

# NACMA



## Brian Bowsher

University of Washington

Associate AD /  
Chief Marketing Officer  
2021-22 President

To say the past year has been challenging would be comical in its understatement.

Challenges encompassing the logistical, physical, spiritual and mental were ever-present. Everyone, truly, was going through something. And yet, through all the uncertainty, unrest and inescapable references to these unprecedented times, the creativity and innovation from marketing teams across the country – to find ways to tell the stories of student-athletes, remain connected with fans, and drive revenue (often without the ability to host in-person events) -- was absolutely remarkable.

As an organization, I am so proud of the work from our NACMA committee members and Board of Directors, whose efforts to serve the greater membership resulted in:

- Launch of NACMA.com/Resilience to provide

members with resources and connection opportunities, and remind everyone to support one another.

- Creation of more than 15 different webinars, prerecorded informational Zooms, Zoom discussions, open forums and casual happy hour events (all of which can be viewed on the NACMA Member Community).
- Our Diversity & Inclusion Committee organized three different webinars -- Using Collegiate Athletics as a Platform for Impactful Social Justice Messaging, Implementing Actionable and Impactful Change and Preventing Burnout in a High-Stress Industry – and we are excited to continue this work in the year ahead.
- And with Association dues being complimentary this year, we grew our membership by 444, allowing new members to enjoy the tools, training and resources that NACMA offers.

As we look ahead to 2021-22, and the return of at least some feeling of normalcy that comes with the energy of sold-out stadiums, continued change is on our doorstep.

I believe that as marketers, we have the unique knowledge, creativity and perspective to address this new frontier of college athletics, and as an organization, it is NACMA's charge to empower you, our members, with the tools, training and

resources to become the resident experts on your campuses -- able and recognized as such -- to lead your department and our industry into the future.

There is no better time to be a collegiate athletics marketer. There has been no time where excellence in collegiate athletics marketing has been more critical.

This year, NACMA has doubled down on our strategic plan from 2015, restructuring our committees around the 3 Pillars to allow us to create year-round programming that more intentionally aligns with the most impactful topics to serve you in your role. We will be curating new resources for you to reference and download from the Member Community. And we will continue to provide you with an unparalleled network of connection and support from your peers across the industry.

As marketers, we are the individuals on campus that are best prepared to understand how to thrive in whatever world awaits us.

I am so excited for the year ahead. On behalf of NACMA, I genuinely thank you for your continued participation and membership, and for your willingness to help one another – the aspect of our industry that is truly special.

@d3admins

# NADIIIAA



## Keri Alexander Luchowski

North Coast Athletic  
Conference  
Executive Director

July 1, 2021. The date the new name, image and likeness era dawned on the 445 Division III members of the NCAA. And well, on everyone else in the Association as well, of course. But I admit, it feels personal for me sitting as I am in DIII.

The NCAC stretches across three states. Ohio and Pennsylvania have an executive order and a state law in place, respectively, outlining much of what is considered permissible or not in each state. The directives are generally similar in overall structure, but at the same time, they are different enough in the details to cause confusion. And they are not all that straightforward in their details, either, at least for those of us lacking a legal background (and possibly for those that have one!). Indiana doesn't have a mandate, an order, or a law at the moment. This means that institutions can

create their own policies under the broadly sketched out NCAA interim guidance.

At some point, we'll have a more detailed playbook to navigate the NIL space. What we have now is the potential of 50 different legal environments and an infinite number of institutional policies and procedures. How do we begin to navigate this space? And more importantly, how do we help our student-athletes through this space, seeded as it is with potential minefields?

Surely something exists to help us develop institutional and conference policies and procedures; educational materials for our students on a complex array of topics such as setting up a business, the importance of reading contracts, tax laws, financial aid, protecting yourself from fraud, FTC regulations, etc. We need to leverage our own experts on our campuses and across our conference and practical ways of delivering this information to our students in ways that are meaningful and engaging to them. We need to address the practical requirements of our mandates and laws by tracking the activities of our students; even without a law, tracking on activity will hopefully prevent relevant NCAA bylaws or institutional policies from being bent or outright

broken. This is a lot to ask of anyone, but in Division III where most compliance coordinators have a myriad of other duties, it might be an incredibly heavy lift. And, by the way, let's throw the continuing effects of COVID onto the load, too.

Faced with this situation, our conference turned to technology. A solution exists whether your focus might be fostering market opportunities for your student-athletes, personal branding, or compliance. Many successful companies are adding NIL services to their portfolios. There is truly something for everyone.

One of the vendors we met with said something that stuck with our group: "There are no experts in NIL because you can't be an expert on something that did not previously exist." That sentiment helped us keep our original focus. We ended up choosing a company built by compliance and legal experts that focuses solely on the compliance and education side of NIL. Our partnership will provide NCAC schools with the resources and technology necessary to support our student-athletes' opportunities. Tools include educational resources and a convenient, customizable disclosure technology platform which gives us some needed stability as we wait and see how this NIL era will develop over time.