Case Study: D-II to D-I Conference Move (Abilene Christian)

Win AD provides ADs with the best data to make the best decisions. Reliable data is especially critical when executing a conference move; or in the case of Abilene Christian, when moving from Division-II to Division-I. ACU Athletic Director Jared Mosley sits down to talk about how they leveraged the *Win AD* database to save time during the move, optimize new vendor relationships and significantly increase departmental revenue.

Winthrop Intelligence would like to thank Jared Mosley at Abilene Christian:

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Win AD during a conference move:

"With our transition, we had done a lot of our own homework, but data was difficult to obtain. With *Win AD*, you can easily look at key data by conference and by school, it's been a great resource."

"There are significant differences in the world of D-II and D-I coach's contracts. Looking at contracts to see how our new peers incorporate academic bonuses, how they structure multiyear deals, looking at how schools are utilizing various revenue pools and dollars to create competitive compensation packages. We've been able to easily identify creative ways we can keep our jobs attractive and competitive in the market."

Improving Contracts

"*Win AD* has absolutely helped us create better contract language and templates. We've actually spent a lot of time with our legal staff reviewing contracts in real time. You can't just copy and paste – access to the contracts has been critical for athletics and on campus."

"Accessing thousands of contracts and seeing trends in the marketplace allow me to protect the interests of the institution and easily see the best ways to structure deals to make us more efficient."

"The obvious goal for athletics is to maximize revenue from vendor contracts and retain & incentivize coaches and *Win AD* has helped educate us on how to best accomplish that."

> "*It's a no brainer for any institution because of the measurable return on investment. You're going to save time and increase revenues.*"
>
> - Jared Mosley

Maximizing Guarantee Game Revenue

"Before *Win AD* you went with your gut and took a shot in the dark scheduling games, or you could make phone calls to gather data. With *Win AD* we have solid, irrefutable information."

"For guarantee game scheduling alone there has been a huge financial benefit. We were offered a few guarantee games that we could verify were below market. When we countered using *Win AD* data, the guarantee amount would jump $80,000 - $100,000."

Maximizing Vendor Deals:

"*Win AD* opens up your eyes. It lets you see unique tweaks you can make to maximize the deal for the school and the vendor. It's truly a win / win situation."

"With all vendors, the one thing you're leery of is not getting the best deal. It's also very difficult to get other schools to give you insights into their deals. Accessing actual contracts gives you a much wider and clearer lens to look at an opportunity and best position your program for success."

"In our apparel deal, *Win AD* helped us negotiate better discounts and certainly helped shape the course of the negotiation. We spent a lot of time on *Win AD* to make sure we got the best apparel deal possible."

"As we grow and start to think about deals like multimedia rights, *Win AD* would be the first place I would go to educate myself on that market."

Return On Investment:

"There's no question in my mind that we've paid for our subscription for the next 3-4 years in the first 6 months on guarantee game negotiations alone."

"On our apparel deal, we easily saw an increase of tens of thousands of dollars from the initial offer to where we ended up, thanks to the data we pulled from the database."

"The value of our new pouring agreement was an 80% increase from our old deal, and we stayed with the same company. Without *Win AD* we may have gotten a little bit more, but we wouldn't have gotten an 80% return. You can definitely start to put pencil to paper and come up with numbers that far outweighed my expectations of how valuable it would be."

"There is no doubt that *Win AD* has paid for itself. Without *Win AD,* we would not have generated as much revenue on our guarantee games and vendor contracts."

Time savings:

"It definitely saves time. I get on it multiple times per week as questions come up. I love it because it's so easy to hone in on the data that matters to you. In the past, it would take mass emails and phone calls without a full return on that effort."

"The thing that surprised me is the amount of content that *Win AD* offers. It's definitely surpassed my expectations just on the amount of data, the accuracy and how current the information is. Things can change from year to year so it's critical to have the most up-to-date information."