

## Case Study: University of Nebraska Kearney



*Win AD* equips D-II athletic departments with the most reliable financial data available anywhere, including thousands of pages of current contracts across key financial categories. Being armed with trustworthy data enables D-II leaders to more effectively execute the strategic goals of their athletic departments. In this case study, University of Nebraska Kearney Athletic Director Paul Plinske discusses how *Win AD* has enhanced communication between athletics and campus, boosted his credibility as an administrator and benefitted the entire athletic department.

Winthrop Intelligence would like to thank Paul Plinske at University of Nebraska Kearney.



**Paul Plinske**

Athletic Director at  
Colorado State Pueblo  
(Formerly at UN Kearney)  
plinskep@unk.edu  
308 -865 -8514

### How has *Win AD* benefitted you as an AD?

"*Win AD* has elevated my credibility as an administrator. I am constantly learning by going through the site. I look at *Win AD* at least once per week. The ability to pull useful, reliable data will make any administrator extremely knowledgeable and prepared for any question they may be asked, whether it's the validation of a sport program or the need to enhance support for a sport. Having *Win AD* gives me more credibility since we can bring more data to the table."

" *Win AD* is a steal when you compare the cost to the value you receive."

- Paul Plinske

### Has access to *Win AD* enhanced communication with campus administration?

"It has made communication with administration a lot more efficient. We already have the data they want and can give it directly to them. The big piece that's really beneficial to me is having a national view of salaries and scholarship data. Those are two pieces of data that I'm looking at all the time. When the administration asks me why we need to increase our scholarship spending, I can quickly pull the data and show it to the chancellor and he can immediately see what other schools in our conference and our larger peer group are doing."

### How has that communication translated into beneficial changes or improvements on your campus?

"It has helped to create a few different layers of improvements for our program. One is that we have credible data to lobby for contractual extensions and salary raises. Another is that we are building performance incentives into people's contracts, which helps with retention."

### In what ways has campus been able to benefit from *Win AD*?

"Our campus has greatly benefitted from this investment as they try to strategically position the athletic department in comparison to our counterparts both in our conference and nationally. We're going through a major budget cut, and we've been able to use the tool to prioritize spending and position our sports for sustainability and hopefully future success. *Win AD* brings the athletic department to a level where it can meet the analytical review of the administration."

### How does having *Win AD* compare to other sources of information you've previously relied on?

"The conference office has always done salary surveys and tried to extract data from member schools, but they keep it all anonymous. I would sometimes question the reliability. The D2 Athletic Director Association also does some salary surveys, but I found that data was a bit flawed. What really got me interested in *Win AD* was the ability to access actual contracts and be able to analyze it at a micro or macro level."

"In the past, it also took a lot longer to get relevant data, it wasn't always reliable and wasn't always up to date. You may get a survey and literally six months later it's out of date. The data before *Win AD* was also very limited. We couldn't see beyond our general area and it was a very small data set. *Win AD* is being constantly updated. I feel like I go in the system once a week and there will be new data."

### What would you tell another D-II Athletic Director that's considering *Win AD*?

"*Win AD* is a no brainer. You're given up to date, real data that can be used at any point in time for any sport program in any scenario that may come up. I've been overwhelmed by the breadth and depth of data that's on the site. *Win AD* is a steal when you compare the cost to the value you receive. The ROI of *Win AD* is significantly advantageous for an institution. I am able to make up the cost of *Win AD* in one month using the database. *Win AD* is like a hidden jewel that's at my fingertips as I strategically plan with my coaches and when I go into negotiations. It's not only personnel management, but it's also strategic planning for a program."



TO LEARN MORE ABOUT *WIN AD*

Contact Kevin Cohen at 720-320-9054 or [Kevin.Cohen@winthropintelligence.com](mailto:Kevin.Cohen@winthropintelligence.com)

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