

N4ACORNER



Wes Maas

Florida International University
Director, SAAC

During 2019-20, N4A is initiating a reinvisioned regional and thematic conference structure along with enhanced virtual educational opportunities. The new format is the result of an intensive review and aims to increase professional development, continuing education, networking and fellowship opportunities.

This fall, N4A will host a set of three Regional Conferences: University of Maryland Baltimore County (UMBC) will be hosting a Regional Conference in Baltimore (October 2-4) while the University of Cincinnati (UC) and Xavier University will co-host in Cincinnati (October

10-11.) Additionally, Utah State University (USU) and Mt. San Antonio College will co-host a third Regional Conference in Walnut, California (October 13-15). The launch of these opportunities represents the third and final phase of our Association's recent rebrand and reorganization. Regional Conferences and Thematic Conferences will alternate years and will be offered each fall. Our premiere program, the Professional Development Institute (PDI) will be held during Thematic Conferences years. This new PDI format will offer our members the opportunity to participate in one of our five specialty tracks every other calendar year. Building on the foundation from the past year, virtual education will continue to offer two webinar opportunities each semester and will be instituting a new webinar proposal process to identify topics and timing.

The N4A brand has never been stronger than it is today. Our reach on social media platforms has shown our commitment to communicating with the membership where they are and in the manner in which they

consume information. During the National Convention we were actively engaging with our members on YouTube, Twitter, Instagram and Facebook. We had three of the top five trending posts under the NACDA umbrella with #N4A19, #WeAre, and #N4A as well as 200 new followers on Twitter alone. We also posted an increase of almost 300 percent on profile visits to the N4A accounts with a reach of 119,000 impressions over the three-day Convention.

We encourage our N4A members to connect with their respective Region Director with any general questions regarding the upcoming Regional Conferences, virtual education opportunities, or future thematic conference and PDI opportunities.

For more information, please be sure to follow us on social media: Twitter: @nfoura; Instagram: @Nfoura12; Facebook: @N4ANACDA; YouTube: N4A Leadership.

@NAACconnect

NAACCORNER



Matthew Jakobsze

University of Missouri
Associate AD for Compliance

Representing NAAC with Pride

Over a year ago, NAAC released a new logo, a new mission statement and guiding principles. With these came a shift to prioritize value to our members and position the organization to make a meaningful impact in the years to come.

As we pursue our mission to "develop and advance strategic leaders who promote integrity, ethics, and fairness in college athletics and higher education," the changes across the membership have only just begun.

Our Guiding Principles (listed below) define our values and the direction of the organization, and the following are recent initiatives that advance each principle.

Promote and uphold the professional ethical standards within intercollegiate athletics.

NAAC members work closely with Academic & Membership Affairs to share the membership's stance on NCAA interpretations, educational columns, waivers, and other timely material.

NAAC's *Beyond the Bylaws* video series gives life to the people behind the rules, and showcases our "why." Continue to tell your story of how you advance integrity on your campus, and share with us on social media. Get the latest updates on Twitter with @NAACconnect.

Create meaningful education, collaboration, and professional development opportunities that empower athletics compliance professionals.

The Senior Management Mentoring track at #NAAC19 matched senior level professionals (whose next step is to run a compliance department or are currently new to overseeing a department), with a leader in the industry. This popular program will surely return.

Provide strategic counsel to campus, conference, and national athletics leaders.

Every once in a while, we face moments with an absolute right and an absolute wrong. On those occasions, may your conscience be your guide. On every other occasion, treat your fellow NAAC members as your rolodex to lend a light. It's even easier with the NAAC Member Community and the LinkedIn group.

Grow the leadership presence of compliance professionals.

For the first time, NAAC maintained a presence at NCAA Regional Rules Seminars to welcome the next generation of members. Meanwhile,

at #NAAC19, three athletics directors who rose from the compliance ranks provided lessons about their first year as an athletics director. As more compliance administrators make the leap, this session will continue to provide value.

Identify and foster discussion about relevant industry issues and trends.

#NAAC19 included the 2nd Annual DI Legislative Forum, where members provided immediate feedback on legislative concepts. This was the first of many such engagements. Stay tuned for additional polling. Your voice matters as we solidify the NAAC voice.

Conclusion

The true measure of our strength is how we rise to master the moments when opportunities and conflicts arise.

Carry with you a sense of pride that you are a part of a larger group of individuals with a common purpose. We will do what is hard; we will achieve what is great.

Rest assured that when you face challenging circumstances on your campus, you are not alone, and you have a network of like-minded individuals whom you can call upon for advice, guidance, or simply to bend an ear.

More than any time in our history, our destiny is within our choosing. As the NCAA continues to define The Collegiate Model, NAAC will be positioned to lend its voice. Engage with us to lend yours.