

Win AD Case Study: University of Hartford Apparel Rights & Data-Driven Decision Making



University of Hartford Athletics used *Win AD* to negotiate a lucrative new apparel contract and utilizes *Win AD* on an ongoing basis for communication with campus leaders, hiring and retaining staff & coaches, as well as making informed financial decisions. Director of Athletics **Anton Goff** shares how *Win AD* saves Hartford time and generates significant return on investment.

Winthrop Intelligence would like to thank Anton Goff at the University of Hartford



Anton Goff
Athletic Director at
St. John's
(Formerly at Hartford)

How has *Win AD* helped with benchmarking and financial decision making?

"We use *Win AD* for a multitude of things. In almost everything we do, we look at *Win AD* as the first source of information. In the America East, we're unique – we don't have hockey and we don't have football. We're that true DI-AAA basketball-centric school. I need to know what other basketball schools are doing but I also want to know what aspirational peers are doing and paying coaches. *Win AD* makes that information easily accessible."

"*Win AD* saves a lot of time. I can focus on other important tasks rather than collecting data. I can get on the site and do the necessary research in 1/10th of the time I would have spent calling and sending emails and waiting to get responses back. I don't have to make calls to everyone I know every time I want information. I can go to one website, pull up the data I need and it's right there at my fingertips. Everything we do, I refer back to *Win AD*"

"What we do is look at schools that are our size or a little bigger, we look at different financial models and budget sizes. I look at program investment, coaches' salaries and administrator salaries – I look at it all. I want to be competitive but I also don't want to be above market if I don't have to."

How did *Win AD* specifically impact your apparel deal?

"We began looking at apparel contracts and *Win AD* was absolutely critical to quickly determine what other programs were doing. When you think of apparel, you mainly think of shoes, uniforms and gear. As I started looking at apparel contracts from peer institutions, I started seeing marketing dollars and money for signage. As we put the RFP together, we were able to pick and choose things that maybe we didn't think of initially which helped get a higher value deal. It was so valuable because we're not calling around trying to reach people to get the information we need. "

" *Win AD* is worth every penny. We've gained \$60,000 in the last 2 years in guarantee game negotiations alone with *Win AD*. "

- Anton Goff

"We looked at every single team in our conference, every apparel deal for basketball schools like us, any school that was similar sized and we looked at every major provider. We looked at gear allowances, discounts, cash and coaches' incentives. We were able to dissect everything that was out there and then put something together that was right for us. **Our new deal is double what we had before.** "

"When you have data, it lessens the length of the negotiation so they're not wasting my time and I'm not wasting theirs. I can negotiate from a comfortable position because we've done the research and we know what a good deal is and what a bad deal is. **The efficiency of being able to have all that data in one place saved us 3 weeks' worth of work.** We put together our entire analysis in less than a week. When you talk about the time savings alone, that was huge. "

"Being able to clue our campus in on the apparel deal was huge. We were able to educate them on what everyone else had so they could understand as they sent the RFP out. **On this new apparel contract we probably gained an additional \$300,000 in deal value from Win AD, we doubled what we had before.** "

How does Win AD help when communicating across campus:

"The data I pull from Win AD has helped me build a more trusting relationship with my president and it also helps with my credibility. He knows that if I tell him I am going to give him information, I can give it to him quickly, so I am delivering on what I am saying. He appreciates someone who is going to talk from a fact-based, not an emotionally-based position. My argument is always based on what the numbers tell us. When we present ideas, we've done our research and I know where I stand and what I can do. I can pull data to show him how other schools are investing and show him if we want to compete, then we also need to invest in certain areas. He loves data and the more I can provide to him, the better my argument is."

"People can't argue facts and that's what I love about it. The facts are in Win AD and it absolutely makes our case more valid. You come in with exact numbers and not speculation. Even if I can't get funding for a particular project, at least our campus leaders have the information and the information is trusted. "

Win AD for managing staff and coaches:

"I can tell you when I first got to Hartford, I reorganized the staff and created a new leadership team including 3 Senior Associate ADs. I looked at peer programs and aspirational programs and said to my administration 'this is what the market is to get talent.' I got more funding for each of the 3 new positions I created. For me, it allowed me to hire the type of individuals I knew we needed. **Because I had the data, I got the funding I needed and I didn't have to settle.** "

"Any time that we're hiring a coach, I want know what the other coaches in similar positions are being paid in our conference as well as similar peers nationally. It gives me a chance to make the case to our administration if I need more money, but it also tells me what I should be offering. What's average? What's below average? You want to be the best you can be and we need to have information that can help us get there. "

"It can bring coaches back to reality in terms of managing expectations about how other programs operate. Once again, with Win AD you're having conversations that are based on facts and hard data rather than emotional feelings and hearsay. On the flip side you may find that a coach is right about needing additional resources. With Win AD, I'm well positioned to decide if I want to invest to be able to compete with other programs on that level, or if I should adjust our performance expectations based on funding. "

"I am consistently surprised by the amount of time I use it and the depth of the information. It's a great tool because you're always hiring coaches. Whether it's hiring or renewing a deal, I love to have the information because I don't want to blow the average out of the water for no reason. Then again, I value my coaches, I don't want to underpay them either. Win AD equips me to make the best decision in any of those personnel situations. You're going to have people move on and you want to build the best possible staff. Win AD allows me to make the case that we need to be competitive to get the right people. "



TO LEARN MORE ABOUT WIN AD

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Other than apparel, where else have you realized tangible return on investment with *Win AD*?

"When we go into a guarantee game negotiation, we now know what they've paid in recent years and that's where we start the negotiation. We look at the 3 year average and since I've been here we haven't done a single game that's below the 3 year average of what a school is paying. Whereas before if you didn't know, you would take what someone gave you."

"I would say we gained \$60,000 in the last 2 years in guarantee game negotiations alone with *Win AD*.

Negotiations always start in a different place than they end up. When you say to a school 'we know what you paid your last 5 opponents, so let's just get to the average' they say 'OK, let's do it.' It may be \$5,000 here, \$12,000 there but I think we've gotten about \$10,000 more per guarantee game by having that information and not just taking the first number. "

"The return on investment is huge. I look at what we spend on a sports program and what their record is vs. peer programs' record and investment and I can tell how much money we're spending per win compared to someone else. It just helps in everything we do from benchmarking to setting budgets, to talking with coaches. "

What do you tell peers about your experience with *Win AD*?

"*Win AD* is worth every penny. I would recommend that every AD have it. Even though you can call and get some data from peers, the amount of time you're going to save and the amount of time you're going to use it, it's incredible. When I first got *Win AD*, I thought I would use it for hiring coaches and administrators, then when I got into guarantees and vendors, I found myself using it all the time."

"Sure you can call friends, but you can't get someone every time you call and every time you need information. Every time I log onto *Win AD*, the information is there. If I need to have a conversation, I can still call, *Win AD* doesn't preclude you from calling, but what it does is give you an abundance of information. I am all about efficiency, I am busy and other people are busy. When I want information, I want it now and I can get it with *Win AD* without tracking anyone down. I don't want the result of anything I do to depend on when someone else gets back to me. "



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