

## Case Study: Minot State University Apparel Rights



Minot State University Athletic Director, **Andy Carter**, utilized *Win AD* for their program's recent apparel negotiation. By leveraging the data contained in *Win AD*, Andy was able to speak from a position of strength, with full confidence in the market value of their brand. In this case study, Andy discusses how *Win AD* specifically helped with the apparel negotiation, as well as other ways it has benefitted the department, from improving stakeholder communication to benchmarking peers in minutes.

Winthrop Intelligence would like to thank Andy Carter at Minot State University.



**Andy Carter**

Director of Athletics

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### How did *Win AD* help you as an AD at a new school?

"*Win AD* helped me in my first year on the job by helping frame the discussion on where Minot State was compared to the rest of our conference. As a new AD, it helps me have discussions with my coaches to manage and set their expectations. With *Win AD*, you can cut through the weeds to find and identify any issues faster. It helps you to navigate the landscape much quicker."

### How was *Win AD* beneficial while preparing to negotiate your apparel deal?

"I was able to go through the database and pick out the best of the best of all the other deals in Division II. I put together what would be the 'perfect' D-II contract and had those notes in front of me when we began our negotiation. Without *Win AD*, you're just grasping at what you hope you can get. With *Win AD*, you have facts and can speak credibly about what other deals exist and can speak from a position of strength."

### What impact did *Win AD* have on your market analysis?

"The market changes all the time. Without *Win AD*, there's no way I could come to the same level of understanding of the D-II vendor market. It's constantly changing and I know *Win AD* is factual, I can even read the contracts. For me, *Win AD* sets the market. Whether I'm selling a student fee increase to our SGA or selling value to a vendor."

**" *Win AD* is a game changer. I can't believe we get it for the price relative to the value. I've already made back my investment 10X in two years."**

- Andy Carter

## How did *Win AD* play a role during the negotiation?

"There's no question we were able to maximize every category of the deal. And we could do that by knowing the ceiling and floor across the landscape. Without knowing these, you don't know if you've maximized your opportunity. Knowledge is power and by knowing what those benchmarks were, that allowed me to have confidence and to be an effective negotiator. I was able to speak to them from a position of strength. They could see right away that I knew what the market can bear but that I also knew the limits."

## What are other examples of how *Win AD* has benefitted your department?

"I'm further ahead on prioritizing upcoming projects than I normally would be thanks to *Win AD*. There are certain times of the year that I'll go straight into the database because I know that I'm going to need a few bits of information that week to help frame a discussion for something we're trying to accomplish."

"I use the benchmarking tool all the time. I know which schools I want to compare ourselves to; with a couple of mouse clicks I can find out where we sit. Other sources of comparative data are a joke. Data is only as good as the question that you ask, and those other sources typically leave out key data. *Win AD* is driven from contracts that I can read and I can see the source of the information.

**Information is important, but contextual information is more important and that's what *Win AD* provides."**

## How has *Win AD* helped you communicate with your staff?

"*Win AD* allows me to manage the message with real data and keep my coaches focused and out of the weeds. On one occasion, one of my coaches brought me a salary survey and I went straight into *Win AD* to validate the survey. Within an hour I was able to send an e-mail to my president letting him know where we were on assistant coach salary pools. *Win AD* allows me to bring context to the discussion to manage the expectations of the coaches and lets me know how our dollars are being spent compared to our peers."

## If another D-II Athletic Director was thinking of purchasing *Win AD*, what would you tell them?

"It's a mistake to think that investing in *Win AD* is about the money you'll spend, it's about the knowledge. **I've been an AD for twenty years; there is no other place to get this depth of information.** I'm so thankful that there's a resource like *Win AD* that allows me to gather information quickly, frame the proper narrative with real data and be confident that I can trust what I'm saying in front of other people that are fighting for the same resources. *Win AD* is a game changer. I can't believe we get it for the price relative to the value. I've already made back my investment 10x in two years. Not just in real dollars, but also in credibility by speaking from a position of strength."



TO LEARN MORE ABOUT WIN AD

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