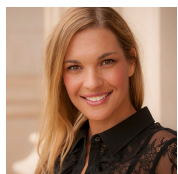


NAADD CORNER



@NAADDDevelopment



Andrea Tirey

Texas Tech

*Senior Associate AD/
Development*

We are so proud of our athletics facilities at Texas Tech University, driven by our very successful campaign, The Campaign for Fearless Champions.

We're also proud it's all privately funded by our generous donors – and that's on top of our Red Raider Club Annual Fund, which provides over a quarter of the athletics department's annual revenue.

Of course we think our facilities are first class, but it's even better when our opponents take notice of what we've been doing.

A little more than a year ago, we held the first indoor track and field meet in our new Sports Performance Center (SPC). Todd Harbour, track & field/cross country head coach at Baylor University, said, "It's amazing. It has everything. It's a first-class job. It's one of the best competitive venues in the country."

The \$48 million SPC is the crown jewel of almost 30 projects funded by The Campaign For Fearless Champions – envisioned and led by Kirby Hocutt, our director of athletics.

It features:

- A full-size indoor football field on the east side with graphics celebrating current and former Red Raiders
- The indoor track and field facility on the west side
- An impressive Strength and Conditioning Center that serves all sports
- A first-class nutrition center to help student-athletes fuel throughout the day and during competition

And there's more to come.

- The official groundbreaking ceremony of the \$30 million Dustin R. Womble Basketball Center was held, coming on the heels of our men's team's first-ever Elite Eight appearance last season. "This facility will translate to winning," said men's coach Chris Beard. "It's a real game changer for Texas Tech basketball."
- Firming plans for the \$5.5 million Cash Family Sports Nutrition Center
- Renovating our Football Training Facility
- Revamping the South End Zone at Jones AT&T Stadium, which follows other stadium improvements, most notably our massive video board in the north end zone

- Taking more steps to improve our baseball facilities for a program that's been to three of the last five College World Series

Having the best facilities in the country leads to better recruiting, better success on the field and court, a more excited fan base and more enthusiastic donors.

So we have a lot to be proud of. Hocutt loves to say Texas Tech is giving its 400-plus student athletes life-changing opportunities and a world-class education.

Yes, we want to win championships and we are seeing unprecedented success on the field. But we never forget our job is to educate young people and create future leaders. Our Red Raider Club Annual Fund is critical to our success providing scholarships and academic support, which includes putting an iPad into the hands of each student-athlete to help them with classes, prepare for their sport, manage their time and more.

The results? Our 2018 spring athletics department GPA was 3.2 – the highest ever.

Without a doubt, The Campaign for Fearless Champions has changed the trajectory of our athletics department and we aren't finished yet. It's a great time to be a Red Raider and our future is only brighter.

NAATSO CORNER



@NAATSONews



Kath Fenzel

Cornell University

*Associate AD – Ticketing,
Camp Programming &
Marketing*

An old supervisor of mine once dropped a great line in our weekly one-on-one meeting that has resonated with me for years: "I want to know when you see the iceberg and not just that we've hit the darn thing." His point was simple: I trust your judgment, but let's work together to avoid disaster.

In our industry, we rely heavily on student workers, stipend positions and temporary staff, and they're ultimately given a lot of responsibility and expected to make and implement decisions in a fast-paced environment. But we often hamstring their ability to succeed by pushing them to be too independent too quickly, leading them to operate within a silo.

It is not enough to simply offer up, "I'm available if you have any questions!" as you shove them into the deep end. What questions could they possibly have then beyond overwhelmingly broad, "What am I doing?" and "How do I do it?" There needs to be a better, more thoughtful approach.

Where I've often seen managers falter is (1) a failure to effectively communicate the big picture and (2) being too quick to reclaim a task or project (thinking to ourselves "it would be so much quicker if I just did this myself") – both of which I've been guilty. We're all busy – I don't know of a single individual in college athletics that isn't. But it behooves us to carve out that initial time to clearly convey expectations, paint the picture of the entire season or academic year and lay the groundwork for confidence, excitement and tenacity in our young employees.

Laying the foundation for making successful choices is of utmost importance to me, and I believe strongly in instilling a sense of brand integrity with everyone on my staff – from box office managers to game day ushers.

Proofreading, consistency, positive language, tone of voice. I don't just hand over the social media account information and set them free. Also important is establishing a management chain to encourage young employees to seek advice and support from everyone around them, even if I'm the one who assigned the task.

I have seen many approaching icebergs in my career. I've learned tremendously from my mistakes and missteps over the years, and it's only contributed to my ability to manage and lead a team. In my experience, the best managers help chart the course before the journey begins and remain available to redirect along the way.

With this approach, young professionals will still suffer critical character-building setbacks, still be allowed to grow through trial and error, but they'll never fully capsize the ship or take on the weight of the world alone. Yes, it's a careful and delicate balance, but that is how you build a strong, capable team.