

ABOUT THE NEW LOGO

In the fall, the MOAA Board sought input from the membership to select a new logo that better reflected the mission statement of the Association which is to provide opportunities to exchange ideas, advocate increased participation and administrative opportunities for minorities in athletics. MOAA also promotes generating a sports culture that supports the values necessary to teach and learn respect for self and others.

Since 2006, when MOAA partnered with NACDA, the Association has undergone a multitude of changes, including increasing membership from 100-plus to over 750-plus members today.

The new brand reflects the multicultural makeup of the MOAA membership and symbolizes the group's efforts to champion equality and inclusivity throughout intercollegiate athletics and higher education. The updated logo has also stayed consistent with the red and black colors, known for associating with strength, courage and seriousness.

The logo was designed by SME, a Learfield IMG College company, a creative services agency with offices in New York, Austin, Atlanta, Chicago, Dallas, Los Angeles and Indianapolis.



Renae Myles Payne, Ed.D.

University of Miami
Senior Associate Athletics
Director for Administration

A Celebration of Progress

Amid one of the most difficult times in the nation, many of us are just not in the mood for celebrating. Celebrations seem to be inappropriate right now. There is so much fear and uncertainty that celebrating anything is probably the last thing on your mind. Well, I am encouraging you to just celebrate, progress. Think of one thing that has made progress in your personal and professional life...NOW CELEBRATE!

It's been 20 years since Dan Boggan, Clint Bryant, Alfreda Goff, Stan Johnson, Charlie Whitcomb and Stan Wilcox met together at a Convention in Indianapolis and birthed MOAA. In 2000, there were 25 members. Today there are 775 members in MOAA. We have made a lot of progress, and so we CELEBRATE!

MOAA celebrated 20 years of progress virtually this year. Our annual Symposium was live on Zoom, June 2-4. We kicked off the Symposium with a



Sherraine (Pencil) McDaniel

Grand Canyon University
Assistant AD, Compliance

Since its establishment in 1998, the John McLendon Minority Scholarship Foundation has awarded over 100 postgraduate scholarships, making a profound impact on the landscape of athletics administration and the lives of young men and women. To showcase the achievements of past John McLendon Minority Postgraduate Scholarship recipients, the Foundation presents "Where Are They Now?"

Sherraine (Pencil) McDaniel received the McLendon Scholarship in 2010-11. She earned a bachelor's degree in sociology and political science from San Diego State University (SDSU) in May 2009, where she was a two-year captain on the track and field team. After graduation, she attended graduate school at the University of Oklahoma, to study adult and higher education - intercollegiate athletics administration while serving as an athletics diversity council graduate assistant. The Toronto, Ontario

McDaniel was named Grand Canyon's director of compliance in June 2017 after serving nearly two years as assistant director of compliance. She was promoted to assistant athletics director for compliance in July 2019.

McDaniel came to Grand Canyon from Michigan State where, since June 2012, she served as assistant compliance coordinator.

How has the John McLendon Scholarship impacted your career?

The scholarship program gave me financial assistance which led to job opportunities that have impacted my current career opportunities and success.

Why did you pursue a career in athletics administration?

As a former student-athlete and NCAA DI SAAC member, I developed an interest in athletics administration through working with the associate athletics directors while in college.

Through those relationships I was introduced to the field and chose to pursue it.

What is the most rewarding aspect of your job?

Developing relationships with student-athletes and coaches is the most rewarding aspect of my job.

What career advice would you give your younger self?

I would tell myself to always be open to new opportunities and experiences and never be afraid to try something new.