WIN AD

Conference Database and Reports – Fact Sheet

Conference Database and Reports empowers D-I and D-II school and conference clients to instantly see customizable, conference-level views of how they stack up in revenue and expenses against other conferences and member schools at the sport level on a high, median and low basis using the NCAA Financials data.

Conference Database and Reports enables conferences and schools to consider investment in context on a relative basis to analyze and advance conference and member schools' goals. **Conference Database and Reports** provides *Win AD* clients with:

- NCAA Financials data presented on a high, median and low basis
- Superior information for all the constituents in a conference to benchmark with ease and engage forward-looking conversations about investments and outcomes
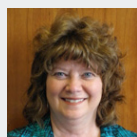- Time savings for conference staff and member schools – no more surveys and internally generated reports

"I think it's absolutely essential for decision-makers to have access to relevant data and we're using it more than ever in our conference through tools such as *Win AD*."

Amy Huchthausen
Commissioner, America East Conference
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"Previously, we collected and compiled financial data for our members, but the ADs had to go through individual NCAA financial reports if they wanted detailed information. With *Win AD* there's no combing through reports, it's all right there and it's much more efficient."

Deb Herman
Business Manager, Patriot League
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With **Conference Database and Reports** athletic leaders can:

- Study fan engagement investment (e.g., compare marketing spend to ticket sales)
- Talk with coaches about scholarship allocation (e.g., see scholarship equivalencies by sport)
- Engage donors with relevant comparables (e.g., benchmark contribution levels)
- Benchmark your assistant coach staffing (e.g., see staffing levels by sport)
- Give coaches a competitive edge on the recruiting trail (e.g., see staffing investment for student athletes)

With **Conference Database and Reports,** conference commissioners can deliver value in three ways:

- For ADs, identify emerging financial trends in peer conferences (e.g., see medical expenses & insurance)
- For university leadership, report relevant financial picture (e.g., assess student welfare investment)
- For conference staff, save time in data gathering, analysis and reporting (e.g., create customized views of conference level data)

Conference offices who subscribe to *Win AD* receive an additional benefit - private web site hosting for NCAA financial reports of conference member schools (including private schools). This functionality can replace time-consuming conference-level reporting and empower all member schools with comprehensive data.