

# WINTHROP

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## Leveraging *Win AD* to Empower Your Entire Athletic Department (Iowa State University)



There are very few Division-I ADs that understand the value of data and analysis more than Iowa State's Jamie Pollard. *Win AD*'s 'Custom User Permissions' feature allows customized account access for staff and coaches to review only the data they need. In this case study, Jamie sits down to discuss how *Win AD* is empowering his administrative and coaching staffs, why reliable data is more important now than ever before, and how ISU is leveraging *Win AD* to cut costs.

### Why did you implement *Win AD*?

"A coaching search initially triggered my interest in *Win AD*. Specifically, I needed accurate data and I needed it quickly. I saw immense value in a high stakes situation where I could go to one place for the most reliable data."

"Prior to *Win AD*, if you were looking for financial information – budgetary data, guarantees, etc. – you would send emails to peers asking for people to participate in a limited survey. The challenge with that process is that it isn't quick and timely, and the data isn't always relevant."

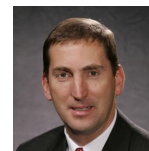
"If you were looking for salary information, apples to apples comparisons were hard to find from peers. Were they including incentives, buyouts, outside income in what you're being told? You just didn't know. Also, as we all know, a lot of what gets reported in the media is inaccurate to begin with, so internet research has inherent limitations and pitfalls."

### Has *Win AD* been impactful beyond the senior staff?

"Absolutely. Being able to get *Win AD* [guarantees only] into the hands of coaches & operations staff who schedule games has been extremely helpful. It arms them with good market data, so you're not in a situation where you pay too much. It's been helpful for our operations folks and saved them a lot of time."

"Leadership is about empowerment. We've now empowered our entire staff with *Win AD*. Previously, we were assigning them a responsibility that they weren't completely equipped to manage because they didn't have good data. It allows them to better understand the overall financial impact of decisions they make. They realize, 'I really can save \$10,000 or \$15,000 here.'"

Winthrop Intelligence would like to thank  
Jamie Pollard at Iowa State University.



**Jamie Pollard**

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*"Once we got *Win AD* in place, I have never thought about the price. It's irrelevant because having access to the contracts is priceless."*

- Jamie Pollard

“ *Win AD* forces all of our administrative and operations staff to step back and think about the money because they have visibility through the data. If they can save \$10,000 three times, that’s \$30,000 that may fund another project that otherwise would not have gotten done.”

### How has *Win AD* impacted relationships with your coaches?

“ It has helped us be creative by finding contract structures that we haven’t considered and also helping us identify and communicate instances where we’re already helping a coach, which supports our retention efforts.”

“ We have a very transparent culture. We’re very open with our coaches. *Win AD* reinforces verbal credibility with factual credibility. We’ve been able to retain some really talented non-revenue coaches because we can show them we really care about them financially and respect them by showing them where they really are. I’ll invite them around to my side of the desk to look at actual contracts. I tell them, ‘don’t waste your time paying your agent for a wonderful salary analysis; I’ll tell you for free because I don’t have anything to hide.’”

“ Many coaches don’t have agents, and I think without market knowledge their mind can wonder about where they are in the market. Honesty and credibility goes a long way towards building equity with coaches and they’re more apt to want to stay with you – we’ve seen that happen.”

### What are your thoughts on the overall value and return on investment?

“ Return on investment has been achieved in part through enhanced credibility which helps us retain coaches, because replacing coaches costs us money. By being proactive, I know I am saving money.”

“ I got to the spot I am because I am frugal. I use the university’s money like it’s my own. Paying for a data service was daunting initially. Once we got it in place, I have never thought about the price. It’s irrelevant because having access to the contracts is priceless.”

“ I have had a couple of examples where I have used *Win AD* to avoid a personnel situation that would have been financially detrimental to the department. The information has helped me avoid succumbing to the pressure of an agent. The coach knows that I am actually looking out for them.”

### What would you tell other ADs who are considering *Win AD*?

“ Absolutely do it. The access to the information is priceless. It empowers you to be able to do your job as effectively and as efficiently as you can.”



TO LEARN MORE ABOUT *WIN AD*

Contact Kevin Cohen at 720-320-9054 or [Kevin.Cohen@WinthropIntelligence.com](mailto:Kevin.Cohen@WinthropIntelligence.com)

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