

## **NCAA/NACWAA Institute for Administrative Advancement Session Topics and Outcomes**

### **1. Networking 101**

- Learn how to build both formal and informal relationships with colleagues on campus, within the profession and outside of athletics.
- Understand the importance of nurturing and maintaining relationships (acknowledging support, maintaining contact, etc.). Networking is an ongoing process.
- Building relationships is crucial to success in the field.

### **2. History of Women's Athletics**

- Develop an understanding of the history of Pre-AIAW, AIAW and NCAA for women's sports and how that history impacts athletics today.
- Understand how the landscape of intercollegiate athletics has changed over the years for both women's and men's sports.

### **3. Title IX and Gender Equity**

- Understand the basics of Title IX, what it is, where it applies and how to achieve compliance.
- Gain a familiarity with Title IX resources.
- Develop a philosophical understanding of gender equity as it applies to sport and learn strategies to enhance opportunities for female athletes and administrators.

### **4. NCAA Governance and Infrastructure**

- Understand the decision making structure of the NCAA. Discuss differences among the divisional structures.
- Learn about the different NCAA committees and how to get involved. Focus on how involvement can advance careers.
- General overview of the NCAA legislative process and how to make an impact.

### **5. Communication Strategies**

- Learn the different communication styles and how to effectively manage people that utilize them.
- Develop an understanding of how to communicate with different constituent groups. Are you asking for money/support/buy-in/help?

### **6. Generational Differences**

- Understand the differences in generational approaches to communication, leadership strategies, etc.
- Learn how to effectively work with people from each of the different generations that you may encounter in the work place.

### **7. Bridging the Gap: Coaches/Administrators Panel (with WCA)**

- Learn the expectations that administrators have when working with coaches and vice versa.
- Understand the life of a coach---work schedule, recruitment, in-season and out of season player development.

- Mentor coaches on student-athlete issues (i.e. discipline, family or personal issues, etc.)

## **8. Diversity**

- Explore different areas of diversity.
- Values and benefits of a diverse community. How to create a welcoming environment/culture on your campus.
- Learn how to create systems and processes that are supportive of minority groups.

## **9. Hiring Practices/Marketable Candidate**

- Understand the typical institutional hiring practices (selection committee, search firm, etc.).
- Learn how to present yourself as a candidate for a job. Understanding the role of transferable skills and how to present yourself as a qualified candidate.
- Understand the importance of professional etiquette---presentation, attire, thank you notes, etc.
- Understand what institutions are looking for in a mid-level manager.

## **10. The Perfect Resume**

- Learn how to take your past experiences and put them into a clear, concise, truthful resume that is visually appealing and includes references.
- Understand the importance and structure of the cover letter, and of editing and receiving feedback on a resume and cover letter.
- Learn how to tailor resumes and cover letters for specific positions.

## **11. Job Interview Skills**

- Understand the steps taken to prepare for the interview.
- Learn how to create a "30 second elevator" speech and how to discuss your strengths.
- Practice effective interview skills.
- Learn what types of questions will be asked and what types of answers interviewers will be looking for.
- Prepare a list of questions that are appropriate to ask the interviewers.

## **12. Handling Bumps in the Road**

- Learn skills that will build self-confidence, and understand the importance of asking for help.
- Find places to ask for support/information and how to effectively build alliances within and outside the profession.
- Learn change management skills and how to lead through changes.

## **13. What are AD's Looking For?**

- Each position and leader has different expectations of staff. Learn what those expectations are and how to best meet them.
- Learn how to be solution oriented and be a problem solver.
- Find ways to make staff members and particularly your boss's job easier. Ways that you can be an asset to your department/office.

#### **14. How the Athletic Department Fits into the University Structure?**

- Learn how a variety of structures function: differences between Divisions I, II, III, public/private, etc.
- Explore ways to engage athletics in campus affairs---committees, women's groups, social events, etc.
- Understand that building bridges with other groups on campuses helps build strategic alliances and improve image of athletics and provide support to student-athletes.

#### **15. Budget and Finance**

- Understand both department-wide budgeting and individual sport and area budgeting.
- Explore basic budgeting principles/terminology and understand multiple models of budgeting (zero base, percentage, ROI, etc.).
- Ability to understand and use budget reports.

#### **16. Event Management/Sport Supervision**

- Learn how to plan and execute events with limited risk and liability.
- Learn how to develop an event plan and work with coaches/other groups on campus/constituent groups to execute a best-in-class event.
- Explore ways to assist coaches in developing the entire student-athlete. Understand that there are different ways to measure success per departmental policies (e.g. wins/loses, student-athlete satisfaction, academic performance).

#### **17. Fundraising**

- Learn the talking points of your program and how to sell the program. Practice your ask before you do it.
- Understand that the process of fundraising starts with "Friendraising" and relationship building.
- Gain insight on various methods of cultivating and stewardship of sponsors and donors.
- Overview of fund-raising and development strategies.

#### **18. Negotiating Your Contract**

- Understand that salary is not the only negotiating component of a contract. Other components include: special benefits, incentive clauses, equity adjustments, etc.
- Explore ways that contracts differ based on position. How do at-will employees fit into the contract system?
- Gain the confidence needed to be your own advocate during negotiation.
- Develop an understanding of the market before entering the negotiation process.

#### **19. Positioning Yourself for Advancement**

- Discuss ways to get involved in small projects within your department, on the campus, or in the community that can expand your network and experiences to prepare you for the next step.
- Understand the importance of producing results and performing assigned job tasks to the best of your abilities.
- Learn how to ask for opportunities to broaden your understanding of business and processes within the department.

- Gain an understanding of how to cultivate and develop professional relationships that will put you in a position to advance.

## **20. Takeaways/Mission Statement**

- Reflect/review the week and prioritize what is most important to work on in the future.
- Develop plans to implement specific, meaningful actions: immediate (two weeks); short-term (one month – six weeks); longer-term (three months - six months).
- Assign "accountability partners" to check in with each other and ensure that they both remain committed to their actions.