

Conference Movement & Contract Best Practices: (University of Missouri)



The University of Missouri made a historic move in 2013 by transitioning from the Big 12 to the SEC. Before, during and after the move, Mizzou leaders leaned on *Win AD* for benchmarking, financial analysis and market research. Executive Associate Athletic Director Tim Hickman discusses how *Win AD* has impacted Missouri athletics and why having the best data creates a competitive advantage.

Winthrop Intelligence would like to thank Tim Hickman at the University of Missouri.



Tim Hickman

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How did you use *Win AD* before and during the move?:

“ The searchable nature of the database was critical. Before *Win AD* we had access to conference surveys and the D-I-A survey, but those didn’t allow us to drill into certain schools and view the details of contracts.”

“ It helps us benchmark ourselves in many financial areas – salaries, budgets, expenses – to evaluate where we are and where we need to be.”

“ We did a lot of financial analysis for Big 12 schools and also the SEC. *Win AD* helped establish & identify how we differed from SEC schools – multimedia deals, salaries, student athlete investment, facilities – and informed where we needed to improve some areas to stay competitive long term in the SEC.”

Would things have been different without *Win AD*?

“ It would have been more of a blind move without *Win AD*. Salaries are a great example. Just by moving we knew there would be pressures to increase salaries. Without *Win AD* we wouldn’t have had the level of confidence in where our salaries were competitively. Not only do we do salary analysis, but so do coaches’ agents, so reliable data is critical. We were able to better prepare for the move.”

“ Information is power and *Win AD* strengthens our decision making. We have a comfort level with the integrity of the data are able to make better strategic decisions based on the data *Win AD* provides. Without *Win AD*, we simply wouldn’t have access to a lot of that data.”

*“ As you’ve continued to add new tools, renewing our *Win AD* subscription every year has become a no-brainer.”*

- Tim Hickman

Why is access to thousands of current contracts critical?:

“ It has helped us communicate with coaches and manage expectations. *Win AD* allowed us to generate more specific analysis on our new peer. It arms with great information and firsthand knowledge of contracts is very valuable.”

“ When you can show coaches solid data, specifically copies of contracts, it helps them understand the marketplace and feel substantiated and feel good about where they're at. It arms us with very data that is hard to dispute. We have coaches making well into 7 figures. Using *Win AD* to better negotiate one piece of a deal can pay for the subscription for years.”

“ It helps us understand the market. We know the types of clauses that are in contracts, including salary, bonus structure, perks, buyout terms and outside income. It also helps us to see creative contract clauses and improve our own contract structure.”

Where else is Mizzou benefitting from *Win AD*?

“ We've used it extensively for home guarantee games scheduling, and it's definitely been valuable in allowing us to understand the true marketplace and verify what we're hearing. It provides negotiating leverage and confidence.”

“ *Win AD* helped us provide reporting to our administration and the board of regents that was received very well. They were impressed that we could give them high level and very specific views of the conference we were moving to, and showed them we were going to into the move with our eyes wide open. It gave them a comfort level because the data we showed them before the move turned out to be strong, accurate information.”

Can you sum up the impact of *Win AD*?

“ I am on it more than I ever thought I would be. Its been a strong tool to us to get more tailored information as we make decisions. It gives us the ability to customize data based on what we need at that moment. As you've added more tools to the package, it's only increased the overall value.”

“ Initially we were cautious about investing in 'just another salary database.' Once we got into it, we realized that it offers much more than just salary data and one negotiation can pay for the subscription cost many times over by giving you better information. As you've continued to add new tools, it's become a no-brainer.”



TO LEARN MORE ABOUT *WIN AD*

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