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## Technology and Business Operations in Athletics

We live in a time where technology is continuously evolving both within and outside of intercollegiate athletics. Many times these new technological advances are being developed and then targeted to satisfy the needs and wants of university athletics departments. These developments can include equipment to assist with student-athlete development/training/rehab, technology to support our student-athlete's mental health, data collection to identify ways to develop student-athletes on and off the field, and software/applications to create more efficient and effective ways of managing the department. While these advancements are helpful in bringing new opportunities, the athletics business office must balance the trendiness of new products with the resources of the department.

As these new products are developed and requested, it is important for the athletics business office to be ready, available, and flexible. The

business office is charged with maintaining fiscal responsibility, enforcing department and university-wide policies, and mitigating the risks involved as it can be a challenging endeavor. It is important to investigate possible alternative solutions and assess resources to deem it appropriate and feasible to engage in these new developments. The athletics business office must then work with entities within and outside of the university to purchase and implement - a process that can vary in length. Will this require a bid process? Does the product need to integrate with current university systems or is this something new? Does this software need approval from Information Securities? These are just some of the possible questions and concerns that arise particularly with technology.

Conceivably the most important part of bringing new technology to the athletics department is preparing and informing staff and administration. This includes providing them all the necessary information on how to use the technology and how it can be a helpful asset to their success -- whether that be through a streamlined communication process, enhanced academic and life skills

development, or strength/rehab equipment. The goal is to make available the resources for student-athletes, staff, and administration to be successful and strengthen the athletics department while upholding the department's core values.

## LOYOLA UNIVERSITY CHICAGO, ALFIE NORVILLE PRACTICE FACILITY



# STUDENT ATHLETE

## COMPETITION VENUES & PERFORMANCE CENTERS

architecture. planning. interior design. lighting design.  
landscape architecture. environmental branding.

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