you can move up and become one of those industry veterans. Many will say, "I worked to get mine and they have to do the same thing" and this is a true statement but regardless of how hard you worked someone had to give you a chance. I would caution both groups to just take a moment and think about that experience of the job offer and the person who became your "doorman or doorwoman."

Many of us talk about being mentors and having an open door policy to those who need assistance, guidance or just a sounding board but how many of us "really" do it? We have to continue to open that door of opportunity for those who are coming behind us and even for those who are working with us. The same mind set applies to colleagues who are attempting to advance in their careers. Every time any of us are blessed with a new job opportunity someone was the "doorman or doorwoman." So ... what have you done lately? Are you opening the door of opportunity for others or just allowing them to stumble through a revolving door until they figure it out on their own?

This year, MOAA is addressing this theme, "Opening the Door of Opportunity" at the annual symposium. The panels will feature industry professionals giving advice and insight to help others, rookies and veterans alike, carve out their path to maneuver through this maze we call college athletics. Each person will share experiences and hopefully, motivate and inspire those in the audience as well. You are invited to join us, participate in the discussions, add your insight and experiences and expand your network. But let's remember, this is but one point in time. How many opportunities have we missed to assist someone and make a difference in their career and their life as a whole?

I'm going to end by issuing a challenge to all reading this ... over the next year will you assist five people with their career aspirations? Your assistance can range from mentoring, to critiquing their résumé, to making a job nomination to actually hiring ... the options for assistance are many. Take a moment and think about all the people who opened a door for you. Maybe you can also take a moment out of that busy schedule and give them a call to say thanks one more time and at the end of the year hopefully you can add a new title to your list of accomplishments ... "doorman or doorwoman."

Paula Jackson is the CEO of Sports Enfocus.

## N4A | CORNER

### N4A PROGRAM CERTIFICATION

In the Spring 2010, the National Association of Academic Advisors for Athletics (N4A) introduced a mechanism for institutions to have their academic support units achieve program certification. Since 2010, twenty-three institutions have achieved certification and an additional five universities are currently going through the process. Bart Byrd, Associate Athletics Director at Baylor University and current N4A President said, "Program Certification has allowed our faculty athletic council to evaluate our department and tie that together with our NCAA certification process. We have used several recommendations from our findings to improve on our academic services department."



Carrie Leger



The purpose of program certification is to certify that an academic support unit can provide a basic set of services to student-athletes as outlined in the N4A guidelines and Code of Ethics. Further, the certification process CAN be used to satisfy the NCAA required outside review of an academic support program as long as campus personnel are involved in the review. Several institutions who have completed the N4A Program Certification process have simultaneously completed the required outside review of their academic support programs by involving faculty members in the process.

#### Some commonly asked questions about N4A's Program Certification:

##### Why should we apply for certification?

Obtaining certification is an opportunity to demonstrate your academic support program has the knowledge, practice and procedures in place to assist student-athletes toward the goal of graduation. The N4A Program Certification assists institutions by identifying the standards that are indicative of programs who maintain institutional control.

##### Who is eligible for certification?

An academic support unit at a two-year or four-year school, that provides a set of services to student-athletes, as outlined in N4A guidelines, is eligible to submit a notification form.

##### Why was this certification program established?

The N4A Certification Program was established to raise the professional standard among academic support programs and encourage a broader range of understanding of best practices and successful operations.

##### What are the benefits of certification?

Certification demonstrates that your program uses industry-respected standards and best practices. Certification can improve overall performance, remove uncertainty and widen market opportunities. Certification helps to demonstrate to stakeholders that your support program for student-athletes is run effectively. Promoting your certified program to students, faculty, prospective students and other stakeholders can also provide significant benefits to your college or university.

#### What is involved in the review process?

Once institutions submit their request for N4A Program Certification to the National Office, the process begins. First, a trained N4A Consultant is assigned to the institution. Second, the institution is required to compile pre-certification materials pertinent to the academic support operation and submit to the assigned N4A consultant for review. Finally, the institution schedules a site visit with the N4A consultant (typically a day and a half). Following the in-person-visit, the consultant will complete a report providing a review of the key support areas as well as recommendations for enhancement.

#### Congratulations to the following institutions who have earned N4A Program Certification or are currently in the process:

Baylor University  
Clemson University  
Georgia State University  
Grand Valley State University  
Liberty University  
Louisiana State University  
Marist College  
Michigan State University  
North Carolina State University  
Tennessee State University  
University of Alabama at Birmingham  
University of Arizona  
University of Colorado  
University of Dayton  
University of Louisiana at Monroe  
University of Memphis  
University of Missouri  
University of Nebraska  
University of North Carolina Charlotte  
University of Oklahoma  
University of South Carolina  
University of Tennessee  
University of Tennessee at Chattanooga

#### Pending Certification Review:

Arizona State University  
University of Central Florida  
University of Mississippi  
University of Maryland  
University of Maryland Baltimore County

To learn more about Program Certification, visit <http://www.nacda.com/nfoura/programcertification.html>

Individuals interested in applying to serve as N4A consultants, visit <http://www.nacda.com/nfoura/programreview.html>

If you have specific questions you'd like to discuss, please contact Carrie Leger, N4A Director at large, at 919-515-0332 or [carrie\\_leger@ncsu.edu](mailto:carrie_leger@ncsu.edu).



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THE POWER IN PLANNING

In the athletics compliance industry there are a few key catch phrases that we either hear or use on a regular basis. The first is “so I have this kid ...” I would venture that roughly half of my conversations with coaches begin with this phrase. A close second, at least in terms of how compliance professionals describe their jobs is “we wear many different hats.” Among my Division II colleagues, it is a phrase fraught with overuse, mainly because it is such an accurate depiction of our professional lives. In many ways, this multitude of “hats” is what makes our profession so exciting. On the other hand, it creates risk in terms of opportunities for breakdowns. And in our world, minimizing and managing risk is of the utmost importance.



Katie McGann



One of the most effective tools for combating the ever expanding compliance “wardrobe” (to go back to the hats theme) is a seemingly simple one: calendaring. Not calendaring in the sense of mapping out your weekly to-do’s. But rather, large scale planning of an entire year’s worth of what needs to be done in your department and who is responsible for each action item. The reality is that collegiate athletics is cyclical in nature, making it an ideal candidate for this type of strategic planning. The other reality is that we often find ourselves too busy to do the “easy” things as our attention is pulled in every which direction. I use quotes around easy because while it may be simple in concept, strategically calendaring out an entire department’s year is in fact time consuming.

This past year, I found I could no longer put off the “easy” task of calendaring. With so many new institutional responsibilities, new staff members and more complexities in NCAA legislation — even in the face of deregulation — the chances of something slipping through

the cracks was growing. I needed to work smarter and not harder. During the course of a year, I slowly built an expansive month-by-month calendar of all things compliance related. This included strategically mapping out our department’s educational programming to ensure our efforts best addressed the compliance risks pertinent to each month. I also included an annual review of compliance policies and procedures. Too many times we create valuable policies and procedures only to find ourselves getting away from following them or wasting time recreating the wheel because we do not revisit them on a regular basis.

Beyond lessening the risk of slippage, calendaring has increased my ability to delegate (expectations are known well in advance), saved me time (because I can more efficiently delegate), and most importantly has allowed for more effective succession planning. College athletics is a transient field. Departing colleagues take with them priceless institutional knowledge. New colleagues have the challenge of learning a new system, a new institution. Both situations open the door to compliance risks that can be addressed by strategic calendaring. When coupled with your compliance policies and procedures, calendaring safeguards against things getting lost in the shuffle when a team member departs and allows you to quickly train-up your newest associates.

Given that many of us in Division II share the same issues, NAAC will be hosting a Division II breakout session at Convention focusing on the concept of calendaring where several colleagues will share their strategies for effectively managing compliance risk. I hope many of you can join us in Orlando.

*Katie McGann is the associate athletics director-compliance and student services at UC San Diego.*



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## NAADD | CORNER

Successful fundraisers are highly skilled at building strong relationships. It is the relationships we build that rise above wins and losses, that transcend the per seat donation, that make the biggest impact on our institutions, and that are the most meaningful in our careers. Building strong relationships with our donors, sustaining those relationships and guiding them to make their next gift, all do not come without a high level of basic customer service! The relationships we build are sustained and grown through providing quality customer service.



Sarah Baumgartner



The common thread of advice that I have taken from three mentors in my career (Mike Alden, athletics director at Missouri, Whit Babcock, athletics director at Cincinnati and Doug Gillin, deputy athletics director at Missouri) is that fundraising always requires a high level of customer service. We are in the relationship business and each of our portfolios requires attention to the fundraising process ... prospect identification, stewardship, cultivation and solicitation. Outside of those basic fundamentals of fundraising, we must remember to stay focused on servicing our donors at a high level.

**The three customer service principles I focus on (and can always improve in) are:**

1. **Transparency:** the best policy is being honest with the donor. My natural tendency is to say “yes” to our best donors requests and at times the answer is going to inevitably be no. That “no” can be delivered in a myriad of ways, and I always try to be as honest about the situation as I can be without compromising the institution or the relationship. Great customer service does not always mean saying “yes” It’s learning the art of tactfully saying “no” and responding in a timely matter that will continue to develop long-lasting, impactful relationships.

2. **Under-promise, over-deliver:** this is a common slogan we all have heard in our careers, but it is a basic principle, that when followed, can be an incredible building block to the next steps in your relationship with the donor. Never commit to a ticket location, parking pass or request that you cannot guarantee. Set realistic expectations, and when you can deliver, the surprise is a good one for your donor and your relationship.
3. **Communication:** always, always, always do your best to return phone calls and emails within 24 hours of receiving them. This is NOT easy, especially as you continue to move up in your career. It is critical to either return voice messages and emails yourself or delegate to someone else on your team. Let the donor know that you are working on their question or request and as soon as you have an answer you will be back in touch. The donor will perceive your lack of response as a lack of care or engagement in their request. Be transparent and communicate with the donor.

In closing, below are a few good quotes to put up in your office and share with your team. Good daily reminders on how important customer service is to your overall fundraising mission:

*“Your most unhappy customers are your greatest source of learning.”*  
 -Bill Gates

*“Do what you do so well that they will want to see it again and bring their friends.”*  
 -Walt Disney

*“If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.”*  
 -Jeff Bezos, CEO Amazon.com

Sarah Baumgartner is the associate athletics director for development at Missouri.



For nearly 16 years, NCAA Football USA, Inc. has been the voice for college football and its constituents across America. The AFCA, CCA, FBA, NACDA, NCAA and the NFF combined their respective skills and resources to help promote the world of college football to the rest of the world. Through marketing, licensing and youth initiatives, NCAA Football has become a great beacon for the game.



Hunter Nickell

Since its inception in 1997, NCAA Football has provided more than \$100 million in royalties and grants to its constituencies, \$62 million of which has gone to institutions. These funds have helped to build the game from a grassroots level and educate the millions of fans across the country on the different facets of the sport.

A special part of the NCAA Football initiative has been the Youth Clinics. These are put on around the country in conjunction with conferences and 20-plus postseason bowl communities and attract thousands of kids to learn the basics of the game from various collegiate coaches around the nation. To learn more about these clinics, please go to [www.NCAAFootballClinics.com](http://www.NCAAFootballClinics.com) or [www.ncaafotball.com/NCAAYouth/YouthClinics](http://www.ncaafotball.com/NCAAYouth/YouthClinics).

Below, please learn more about the available programs and how easy they are to implement.

### GAMEDAY PUBLICATION

#### **Program Ads:**

Include an NCAA Football sportsmanship ad in your institution's gameday program.

#### **Program Cover:**

Include the red, white and blue NCAA Football pennant logo on the cover of your institution's gameday program.

### GRASSROOTS/COMMUNITY OUTREACH

#### **Take A Kid to the Game:**

Register and participate in one or more 'Take A Kid to The Game' (TAKG) events. The TAKG program provides NCAA member football playing institutions with an opportunity to introduce area youth to its athletics programs, and the college or university itself, while also boosting attendance at football and basketball events. For more information and to register, visit [www.takg.com](http://www.takg.com).

### IN-STADIUM BRANDING

#### **Helmet Decal:**

NCAA Football or conference-specific helmet decals should be worn on the back of the football helmet.

#### **Jersey Patch:**

NCAA Football provides jersey patches to institutions. This season, patches may be worn on the right or left chest, front neck or on the jersey sleeve.

#### **Sideline Crew Caps:**

Sideline caps may be worn throughout the season. Caps are co-branded with a conference-specific pennant and logo.

#### **Sideline Crew Vests:**

Chain crew vests may be worn throughout the season. Vests are co-branded with a conference-specific pennant and logo.

#### **Signage:**

NCAA Football will provide NCAA Football logo banners and signage to institutions. Examples may include score board, vinyl application or field stencils.

#### **Video Boards:**

NCAA Football has partnered with Big Screen Network to provide up to four free NCAA Football branded video board graphics.

### MEDIA

#### **NCAAFootball.com:**

NCAA Football is always looking for great content to populate its website. Throughout the season, email us your team stories, photos and/or videos to [content@ncaafotball.com](mailto:content@ncaafotball.com) and we will happily feature it on NCAAFootball.com and promote it via Twitter and Facebook. And, please feature the NCAA Football pennant and link to our website for complementary news and information relevant to your football program.

#### **NCAA Football Magazine Insider:**

Contribute articles and photos highlighting your institution's top football student-athletes, marketing campaigns and any other newsworthy notes and briefs.

#### **NCAA Football Radio Insider:**

Air NCAA Football's weekly radio show on your flagship or network station, or link to the Radio Insider podcast available on NCAAFootball.com and iTunes.

#### **Public Service Announcements:**

Air NCAA Football conference-specific sportsmanship PSAs on in-stadium video boards, game broadcasts and/or on your athletics website.

#### **Social Media:**

Follow NCAA Football's Official Twitter handle @NCAAFootball and include our handle on any relevant football lists that may be featured on your athletics programs' Twitter profile. Retweet and include us in your posts when applicable and we will do the same. NCAA Football would like to follow all official athletics programs and conferences on Twitter. Please let us know if we are not following you and we will correct that. Become a fan of NCAA Football's Youth Initiative on Facebook. We encourage you to post youth-football related stories to our Facebook page and share photos as well.

When marketing administrators implement any of the above mentioned programs, they are qualified for the Gameday Premium Program, which rewards administrators with complimentary premium and giveaway items.

To learn more about NCAA Football's marketing and promotional opportunities, and the Gameday Premium Program, please visit our Marketing Resource Center at [NCAAFootball.com/Marketing](http://NCAAFootball.com/Marketing).

Hunter Nickell is the senior vice president for NCAA Football for IMG College.



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## NATYCAA | CORNER

As our normal yearly cycle always goes, this time of the late spring finds us athletics administrators wrapping up another year of activity and wonderful relationships with students, coaches, staffs and our respective communities. Conference, regional and national champions will have been crowned and many teams and individuals will have been recognized for all their hard work and dedication to their goals set back in August. This month's NATYCAA Corner piece will focus on recognizing just a few of those accomplishments along with some of our NATYCAA award winners for the year. Additionally, I will share information about the upcoming NATYCAA/NACDA Convention coming this month, in Orlando, Fla.



Jim Forkum



I want to offer heartfelt congratulations to our 2013 L. William Miller Award winner **Carl Heinrich** of Johnson County Community College. Heinrich, a past president of NATYCAA, is a dedicated athletics administrator who has consistently demonstrated the highest level of professionalism and continues to advocate on behalf of two-year college athletics with great energy and commitment. Also we recognize our two Hall of Fame inductees **Mary Mahan**, presented by Ron Warnock and John Jackson; and **Jack Martin**, presented by Ron Case. We are extremely proud of both Mahan and Martin and are privileged to have them still associated with NATYCAA through our Connections Retired Group. Finally, we will be recognizing our male and female Scholar-Athlete Award winners for 2013. They are Matthew Whitlatch, Paradise Valley CC (3.73 GPA) nominated by Greg Silcox; and Kristina Morgan, Gloucester County CC (3.89 GPA) nominated by Ron Case. Congratulations to all these deserving programs and individuals that have worked so hard to achieve the highest level of excellence!

The race for the prestigious NATYCAA Cup crown and the newly established Learfield Sports Directors' Cup title is heating up significantly. With results now available, listed below are the point totals through the end of the winter sports schedule for the top 10 teams in each division; States Association Division, NJCAA Scholarship Division, NJCAA Non-Scholarship Division and the Learfield Sports Directors' Cup. The top three finishers in each division will be recognized in Orlando at our annual Awards Luncheon. Our thanks go out to **Ron Case** for maintaining these standings and for organizing the presentation of all four awards at the luncheon.

Our theme for this year's Convention is "Keeping Pace with the Changing Landscape of Intercollegiate Athletics." Please visit the Convention page on the NACDA website for a full list of presentations and activities.

You will see, the agenda is shaping up to be our best one yet. I want to personally thank **Jack Sullivan**, 1st vice president and this year's chair of the Convention planning committee for a wonderful effort in pulling this schedule together.

### States Association Division

1. Mt. San Antonio	129
2. Fresno City	110.5
3. Cerritos	109
4. American River	102.5
5. Sierra	83.5
T6. Orange Coast	78.5
T6. San Francisco	78.5
8. Golden West	76.5
9. Santa Rosa	76
10. San Joaquin Delta	66

### NJCAA Scholarship Division

1. Iowa Central	156
2. Monroe	101
3. Iowa Western	96
4. Darton	80.5
5. Central Arizona	72.5
6. Mesa	66.5
7. Louisburg	63.5
8. South Plains	63
9. Erie	61
10. Hutchinson	55.5

As this is my last NATYCAA Corner article, I am taking this opportunity to thank all of our Officers and Executive Committee for the wonderful support this year. Without their efforts, passion and commitment our organization would not be where it is today, continuing the great tradition of leadership in providing our membership with the best professional development opportunities possible. I want to give special thanks to my first vice president Sullivan, for not only a great job on the Convention, but for giving me the best support possible. Thanks Jack!

### NJCAA Non-Scholarship Division

1. Suffolk	105.5
2. Ocean County	98.5
3. Mohawk Valley	96
T4. Gloucester	92
T4. Herkimer	92
6. Rock Valley	70
7. Howard	55
8. Harper	54
9. Hudson Valley	52
10. Fashion Institute of Tech	50

### Learfield Sports Directors' Cup

1. Iowa Central	156
2. Mt. San Antonio	129
3. Fresno City	110.5
4. Cerritos	109
5. Suffolk	105.5
6. Monroe	101
7. Ocean County	98.5
T8. Iowa Western	96
T8. Mohawk Valley	96
T10. Gloucester	92
T10. Herkimer	92

It has been both an honor and a privilege to serve this past year as your President. I can only hope that more NATYCAA members will feel a commitment to serve our organization by taking a leadership role as an officer or district representative. I can assure anyone willing to consider the possibility; it will be a transformational experience and one you will never regret or forget. As I conclude my last NATYCAA Corner article I leave you with these words from one of my favorite coaches, Tom Landry, "Leadership is a matter of having people look at you and gain confidence, seeing how you react. If you're in control, they're in control. As I begin the transition into retirement from our profession, I leave having full confidence in all of you that our future is indeed bright, secure and you are all in control!"

Jim Forkum is the director of athletics at Santa Rosa College and the 2012-13 NATYCAA President.

**FROM THE BUCKEYES TO THE BRONX**

A man of many hats, NACDA Hall of Famer Rick Bay takes us inside his early career as a collegiate athletics administrator. His book *From the Buckeyes to the Bronx* takes us through his experiences at the University of Oregon and Ohio State as an athletics director, to his uneasy 100 days as the COO of the New York Yankees.



Rick Bay, a former Michigan Wolverine wrestler himself, began his collegiate career as the head coach of the Wolverines wrestling program, after years in the service with the United States Marines. Bay found success on the mat both as a coach and a grappler, leading his teams to two undefeated seasons and one Big Ten title in his four year tenure. The book introduces us to Bay at a crucial point in his professional career. Bay, coming off of a National Coach of the Year award in 1974, decides to pursue a career away from coaching and takes a position in Michigan's Alumni Association, where he would stay for seven years.

Bay ultimately decides to pursue a career in intercollegiate athletics administration. After, his experiences with the alumni association and work on the United States Olympic Committee as a representative for USA Wrestling, Bay applies for the vacant athletics director position at the University of Oregon. With no previous college athletics administration responsibility, but a strong network behind him, Bay is able to secure the position. During the process he tells a great story how Michigan's legendary football coach Bo Schembechler when called upon to provide a character reference for Bay simply told the committee "I just told them you weren't an asshole." It's little stories like this that Bay shares with us throughout the book that really gives a sense of candidness.

Bay provides the readers an inside look into life as the athletics director at Oregon, faced with not only financial troubles, but a struggle for power with a long-time retired track coach and co-founder of Nike, Bill Bowerman. The way Bay details his experiences and interactions with powerful coaches is particularly helpful to any college administrator.

Continually throughout the book Bay discusses teachable lessons. An example involving one of Oregon's most ardent supporters, Phil Knight, Bay takes us through his approach of standing by his decisions, while also explaining the rationale for why he had to declare the athletes ineligible. Even though Knight disagreed with the decision, it was important for Bay to show how his calmness in the face of adversity was the best approach.

In May 1984, Bay became the athletics director at Ohio State University. The book details Bay's tenure at Ohio State, which is the main source of content for the book. Bay has more financial stability at the helm of the Ohio State program, but is also thrust into a more high-pressured position, where a 9-3 season in football isn't necessarily a good thing.

In one chapter, Bay provides an in-depth look at the process in hiring the men's basketball coach, Gary Williams. Bay provides any sport administrator that is involved in the hiring process a look into his own

process of hiring. He even tells a story where he traveled to Boston College to see Williams in action on the court to help with his decision making process. He didn't even meet with Williams on this visit.

Later on, Bay walks the reader through perhaps the most challenging time in his career, resigning as Ohio State's AD. After having to declare All-American wide receiver Cris Carter ineligible due to Carter signing with an agent, a decision which already angered benefactors, Bay was at differences with the university president. Bay wanted to retain head coach Earle Bruce, even though it was a disappointing season. Coach Bruce had led the Buckeyes to much success during his tenure and Bay felt he deserved another year. The President, along with the Board of Trustees felt otherwise, and the Monday before the big rivalry game vs. Michigan, they went against Bay's recommendation and fired Bruce. Bay wouldn't immediately resign his post as athletics director, feeling that he lost all of his credibility and didn't agree with the notion that Ohio State should be a "factory football" institution. Bay sheds light on this very tough decision and time in his career, a helpful scenario for anyone to learn from.

One of the most entertaining sections of the book are the tales of Bay's "100 days" as New York Yankee's Chief Operating Officer. George Steinbrenner, a man with ties to Ohio State, was very impressed by the principled Bay, and after a short interview process, he hired Bay. As Bay explains in the book, he was initially told by Steinbrenner that he would have full control in his newly appointed position, but little did he know that Steinbrenner always had his hands on everything. This section of the book is a much lighter side to Bay's story, he illustrates to the reader one humorous sequence where both Bay and Steinbrenner worked elbow to elbow at Steinbrenner's five foot desk. Bay would only stay with the Yankees for 100 days, but this section on his time with the Yankees provides some great insight on the personality and business practices of Steinbrenner, a man who was able to turn a \$10 million purchase into a \$3 billion empire.

It would be hard pressed if one of the key and most influential figures in Bay's life, his wife Denise, was not discussed. Tragically, Denise was involved in a car collision and lost her life in 2007. The examples and stories Bay uses to illustrate his honest and communicative relationship with his wife are key. Not only the support that Denise provided her husband, but also the support he provided for his wife is a shining example of how couples can be happy and successful at the same time and provides a sense of work-life balance.

*From the Buckeyes to the Bronx*, is a great story, that provides great detail and an inside look into life as a Division I athletics director. Bay shows us the power of networking, the importance of principle and the implementation of strategy that he used during his different tenures in athletics. Most importantly, Bay shows the reader that when you love something and feel passionate about it, it becomes easier to find success within it.

Review By: [Kevin Collins, NACDA Intern](#)



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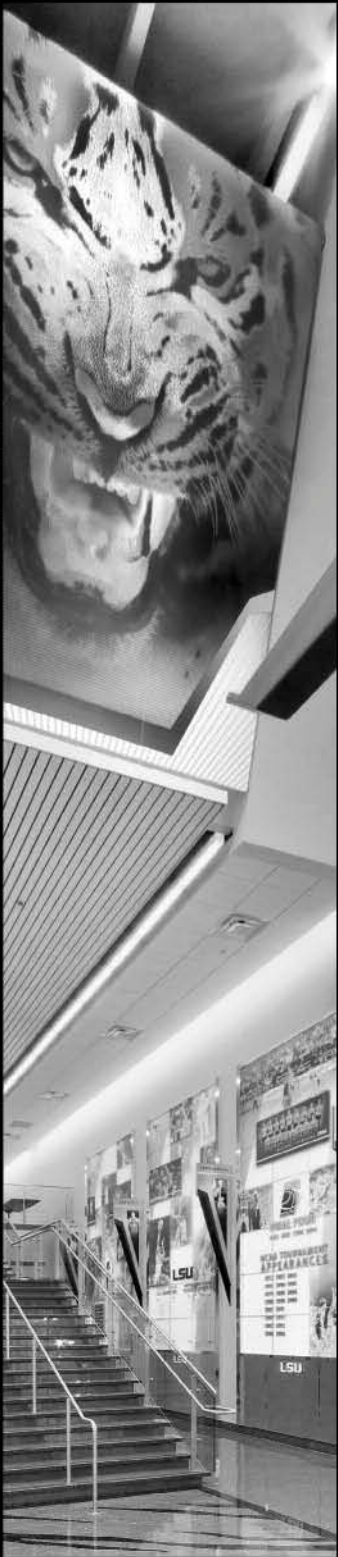
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