

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.

How has *Win AD* benefited you as an AD?

"*Win AD* has dramatically elevated my credibility as an administrator. I am constantly learning as I analyze the data on D-II schools. The ability to pull useful, reliable and relevant data will make an administrator knowledgeable, equipped and prepared for any question, whether it's the validation of a sport program or the justification needed to enhance support for a coach or team. Having *Win AD* as a resource has been invaluable when making decisions and/or recommendations for the future of our department."

Has access to *Win AD* enhanced communications with campus administration?

"It has made communication with campus administration a lot more efficient. Having access to financial data and contracts gives me instant credibility and speeds the information-gathering process. The biggest piece that has really helped me with our campus administration is in making recommendations for coaches salary increases, contract negotiations and in increasing student-athlete financial aid. When I'm asked for comparative data, I can provide it in a matter of minutes."

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



Paul Plinske
Athletic Director
plinskep@unk.edu
308 - 865 - 8514

" *Win AD* is a 'steal' when comparing cost-to-value received."

- Paul Plinske

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

"We've seen tremendous growth on our campus in the past five years, especially within athletics. Access to *Win AD* has enabled me to lobby for increases in our operating budgets, establish coaches contracts or salary increases, bolster scholarship support, initiate sponsorship agreements with external entities and help our program maintain its competitiveness in our conference and in D-II. The data provided is very clear and quickly accessible, which enables me to spend less time gathering information and more time raising money or building facilities. It's a win-win all the way around."

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

"Our campus has greatly benefited from this investment because they are willing to work collaboratively with our department to make strategic decisions. *Win AD* is a big part of this process. While analyzing both conference and national data on *Win AD*, we have been able to make sound decisions, prioritize our 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 view of the administration, show the impact on investment and help our campus earmark funds that are necessary and useful. D-II schools are constantly 'doing more with less' and *Win AD* is equipping our university with information that can help it be fiscally responsible and sound in its support for all programs, not just athletics."

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

"Our conference has done periodic salary surveys in the past. The Division II Athletic Directors Association (D2ADA) has also compiled financial data from both public and private Division II schools. The data; however, is often outdated the moment it's printed. *Win AD*, on the other hand, presents comprehensive data that is up-to-date, relevant and real. It's general enough for the novice, yet specific for each sport. I'm always impressed with the comprehensiveness and real-time data of *Win AD*. Compared to other sources, *Win AD* is the best, hands down."

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

"*Win AD* is a no-brainer. It's up-to-date, real data can be used at any point in time for any sport program or in any scenario that may come up. I've been overwhelmed by the breadth and depth of data that is on the website. *Win AD* is a 'steal' when comparing cost-to-value received. The return on investment (ROI) of *Win AD* is dramatically positive. Best part, campus administration loves it. I'm 'all-in' with *Win AD* as long as I'm an administrator at a D-I or D-II school."



TO LEARN MORE ABOUT *WIN AD*

Contact Joe Miller at **800-218-2280 ext. 2** or joe@winthropintelligence.com

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