

## D2 ADA



**Dr. Michael McFarland**

**Bloomsburg University**  
Director of Athletics

I recently read a paper that my first-year student-athlete daughter was writing for a Foundations of Writing English class. The paper focused on the ever-changing world of electronics and having computers run the world. It caused me to pause and remember the old days of rotary phones and no true technology at the ready.

With today's rapidly changing technologic landscape, which features touch screen ordering at restaurants to your hand-held devices allowing you to communicate globally or watch sporting events from across the world, it is hard to imagine life without the continued use of technology. Conversely, technology presents a host of challenges for all of us in intercollegiate athletics as we try to navigate the next best software or tool to improve student success. The positive impact opportunities created when maximizing technology to the ultimate benefit

of the department, the student-athletes utilizing the tools, and to increase training elements (from diversity to sexual violence training), and even to generate more affordable options for students (open access electronic textbooks, for example) far outweighs the old paper and pencil communication methods.

There is not a single area in intercollegiate athletics that is not reliant on nor impacted by technology. Since we reside in the world of higher education, it is nice to collaborate with all the industry experts to learn about the various software packages and tools which allow us to better impact the growth of our student-athletes. As a competitor, it is important to remain current with the changing technology at hand – especially as it relates to any element enhancing student-athlete academic success.

As we all know, there are a multitude of “technological outlets” to support what each individual in the athletics department is tasked with daily, from scheduling to fundraising to tracking, recruiting, and retention. I try to stay on top of my game by attending webinars, listening to presentations, discussing with colleagues what is next, new, and beneficial but

all come with a cost. We continually debate internally about the benefits of technology versus the output of the services ... and, if student-athlete success is improved it is always worth finding the funding. One of the best elements is collaborating with the academic side of the house to ensure student-athletes are using all the campus-based technology available. It is important to work with all coaches, staff, and student-athletes to be introduced to, trained in, and to utilize the technology at hand to support growth.

I have not even focused yet on the video and the use of game/practice files as a teaching tool. As you can see, technology is everywhere and when utilized properly, everyone can benefit. We all need to focus on the appropriate methods to use the technology that we have at our disposal. So as my daughter outlined in her paper, it is our challenge to use technology for our benefit and not to let it take over our life.

## D2 CCA



**Jim Naumovich**

**Great Lakes Valley Conference**  
Commissioner

The overarching theme for this issue is technology but asking me to address this topic would be an exercise in futility. So, permit me to address something much more in my wheelhouse.

As we enter into a holiday season amidst transformational changes taking place in the NCAA, I have the unique opportunity to express my appreciation for the work that is done by the Division II conference commissioners. This group of dedicated professionals represents over 300 institutions, and each of them is committed to the academic and athletic experience for student-athletes from across the country.

I am fortunate to hold a position in a profession where there are only 22 other individuals across

the country with comparable duties and responsibilities at this level of intercollegiate athletics. My colleagues represent the best and brightest in the business.

We will soon convene in Indianapolis for the 2022 NCAA Convention and vote on significant changes to the Constitution. The ensuing months will be dedicated to strategically planning for the future of Division II. There is no better group suited for a challenge of this magnitude than the Division 2 Conference Commissioners Association (D2 CCA).

I have witnessed firsthand how this group came together in the spring of 2020 to provide leadership on a number of COVID-related topics, was instrumental in adopting the Player-2-Ref Program (P2R) in an attempt to address a nationwide shortage in this profession by actively promoting officiating opportunities with current students, and continues to serve the membership by holding leadership positions on numerous key NCAA Committees.

What I am most proud of, and the very reason I agreed to contribute to this month's *Athletics Administration*, is to share with everyone the great sense of esprit de corps that exists

amongst the commissioners. Collectively, this group of decision makers and problem solvers consistently works together, contributes ideas, identifies best practices, and willingly shares information with one another so we can advance each of our leagues. We have all been the beneficiaries of our personal and professional association with one another. The support, advice, and wisdom emanating from the ladies and gentlemen serving in this role is truly gratifying.

I believe we bring a unique perspective to the enterprise that is athletics because our ties are not with one institution but with many. We understand the multitude of challenges our schools, Presidents/Chancellors, administrators, coaches, and student-athletes face and commit our efforts to working on their behalf. We will need to continue this type of collaboration in the coming months and years so that student-athletes competing at this level can continue to experience the balance that is the hallmark of Division II.

To my esteemed colleagues, I want to thank you for all you have done to make me a better Commissioner over the past 21 years. To everyone in the membership, we pledge our ongoing commitment to you. Make It Yours!