

A Winning Formula

Exploring the effective implementation of an intercollegiate athletics program. Session topics will include ways athletics can assist in achieving your college's overall mission with special emphasis on integration in the areas of:

- Admissions
- Retention
- Academics
- Student Development
- Marketing
- Alumni Relations
- Finance

Benefits and challenges to implementation will also be discussed. This session is intended to be interactive in nature and will also include input from attendees on their experiences with the athletics implementation process at their respective institutions.

Why Students Choose Your College?

- ✓ Degree programs offered – vocational considerations
- ✓ Size – small, large
- ✓ Cost – affordable
- ✓ Graduation/Placement rates
- ✓ Entrance requirements
- ✓ Financial Aid offering – discount rate, federal, state, GI Bill,
- ✓ Mission – public, private
- ✓ Reputation – prestige
- ✓ Safety concerns – campus crime statistics
- ✓ Diversity – racial and socially diverse
- ✓ Location – rural, city, mountains, plains, north, south, lakes, ocean
- ✓ Extracurricular opportunities/student organizations – clubs, student government, theatre, music, ATHLETICS

Whatever the reason for attending, the enrolled student has chosen YOU to be the place

they call their college “home”!

Perceptions of Athletics

- ✓ Aren't we an institution of higher learning?
- ✓ Athletics cost too much to administer
- ✓ Athletes choose to enroll for the wrong reasons
- ✓ Athletes don't embrace the campus culture
- ✓ Athletes miss too much class time
- ✓ Athletics give negative press to our institution
- ✓ Athletics cause institutions to stray from their mission
- ✓ Athletes are poor representatives of our institution
- ✓ Athletes get preferential treatment during the application process
- ✓ Athletics drain our support services staff time
- ✓ Athletes are our worst performers in the classroom
- ✓ Athletics is a drain on our budget and doesn't pay for itself

Realities

- ✓ Athletics can provide energy to campus culture
- ✓ Athletics can be a bridge to connecting with Alumni, outside community/constituents
- ✓ Athletics provide an opportunity for upward mobility - jobs
- ✓ Athletics provide sources of additional revenue (merchandise, sponsorship)
- ✓ Athletics open avenues for additional exposure for your institution (print, media)
- ✓ Athletics can unify small communities
- ✓ Athletics open up access to support systems (conference, national affiliation)
- ✓ Athletics provide regional and national recognition for athletes (All American, Academic honors)
- ✓ Athletics are a great tool in building enrollment and filling beds

Admissions

- ✓ Athletics are a friend of the Admissions Office. A valuable tool to increasing applicant pool and reaching enrollment goals.
- ✓ Communication between Admissions and Athletic departments is essential in enrollment success! Specific person in Admissions working with Athletics?
- ✓ How athletic applicants get plugged into your Admissions communication plan/recruitment strategy is very important.
- ✓ Athletics will provide more applications which allows you to be more selective in who you accept.
- ✓ Athletics provide additional “boots on the ground” in form of recruiters
- ✓ Athletics provide additional channels to sharing the message of your college
- ✓ Athletics expand your pipeline of potential recruitment sources
- ✓ Athletics keep you “in the game” with some recruits that are looking for colleges with an Athletics program

Finances

- ✓ Opens up doors to potential funding sources (donors, sponsorships, tuition revenue)
- ✓ Implementing or expanding athletic options can greatly assist overall operating budget
- ✓ How you utilize outside funding can help with institutional scholarship awarding practices (First dollar in)
- ✓ Scholarships (athletic, academic, need based, non need based, ...) are part of a long term approach that crosses multiple campus departments (seeking student, enrolled student, graduated student, alum, donor)
- ✓ Athletics provide an ever expanding network of future students and potential donors with the recruitment of a single student (Chain effect)
- ✓ Athletics provide additional revenue potential that benefits expansion of programs, facilities, services, salaries,

Retention

- ✓ Athletic participation will often bring athletes back to finish their desired program of study
- ✓ Keeping athletes on track towards degree completion benefits retention and ultimately graduation rates
- ✓ Remember, the easiest student to recruit is to retain the ones you have
- ✓ Athletics provide an accountability level that keeps the student focused on the goal of achieving something they perhaps believed was unattainable
- ✓ Retaining and graduating students is a huge sell to potential donors and is also favorably received in adherence to recent Department of Education initiatives

Academics/Student Development

- ✓ Built in accountability system (attendance, grades, conduct)
- ✓ Eligibility requirements keep athletes focused and on track towards their educational goals
- ✓ Athletics provide an opportunity to instill education success through intentional team study times/tutoring program
- ✓ Athletics provide opportunities for campus participation (games, pep fests, community participation)
- ✓ Athletes need to be reminded that extracurricular participation is a privilege, not a right
- ✓ Adhere to a consistent pattern of behavior modification for all students (don't allow athletes to bend the rules)

Marketing/Alumni Relations

- ✓ Fact: Our culture responds to athletics and extracurricular opportunities
- ✓ Lack of an athletic program may be perceived by prospects as an inferior option
- ✓ Athletics assist with defining an institutional identity
- ✓ Engage your athletes with the community through opportunities to serve (schools, sports clinics, serving meals,)
- ✓ Athletics are a great tool to engage Alumni connectedness
- ✓ Athletics open up potential sponsorship channels

Success Stories/Survey Results

NIAC survey
College examples

Considerations

- ✓ Hire the right person to oversee athletics program! **CRITICAL!**
- ✓ Does athletics fit with your mission/vision?
- ✓ Risk/Reward tolerance
- ✓ How many sports to offer/financial considerations – startup or additions?
- ✓ Title IX considerations (federally funded requirement)
- ✓ Have support systems in place!
- ✓ All in! (If doing it, do it right! Faculty, staff, students, etc all on board.)
- ✓ Facilities, staffing, etc.
- ✓ Involve the campus community (Alumni included) in initial implementation or athletic expansion process
- ✓ Will you offer athletic scholarships? How will you treat outside funding as it relates to your institutional awarding process? Will you allow award stacking? (Federal, State,)
- ✓ Conduct a feasibility study of what the demographics of your recruiting base is looking for
- ✓ Implementing a Student Activity fee can help cover some administrative costs

Questions/Discussion

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THANK YOU FOR PARTICIPATING!!!