

NACMA CORNER



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Tips and Tricks for NACMA First Timers

Welcome to your first NACMA Convention! My first time attending the Convention was my first year as a full-time staff member at UTSA (Go 'Runners!), I was the only person from UTSA attending, and I had been asked to present on licensing and branding. The presentation would also be the first time I would speak in public since my college speech class. I was nervous to say the least, and I wish I had done what you all are now doing and read the articles and tips NACMA provides for members prior to going. So, read on, prep for your first Convention, and ENJOY the experience!

1. Breathe and Be Confident. – EVERYONE has been in your shoes and EVERYONE is happy to help you, meet you, engage with you, teach you and learn from you. We're all in the

same boat, fighting the same battles, and learning from each other every day. Whether you're at a Power 5 school, an NAIA, a mid-major DI, a DII or DIII, an intern looking for their first full-time job, remember that you were hired at your institution for a reason and you have just as much to bring to the table as a first-time attendee as the 20-year veterans. Take a deep breath, relax and enjoy the ride.

- 2. Learn and Be Open-Minded.** – It's truly remarkable hearing from everyone on what works and doesn't work at their schools – best practices, worst practices, work culture, tips on balancing work and home life, how to handle difficult situations, how to grow your career, etc. Take notes so you can bring back new ideas to share with your colleagues at home. I'd also encourage you to visit sessions that are outside of your current role. If you work in marketing, head to a communications session – it's fun to learn another world!
- 3. Network.** – Wow is NACMA the most amazing place to be to meet people! The athletics world is SO small and everyone knows everyone or knows someone who knows someone. It's easy to stick with your

current coworkers because it's comfortable, but get outside of your comfort zone and approach the person who just gave a great presentation or reach out to the person whose logo you don't recognize and ask them about themselves. You're not just talking to people in an "I want to work for you one day" way, you're meeting future mentees, colleagues, friends and mentors.

- 4. Be Professional.** – You're interviewing 24/7 (at the Convention and in normal day-to-day life). Be aware of your body language, your screen time while in sessions, how you're interacting with the Starbucks barista, and how you are representing your school. This includes the happy hours and post-session networking events! Those open bars and sponsor dinners will sneak up on you and you never know who is around.
- 5. Have Fun.** – The NACMA & Affiliates Convention is a BLAST! What is better than being surrounded by thousands of professionals in your industry, meeting new people and learning an abundance of new ideas to take back to your school?

NADIIIAA CORNER



NADIIIAA Launches New Logo in Advance of Summer Forum

The National Association of Division III Athletics Administrators (NADIIIAA) is proud to announce the release of its new logo.

Since 1996, when NADIIIAA was officially incorporated, the Association was founded with the express and intent to serve its membership and has undergone a multitude of changes to meet the needs of its members.

"The original logo was designed by a Washington University student-athlete. It split the NADIIIAA acronym over two lines, limiting its ability to promote the identity of the new organization and our association with Division III," stated Executive Director of NADIIIAA and the University Athletic Association, Dick Rasmussen. "After a short time, a more classic logo was adopted creating a focus on the relationship of our Association with Division III, and incorporating traditional elements like the laurel wreaths which were typical of athletic logos of that era. The green, black, and gold colors of the logo were intended to set it apart from the color schemes used in most other organizations. Our new logo projects a bolder presence and reflects the maturity and evolution of NADIIIAA as an organization providing an expanding level of service to its members," he concluded.

As NADIIIAA looks to the future, the DIII center point on the new logo depicts Division III's mantra: Discover, Develop, and Dedicate. The banners on each side convey the growing reach Division III administrators have on their student-athletes and the profession. The logo also represents the Division III philosophy which places the highest priority on the overall quality of the educational experience and on the successful completion of all students' academic programs.

"The new NADIIIAA logo more accurately reflects the true spirit of Division III and the hard-working, professional administrators within our ranks," stated NADIIIAA President and Executive Director of the North Coast Athletic Conference, Keri Alexander Luchowski. The boldness of the logo truly reflects the recent and, more importantly, the future growth of our organization as we continue to expand services and opportunities for our members."

The updated logo has also changed with the colors blue, red, and white known for associating feelings of calmness, passion, and humility. The logo was designed by T.J. Harley of Harley Creative, a branding and design firm based in Atlanta.



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