

THE WINTHROP CLINIC: AD COMPENSATION TRENDS

YEAR IN REVIEW

Powered by Win AD • September 2013

The Winthrop Clinic is a special AD-only series of publications to help administrators utilize Win AD's continually expanding data and updated features. Each edition will provide ADs with turn-key, actionable content on employing innovative ideas and strategies in order to increase revenue and save time by harnessing the power of Win AD. We anticipate publishing future editions of *The Winthrop Clinic* on an annual basis for various industry events with subject matter that is topical and pertinent to the meeting.

In the inaugural edition of *The Winthrop Clinic* we offer an analysis of the past year's market for incoming and outgoing AD's compensation (D-I-A). For the period of August 2012 through August 2013, we review a snapshot sample of 9 new ADs at public institutions in the D-I-A. We summarize these changes in order to present the most current market information for AD compensation. This information from the Win AD database is presented in the hopes of providing ADs with valuable information for negotiating their own compensation and/or in advance of job interviews.

➤ COMPENSATION SUMMARY FOR NEW ADS

For this group of 9 new public school ADs, base compensation rose by 42.6% and contingent compensation increased by 167.5%.¹

SCHOOL	FORMER AD CONTRACT SIGNED	FORMER AD BASE	FORMER AD BONUS	NEW AD BASE ²	NEW AD BONUS
Arkansas State	Nov, 2010	\$182,179	0	\$139,671	0
Clemson	June, 2007	\$357,901	0	\$775,000	\$50,000
Florida State	August, 2012	\$350,000	\$190,000	\$510,000	\$380,000
Georgia Tech	July, 2010	\$620,000	0	\$625,000	0
Miami University	March, 2008	\$190,000	\$100,000	\$220,000	\$55,000
Rutgers	April, 2009	\$410,000	\$50,000	\$450,000	\$50,000
Nebraska	July, 2011	\$327,969	0	\$973,000	0
Nevada	Sept, 2009	\$285,000	0	\$285,000	\$70,000
East Carolina	Feb, 2010	\$356,400	0	\$415,000	\$304,500
Average		\$342,161	\$37,777.88	\$488,074.55	\$101,055.55

SCHOOL	% CHANGE BASE	% CHANGE BONUS	\$ CHANGE BASE	\$ CHANGE BONUS
Arkansas State	-23.33%	0.00%	\$-42,508	0
Clemson	116.54%	-	\$417,099	\$50,000
Florida State	45.71%	100.00%	\$160,000	\$190,000
Georgia Tech	0.81%	0.00%	\$5,000	0
Miami University	15.79%	-45.00%	\$30,000	\$-45,000
Rutgers	9.76%	0.00%	\$40,000	0
Nebraska	196.67%	0.00%	\$645,031	0
Nevada	0.00%	-	0	\$70,000
East Carolina	16.44%	-	\$58,600	\$304,500
Average	42.64%	167.5%	\$145,913.55	\$63,277.67

¹ For this study base compensation is equal to all guaranteed income, not including outside income.

² All new AD contracts were signed between August 2012 to August 2013.

 Win AD offers the ability to keyword search all contracts. Using this functionality, we identified two noteworthy contract clauses, which provide a unique market vantage point to help you maximize your next deal.

> SPOUSE TRAVEL EXPENSES

"[AD's] spouse plays an important role in the social and professional life of the University and Athletics. Consequently, University Foundation funds or other non-state funds will be allocated to pay reasonable and customary travel expenses for [AD's] spouse participation in selected University events not to exceed \$50,000 per year in attributable costs or expenses without prior approval from the Chancellor. In addition, spouse travel to other University related events such as Alumni Association activities may be paid for at the sole discretion of the Alumni Association or the University's Foundation

> INCOME FROM MULTIMEDIA CONTRACTS

(to fund a component of base compensation)

"During the term of this agreement, University shall pay to the Employee the following Supplemental Income at the annual rate identified in the schedule below (as used herein "fiscal year" is defined as July 1 through June 30),³ payable in monthly installments on the last day of each month in which the payment is due."

³ Payments range from \$175,000 to \$421,500 per year during the 6 year contract.

Win AD is a subscription database service that contains more than 40,000 personnel profiles and hundreds of thousands of pages of contracts. Inside the database, you'll find 29,000+ D-I head and assistant coaches, including performance data, compensation information and current contracts/offer letters; detailed revenues and expenses from D-I NCAA financial reports; 3,500+ D-I senior administrators, including compensation and contracts; 10,000+ guarantee game contracts, and unprecedented access to major revenue agreements: multimedia, apparel, pouring, ticketing, trademark licensing, concessions, outsourced ticketing, and video management.

- Contact Kevin Barefoot (800-218-2280 or Kevin@WinthropIntelligence.com) to schedule a demo and discover how Win AD is helping Division-I programs of all sizes and budgets increase revenue and save money with the best data available anywhere.

