Case Study: New Sport Launch and Active Search (Marquette)

Marquette University expanded its athletics program to include men's and women's lacrosse. This move included challenges that are commonly associated with starting a sports program from scratch. Because Marquette uses *Win AD*, the process of selecting quality coaches and creating fair-market compensation packages was simple and efficient, setting the program up for long term success. With *Win AD*, Marquette moved from management by anecdotes to analytics.

Win AD has helped Marquette:

› Improve the quality of coaches hired

› Save thousands of dollars on Guarantee games

› Save time, make staff more efficient

› Improve decision making in Athletics

"*We have achieved 100% ROI and only used 20% of the data.*"

Win AD is unparalleled during active search

Save Time on Research, Improve Decision Making

› Spend time on data analysis instead of data collection

› Eliminate reliance on stale information

› Gain complete market transparency

"Before *Win AD*, we chased our tail to get data that was anecdotal and typically limited to our conference. The timeliness and accuracy of *Win AD* is critical."

"*Win AD* has made us a more efficient, thoughtful and fiscally responsible department."

Target the Right Candidates

› Search all of D-I in seconds and focus on attainable candidates

› Search for minority or gender- specific candidates

› One stop shopping for performance and compensation data

"When we launched our Lacross program, *Win AD* was enormously valuable. It helped us hire the highest quality coaches and properly fund the program. Even though we were new to the Lacrosse market, *Win AD* helped us set the program up for long term success."

Optimize Contract Negotiations

› Use *Win AD* in real time during negotiations

› Remove guesswork from compensation analysis

› Make confident decisions based on reliable information

"I was literally logged in to *Win AD* while I was on the phone with coaching candidates discussing salary. *Win AD* allows you to access current, accurate data for use in real time."

Operational Benefits of *Win AD*

Save Thousands on Guarantee Games

› Take guesswork out of negotiations

› Gain competitive advantage

› Pay for your investment with one game

"The Guarantee Games database takes a fuzzy process and makes it analytical – that's how you save money."

"We saved between $5,000 - $15,000 on three home basketball games and sped up the negotiating process."

Streamline Research and Evaluation

› **42,000+** coaches and support staff

› **30,000+** guarantee games

› **11,000+** administrators

"Before *Win AD*, I was only tapping into 2% of the data I really needed. The most surprising thing about *Win AD* is how much information it offers. It's scary how much information I can access."

Winthrop Intelligence is an Ally

› We only partner with ADs; no coaches, agents or search firms

› We ensure client confidentiality

"Winthrop Intelligence is responsive; they've grown the product as promised. It's a true partnership and absolutely worth the commitment."

Obtain Immediate Benefits

› Reduce staff time spent on research

› Spend time on most meaningful activities

"Before *Win AD*, I spent about one week per year maintaining a spreadsheet of basketball salaries. *Win AD* gives me better, more transparent data than I had before and I have not touched that spreadsheet since we partnered with Winthrop Intelligence."

"*Win AD* puts the information you need at your fingertips. "

Winthrop is grateful to Mike Broeker at Marquette Athletics. He is available to share best practices through *Win AD* with ADs.

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