

# MANAGEMENT STRATEGIES FOR INTERCOLLEGIATE ATHLETICS: NCAA DIVISION III PROGRAMS

October 18 - 19, 2010

Atlanta, GA



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## OVERVIEW

Intercollegiate athletic programs are an important, yet increasingly complex component of higher education. That's why Academic Impressions, in partnership with Alden & Associates, Inc., has created a program that looks holistically at all aspects of managing an athletics program. The aim of this event is to help you maximize the "return" of your athletic program by ensuring its structure is sound—from a financial, student development, and educational perspective—and that it aligns and supports your mission.

This conference is specifically designed to help administrators at NCAA Division III institutions, especially those new to their positions, gain a better understanding of how an athletic program fits into the university mission and goals. You'll leave this event better prepared to effectively manage your athletic program in ways that increase its impact and reduce the potential for pitfalls.

## WHO SHOULD ATTEND

This conference is designed specifically for presidents, chief student affairs officers, chief academic officers, (and respective executive assistants), and others who directly oversee a Division III NCAA athletics program on their campus. In addition, senior campus administrators who may at some point in the future supervise an intercollegiate athletics program will benefit from this important seminar.

## PROGRAM AGENDA

MONDAY, OCTOBER 18, 2010

- 8:00—9:00 a.m. **Continental Breakfast (included in registration)**
- 9:00—9:15 a.m. **Introductions and Welcome**
- 9:15—10:15 a.m. **The Importance of Athletics for your Campus**  
*In this session, you will learn how a Division III intercollegiate athletics program can and should benefit your mission and goals. Faculty will discuss the various ways an athletics program can create a return on investment by complementing or enhancing your college or university's mission.*
- 10:15—10:30 a.m. **Break**
- 10:30—11:30 a.m. **Academic and Student Welfare**  
*Because of game-day and practice schedule constraints, student-athletes often need different services and support. Our faculty will present ideas for how you can support student-athletes academically, socially, physically, and emotionally. You'll hear about programs that are working at other schools and consider how your campus can and should pro-actively work with the intercollegiate athletics program to help connect student-athletes to other campus departments and resources.*
- 11:30 a.m.—12:30 p.m. **Governance of the Program**  
*Who should the athletic director report to? What kinds of personnel issues do administrators deal with most often? These questions and more will be addressed as our faculty lead a discussion around the pros and cons of different reporting structures for the athletics program staff members.*
- 12:30—1:45 p.m. **Lunch (included in registration)**
- 1:45—3:00 p.m. **Fiscal Principles and Practices**  
*In this session, our faculty will present a variety of budget structures used at institutions. You'll receive practical advice on avoiding the pitfalls related to athletic department money management. Of particular relevance in these economically challenging times, you will also hear how to derive the maximum utility out of minimal resources.*

**Gain a better understanding of how an athletic program fits into the university mission and goals.**

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## CONFERENCE AGENDA

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MONDAY, OCTOBER 18, 2010 (CONTINUED)

3:00—3:15 p.m.

**Break**

3:15—4:30 p.m.

**External Revenue**

*Funding is an ever increasing need in every aspect of an institution's operation. Faculty in this session will describe ways you can increase funding for your program and what your role can/should be in the fundraising process. Advice for working with the development office, recruiting and utilizing funders, marketing your athletics program, and stewarding former alumni athletes will be discussed.*

4:30—5:30 p.m.

**NCAA Compliance: Managing Risks in Compliance & Eligibility**

*This session will deliver the critical information you need to know to stay compliant with NCAA regulations and give you advice on how to approach your relationship with the NCAA, as well as reporting. You will also learn how you and your colleagues can proactively address compliance rather than respond when an incident occurs.*

5:30—6:30 p.m.

**Networking Reception (included in registration)**

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TUESDAY, OCTOBER 19, 2010

7:30—8:00 a.m.

**Continental Breakfast (included in registration)**

8:00—9:00 a.m.

**Admissions Strategies and Financial Aid**

*Having an admissions office with open communication lines with your athletics department is one key to success. In this session, you will learn how to create these lines of communication. You will also learn about specific NCAA Division III regulations relating to financial aid.*

9:00—10:00 a.m.

**Title IX and Equity Concerns**

*In this session, you will hear about steps you can take in order to review Title IX compliance and gender equity on your campus, including what information to seek and where. Faculty will also describe the three-prong test and provide examples of passes and failures. You will have a chance to ask questions pertaining to your own institution's specific context.*

10:00—10:15 a.m.

**Break**

10:15—11:45 a.m.

**Maintaining Competitiveness**

*It is important for any athletics program to maintain competitiveness. Learn how to keep up to speed on what your competitors are doing, and how your program compares from a financial perspective. Faculty will lead discussion on the importance of keeping your facilities competitive without getting caught up in the "arms race".*

11:45 a.m.—12:00 p.m. **Conclusion**

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## INSTRUCTORS

Academic Impressions is pleased to partner with Alden & Associates, Inc., a leading consulting and retained executive search firm specializing in intercollegiate athletics, to present this comprehensive conference tackling the key issues and successful management strategies related to college and university athletics programs. Alden & Associates, Inc. focuses on executive search, with primary specializations in athletics personnel, and provides a wide range of intercollegiate athletics-related consulting services, such as feasibility studies, strategic plans, Title IX reviews, compliance reviews, personnel and organizational chart reviews, and program reviews.



### **Betsy Alden, PhD, President**

Betsy has served as the director of athletics of several intercollegiate athletics programs, including the College of Notre Dame of Maryland, Webster University, San Francisco State University, and Ithaca College. Her experiences in these positions have provided her with the unique ability to work with institutions seeking change. Betsy has served as the president of the National Association of Collegiate Women Athletic Administrators (NACWAA) and is currently on the Executive Committee of the National Consortium for Academics and Sports (NCAS). She serves on the Board of Advisors for the College Athletics & the Law publication, and has taught

the graduate-level college athletics in the Department of Sports Management at the University of Massachusetts Amherst, as well as having made presentations at the NCAA Title IX Seminars, the NACWAA Institute for Athletics Executives, the NCAA Leadership Institute for Minority Males and the NACWAA/HERS Program.



### **Jeffrey Orleans, Special Advisor to the Council of Ivy Group Presidents**

Jeff served as executive director of the Council of Ivy Group Presidents and commissioner of the Ivy League from 1984 to 2009, following nine years as a special assistant to University of North Carolina President William Friday and four years as a federal civil rights attorney, during which time he helped write the original regulation for Title IX of the Education Amendments of 1972. He has been active for many years in governance of the NCAA and in the Collegiate Commissioners Association, as well as in the National Association of College and University Attorneys, which named him a fellow in 1999. Jeff's current projects include work

on financing college athletics with the Knight Foundation Commission on Intercollegiate Athletics, with the NCAA in making college athletics more environmentally sustainable, in strategic planning and gender equity with selected NCAA conferences, and as a member of the Robert Wood Johnson Foundation Expert Panel on Student Risky Drinking. He speaks and writes frequently about athletic and other issues in higher education and is a past editor of the Journal of College and University Law.



### **Andrea "Andi" Seger, Senior Associate**

As a long-time athletics administrator in NCAA Division I, Andi focuses on feasibility studies, Title IX reviews, compliance reviews, and strategic planning. Andi had a 27-year career at Ball State University, as an assistant professor, assistant athletics trainer, and, in 1983, Andi was named Ball State's director of intercollegiate athletics for women under the school's split department system. In 1995, after a 12-year tenure heading the women's athletics program, the University combined its men's and women's programs and selected Andi as the first-ever director of intercollegiate athletics for its newly combined program. She served for eight years on the

NCAA Committee on Athletic Certification and four years on the NCAA Division I Management Council and served as Interim Executive Director for NACWAA (National Association of Collegiate Women Athletic Administrators from January through March of 2010).



### **Philip Goldstein, Associate**

Phil Goldstein's area of expertise is fiscal and operational integrity in intercollegiate athletics, having served as a staff member at five NCAA Division I institutions over his 29-year career. His specialties are budget management, long term financial planning and internal controls. His work has eliminated deficits, kept the budgets balanced and rectified audit issues at every institution at which he has worked. Most recently he served as special assistant to the president for intercollegiate athletics at the University of Northern Colorado, which employed him to advise senior administration

on financial issues related to their transition to Division I. Prior to UNC, Phil worked at Colorado State University, Eastern Michigan University, Bowling Green State University, and West Virginia University.

## HOTEL RESERVATIONS

The conference will be held at:  
Sheraton Atlanta Downtown  
165 Courtland Street  
Atlanta, GA 30303

To reserve your room, call 404-659-6500. Please indicate that you are with the Academic Impressions group to receive the room rate of \$169 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of October 17 – 21, 2010. Reservations must be made by September 29, 2010. There are a limited number of rooms available at the conference rate. Please make your reservations early.



Conveniently located in Atlanta's downtown corridor, the Sheraton Atlanta is within walking distance of shopping at Peachtree Center and attractions such as Hard Rock Cafe, the Georgia World Congress Center, and the Georgia Dome. Also within walking distance of the hotel, you'll find Underground Atlanta, a multi-level mall below ground that features boutiques, eateries, and seasonal entertainment. Dining options include martinis on the poolside terrace at Fandangos, leisurely breakfasts at Collage, and convenient sandwiches at the hotel deli.

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Attend as a team – remember, if you register as a group, every 4th registrant is free.  
Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

**Register online at [www.academicimpressions.com](http://www.academicimpressions.com)**

## REGISTRATION FEES

Your registration fee includes: full access to all conference sessions and materials, access to the networking reception on Wednesday, breakfast and lunch on Thursday, and breakfast on Friday, as well as refreshments and snacks throughout the conference.

Postmarked on or before October 1, 2010

Management Strategies for Intercollegiate Athletics: NCAA Division III Programs \_\_\_\_\_ \$995 USD  
(For registrations postmarked after October 1, 2010, an additional \$100 fee per registrant applies)

Check here if you have any dietary or accessibility needs. Please list any needs in the space below and we will do our best to accommodate you.

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.) \_\_\_\_\_

## CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name \_\_\_\_\_ Name Preferred for Badge \_\_\_\_\_

Job Title \_\_\_\_\_ Institution/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

(For registration confirmations and pre-conference communication. FOR ADDITIONAL REGISTRANTS PLEASE COMPLETE ADDITIONAL FORMS.)

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Additional Contact Name \_\_\_\_\_ Additional Contact Phone \_\_\_\_\_

Additional Contact Title \_\_\_\_\_ Additional Contact Email \_\_\_\_\_

Emergency Contact Name \_\_\_\_\_ Emergency Contact Phone \_\_\_\_\_

(In case of emergency, we will contact this person on your behalf)

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## PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

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Please charge my credit card: (Visa, MC, AmEx)

Name on Card \_\_\_\_\_

Account Number \_\_\_\_\_

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Billing Zip Code/Postal Code \_\_\_\_\_

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4 digits on front of AmEx) \_\_\_\_\_

### CHECK/INVOICE

My check is included and covers \_\_\_\_\_ registration(s)  
Check # \_\_\_\_\_

Please invoice me  
Purchase Order # \_\_\_\_\_  
(PO# not required to receive invoice)

## REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by July 23, 2010. A \$100 processing fee will be assessed. After July 23, 2010 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, web conferences, audio proceedings, or web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.