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Case Study: How *Win AD* helps New ADs Succeed

Creating positive momentum and team buy-in is critical for administrators in new roles – whether you're moving from one AD chair to another or you're a first time AD at a new program. Understanding how you fit into your new peer group is imperative to assessing your new athletic department's strategic opportunities. **Ed Scott**, a first-time AD who was hired in 2016 by Morgan State University, shares how *Win AD* helped him assess personnel, communicate with coaches & campus leaders and generate new revenue in his first full year on the job.

Winthrop Intelligence would like to thank Ed Scott at Morgan State:

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Why was *Win AD* high on your to-do list as a new AD?

"After having experience with *Win AD* at Binghamton, I knew I needed it. As a new AD, I was trying to understand how our resources at Morgan State positioned us within the conference but also across the larger FCS landscape. Understanding that as quickly as possible and getting a feeling for how my coaches were compensated in relation to their peers was extremely important."

ROI

Has *Win AD* paid for itself in the first year?

"It definitely has. The guarantee games database alone makes *Win AD* a no brainer. In our first negotiation for a guarantee game we made an additional $20,000. At our level an additional $20,000 can make a big difference."

Coach Communication

How does *Win AD* help you communicate with coaches?

"As a new AD, when you can communicate with coaches using objective data that you get from *Win AD*, it builds trust and credibility right out of the gate. It equips and educates coaches to look at their programs in the exact same way that you see it and it makes communication much easier."

"Another big thing that I did is talk with my coaches about where they stood in relation to their competitors, both from a compensation standpoint but also their team's operational budget. I can sit down with my coaches and say 'you're in the top 1/3 of the league in terms of resources, you have what you need to succeed.'   By coming in and being able to demonstrate they have more than most, it changes the conversation from needs to wants, it changes the narrative and it removes any potential excuses. Once that conversation has taken place and everyone's expectations are aligned, then it's about getting down to winning."

" I can't imagine going through my first full year as an AD without having *Win AD* at my disposal."

– Ed Scott

Department Assessment and Personnel

How did you use it for assessing your programs and in personnel decisions?

"It enables you to really efficiently dig down to the micro-level of your programs. It's hard to do that as a new AD without a tool like *Win AD*. Coaches are looking at only one slice of the pie, whereas the AD has to look at the whole pie. *Win AD* allowed me to look at the whole department and prioritize our resources to the programs who really need it."

"Two things I learned as a new AD are that the 'speed of the game' is faster than you may have anticipated and you spend a lot of time on personnel decisions. *Win AD* is a great tool for helping with hiring and retaining coaches and staff. It's invaluable in those two areas because it's a one-stop shop and I can see the contracts and feel comfortable with the data I'm using to make decisions."

How might your first few months have been different if you didn't have *Win AD*?

"Without *Win AD*, the amount of time and energy I would have spent gathering information would have been ridiculous. I would have spent time piecing together information from 5 different sources instead of a one-stop shop. As a new AD, everyone wants face time and *Win AD* allows me gather data quickly, providing more time to for personal interactions with my coaches, staff and student athletes."

Helping the Entire Campus

Talk about using *Win AD* to communicate across campus:

"*Win AD* helped me start meaningful conversations with our campus leaders and procurement staff about our things like our pouring rights. Not only will *Win AD* help athletics, but it could also pay huge dividends for the rest of campus. Those are the kinds of things that people don't immediately think about. As a new AD, using *Win AD* allowed me to work with campus to improve vendor deals, it's a great way to demonstrate shared value very early in your tenure. "

Peer to Peer

What would you tell new ADs about *Win AD*?

"You should definitely do it. Until you have this type of information at your fingertips, you don't know what you're missing. I can't imagine going through my first full year as an AD without having *Win AD* at my disposal."

Building a Solid Team

How has the toolset impacted you administrative staff?

"It's a great tool for your senior staff because they're often running searches for you. They can be more informed and make impactful hires which allows you to focus on other important issues."

"It also allows me to go out and have contact with key constituents. Without *Win AD*, every minute I spend gathering data is less time that I can spend with our coaches, our student athletes, campus leaders or donors. Early in your tenure, the most important thing you can give anyone is face time. Everyone wants it, from the custodi n to the head football coach. Spending time with people is the best way to assess your organization and *Win AD* gives me more time to do that."

"*Win AD* helps you educate your staff from a more global perspective. As an AD, you have an understanding of the entire enterprise, but your senior associate may only have external or internal experience. By giving them access to *Win AD*, they can learn about other aspects of the operation that they may not see on a daily basis, which helps them grow into better administrators."