

NACMA CORNER



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Memorable Interactions

As we get back into the swing of fall sports and everyone is coming out with cool graphics, posters and digital videos, have you considered how your student-athletes can help your non-visual branding?

One of the most intentional opportunities we look to create every year for our fans at Oregon State are interactions with our student-athletes and fans. While we do have traditional sit-down autograph sessions, and those are absolutely at the heart of memorable interactions, a lot of the face-to-face moments our student-athletes have with Beaver Nation is intentionally without tables and chairs.

Strategic Plan Direction

In the spring of 2018 we completed our Strategic

Plan under our new athletics director and the mission within that plan is stated as 'Go Build Excellent Authentic Visionary Student-Athletes' or 'Go BEAVS!' How does that translate to branding and memorable interactions? One of the strategies in the plan, which the marketing staff is charged with, is to create more opportunities for memorable interactions between our fans and student-athletes.

In Practice

Following every home women's basketball game, we host a mingle with our fans on the court. The team is given sharpies to sign autographs, but mostly it's the pictures with groups of young ladies aspiring to be just like them when they grow up. Our student-athletes are asked to take photos to create the most meaningful interactions. I chuckled a little when I wrote mingle earlier, because it used to be the eight-minute mingle but our team is filled with amazing young women and they refuse to leave until all the fans have gotten autographs or pictures, so now it's just called the mingle! This has become part of the brand of our women's basketball team and has really strengthened their fan base and created the family-friendly atmosphere that we try to achieve at all of our events.

A few other examples of memorable interactions we have created are inviting fans on to the field after our home football games to play a game of catch or meet our student-athletes; our women's gymnastics program invites the young fans down to the floor post-meet to dance with them; and beginning last season our men's basketball program high-fives the student section post-game, win or lose, to thank them for their support and for coming to the game. This has really helped our fans in those sports feel more connected to our teams.

Putting a Bow on It

Our visual brand has pieces unique to Oregon State, like using a wood grain texture in our backgrounds, the use of our Best College Town in the Pac-12 logo throughout all of our platforms and consistent reference to the Beaver State. As we move forward, in alignment with our strategic plan, we will continue to look for ways to create authentic memorable interactions for fans and student-athletes, to continue to brand Oregon State as a family-friendly environment. It's our job as marketers to each find what's unique to our department and use that to propel our brand and enhance the fan experience. If we do it correctly we can also generate some revenue along the way.

@d3admins

NADIIIAA CORNER



Keri Alexander Luchowski

North Coast Athletic Conference

*Executive Director
2019-20 President*

Happy new school year, NADIIIAA Family!

I hope everyone has enjoyed a relaxing and energizing summer break. I am quite ready to turn the page on another fresh new year!

But before we do, it's worth a quick look back at all we accomplished together last year. We completed our third membership year operating in partnership with NACDA under its umbrella of intercollegiate athletics professional membership organizations. We finished the year with a membership of 410 individuals representing 272 institutions and conferences allowing us to maintain and expand the level of service to our membership.

In June, we conducted our 14th Annual Summer Forum, and our third as a fully integrated part of the NACDA & Affiliates Convention.

Over 120 Division III members attended our educational sessions over two days of programming. We presented

interactive sessions on building relationships with our coaches, fundraising platforms, the impact of the political climate on Division III athletics and crisis response after traumatic events. We also presented a variety of round table sessions that were very well attended and well received. In addition, we joined with our Division II colleagues to present a joint session on the differences and similarities between generations. I thank and congratulate our Education Committee, the Executive Committee, the NACDA staff, and our volunteer facilitators who made our program so successful.

Finally, congratulations to one of our members. In June, Bridget Belgiovine received the Richard A. Rasmussen Lifetime Achievement Award for her significant impact on Division III during the course of her career.

Now on to the new year!

Just as our students have worked this fall to prepare for the 2019-20 seasons, we know you have been planning and preparing for the coming year as well. One important item we want to make sure everyone is tracking on are the new interassociation

recommendations on catastrophic injury prevention (Interassociation Recommendations: Preventing Catastrophic Injury and Death in Collegiate Athletes) endorsed by the NCAA Board of Governors last spring.

The effective date of the document was August 1, and these recommendations are an Association-wide policy and priority that offer consistency in the guidance offered to all of us in the Association, regardless of Division. Each school is encouraged to begin reviewing the checklist and the FAQ document provided by the Sport Science Institute with your campus general counsel; medical, athletic training and strength and conditioning personnel (can be found on the SSI area of NCAA.org). This is an area where our athletics health care administrators will be vital to making sure everyone on campus is on the same page with information, policies and procedures.

Finally, as the year gets rolling be sure to stay updated on NADIIIAA news and engage with other NADIIIAA members by joining a committee, using our NADIIIAA Member Community and following us on Twitter (@d3admins).

Have a great year everyone!