

Win AD Leadership Development Program

Access the Win AD Database for Competitive Advantage in Job Interview Preparation

Win AD is available on a complimentary basis for use by every D-I and D-II athletic administrator preparing to interview for senior level positions at D-I and D-II athletic programs – even if your current school is not a Win AD subscriber.

WINAD

Win AD Research Library | Upload Contracts | Account History | Users | Help Documentation | miller@winthropintelligence.com

Coaches | Guarantees | **Financials** | Vendors | Benchmark | Departments | Conferences | Team Schedules | Games Wanted

NCAA Financials

Showing Results For:

Season: 2015-2016 (current)

Search subdivision: Group of 5

Refine Search

Search

Year

2015-2016 (current)

All Divisions

Group of 5

All Conferences

All Group of 5 Schools

Select a Custom School Group

Clear

Update

Total Student Enrollment

to

Student Athlete Enrollment

to

Number of sports

to

Overview | Football | Basketball (M) | Basketball (W) | Select Sport

← Previous

1

2

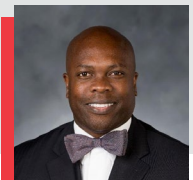
Next →

Name	Total	Ticket Sales	Student Fees	Contributions (Not In Kind)	Inst. Support	Media Rights	Conf. Distributions	Key
Averages	\$35.56 M	\$2.83 M	\$8.74 M	\$3.67 M	\$9.61 M	\$803,509	\$1.87 M	
* Appalachian State	\$31.71 M	\$1.57 M	\$11.23 M	\$3.58 M	\$387,316	\$78,000	\$1.38 M	\$1
* Arkansas State	\$43.10 M	\$1.67 M	\$5.03 M	\$1.80 M	\$8.07 M	—	\$1.27 M	\$1
* Ball State	\$25.54 M	\$1.06 M	\$12.86 M	\$310,062	\$3.89 M	\$1,100	\$1.43 M	\$1
* Boise State	\$46.61 M	\$7.85 M	\$3.34 M	\$9.90 M	\$4.45 M	\$2.18 M	\$2.35 M	\$1
* Bowling Green	\$22.84 M	\$2.00 M	\$12.53 M	\$2.07 M	—	—	\$1.35 M	
Fresno State	\$44.80 M	\$5.37 M	\$4.47 M	\$7.41 M	\$12.48 M	\$1.30 M	\$2.23 M	
* Central Michigan	\$31.15 M	\$724,471	—	\$1.52 M	\$21.64 M	\$150,000	\$1.36 M	
* Colorado State	\$39.77 M	\$4.16 M	\$5.75 M	\$2.98 M	\$14.01 M	—	\$2.86 M	\$1
* ECU	\$44.61 M	\$6.92 M	\$14.25 M	\$8.36 M	\$608,354	—	\$3.15 M	
* Eastern Michigan	\$30.21 M	\$231,725	—	\$607,580	\$22.15 M	\$150,000	\$1.05 M	
FAU	\$32.14 M	\$1.62 M	\$12.24 M	\$1.89 M	\$2.29 M	\$1.16 M	\$953,567	
* FIU	\$29.37 M	\$678,453	\$20.20 M	\$70,619	\$2.44 M	\$1.06 M	\$1.31 M	\$1
Georgia Southern	\$30.28 M	\$1.64 M	\$9.51 M	\$3.67 M	\$7.84 M	\$1,990	\$1.16 M	
* Georgia State	\$28.09 M	\$331,035	\$18.59 M	\$948,424	\$1.76 M	\$70,929	\$1.40 M	
* Kent State								
Louisiana Tech								
* Marshall								
* Miami OH								
* MTSU								
* New Mexico State								
* NIU								

Win AD Financials

"If it weren't for the Win AD Leadership Development Program, I wouldn't be here today. The information I used for interview preparation helped me succeed in the interview and seize a significant career advancement opportunity."

Markus Jennings markus.jennings@csus.edu | 918-278-4271
Associate AD, Sacramento State



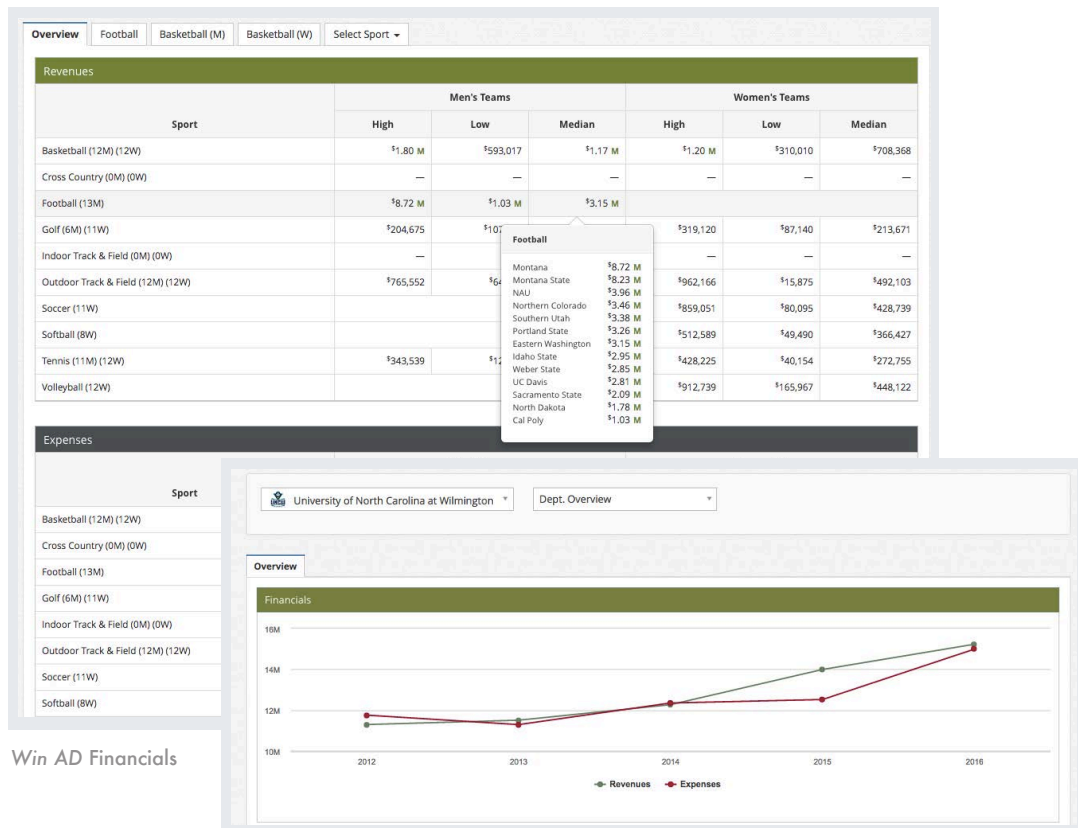
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HOW YOU BENEFIT:

With Win AD as resource in interview preparation, participants are empowered to distinguish their preparation and candidacy.

- 1 Use Win AD's [financials database](#) and [department](#) and [sport profile pages](#) to develop a *strategic vision* based on insights about fiscal, staffing and academic performance by studying financial profiles of the hiring institution and their peer group (macro and micro revenue and expense data).
- 2 Use Win AD's [vendors database](#) to formulate a *revenue growth map* to contribute immediately to your new program by presenting revenue growth strategies (expiring vendor contracts, guarantee game opportunities).
- 3 Use Win AD's [benchmark module](#) to create a *plan of action* using custom views of the status quo and opportunities for improvement in sport resource allocation, academic support funding and facilities spending.



Win AD Vendors

School	Vendor	Start	End	Created	Summary
University of Virginia	Aramark	2014	2034	2015-11-05	22.575M financial
Ohio State University	Nike	2018	2033	2016-01-15	6.53M annually 22.5M cash bon
University of California, Los Angeles	Under Armour	2017	2032	2016-08-04	9M guaranteed for marketing
Michigan State University	Fox Sports Net	2016	2031	2016-05-20	9.11M annually
University of Texas at Austin	Nike	2016	2031	2016-12-05	6.5M guarantee

Win AD Benchmark

What do you want to compare?

1. Select Financial Metrics: Ticket Sales
2. Select Other Statistics:
3. Department or Sport Level? Athletic Department

Add additional schools or school groups

Ticket Sales

School	2012	2013	2014	2015	2016	2015-2016 % change	5 year average	
Western Carolina	\$223,083	\$399,552	\$332,396	\$404,484	\$397,617	-1.7%	\$351,426	Your School
Umass	\$1.16 M	\$1.41 M	\$1.70 M	\$1.64 M	\$1.19 M	-27.3%	\$1.42 M	Remove
MTSU	\$1.31 M	\$1.14 M	\$1.38 M	\$1.48 M	\$1.62 M	9.4%	\$1.39 M	Remove
Arkansas State	\$1.30 M	\$1.40 M	\$1.46 M	\$1.31 M	\$1.67 M	26.9%	\$1.43 M	Remove
Miami OH	\$1.33 M	\$1.18 M	\$1.21 M	\$1.23 M	\$1.27 M	3.0%	\$1.25 M	Remove
New Mexico State	\$1.72 M	\$1.32 M	\$1.56 M	\$1.29 M	\$1.45 M	12.3%	\$1.47 M	Remove

HOW YOU PARTICIPATE:

1. Qualified participants agree – in writing – that their use of Win AD is for interview preparation for a senior leadership role at a D-I or D-II athletic department for an interview that has been scheduled by the university.
2. Qualified participants will provide – in confidence – a copy of their application for the job (cover letter, resume) and a copy of the interview confirmation from the University.

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Leadership Development Program **Success Stories:**

“ Any administrator looking to become an athletic director would benefit tremendously by participating in the Win AD Leadership Development Program. I cannot see myself going into another interview without utilizing this resource. It absolutely made me feel more prepared going into the Morgan State interview. I was able to gather financial data on the institution that allowed me to have high level conversations with the President, CFO, VP for Development, the search committee, and donors during the interview process.

Ed Scott Edward.Scott@morgan.edu | 443-885-3050
Director of Intercollegiate Athletics, Morgan State



“ Win AD was a critical asset when preparing for my job interview. It allowed me to demonstrate a sound understanding of University of Albany athletics relative to our peers and the data helped me articulate my vision.”

Mark Benson mabenson@albany.edu | 518-442-2562
Athletic Director, University at Albany

To join our Leadership Development Program,
call Kevin Cohen



Contact Kevin Cohen at 720-320-9054 or
Kevin.Cohen@winthropintelligence.com
Visit us online at www.winthropintelligence.com

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