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Enhance, Advance, Balance

There have been thousands of hours of virtual programming from several organizations the last year. Many of us have become experts on Zoom and other platforms. However, MOAA does not want this virtual space to become normal, so this year, less is more. We provided substantive programming during the 2021 Virtual Symposium, but not as many sessions. The Symposium Committee understood the Zoom fatigue and planned accordingly.

The Virtual Symposium was held via Zoom, June 7-10, with a morning and evening session each day. Day One was about **ENHANCEMENT**. We kicked off with a general session about the state of college athletics with Len Elmore of the Knight Commission and LEAD Association President & CEO, Tom McMillen. The evening session was a small group interaction focused on contract negotiation for coaches and game guarantees.

Day Two featured on-demand sessions that members could view at their leisure.

Day Three was about **ADVANCEMENT**. We began with four break-out sessions on navigating your professional career. These break-out sessions specifically targeted members at different stages of their career and how they advance to the next phase. Later, Darnell Smith, athletics director at Texas A&M San Antonio, and Cheryl Wong, assistant commissioner, sports management & championships at the Pac-12 Conference, shared the Zoom stage with their mentor and mentee discussing the role of mentors and the power of sponsors.

The final day of the Symposium was all about **BALANCE**. For the first time in MOAA Symposium history, a comedian helped members to find a little joy despite the challenges of this year. Superhero by Day, Comedian by Night, Corey Manning, provided some much-needed laughter for attendees to enjoy. Another first for MOAA was hosting a virtual reception. There was music and continued laughter. Additionally, attendees had the option to play, "Name That Tune" Hip Hop or Old Skool, Sports Trivia, or Sports Jeopardy. The last day of the Symposium proved to be relaxing for all.

This year also marks the end of the Presidency of China Jude. MOAA is eternally grateful for her leadership and dedication to the mission of MOAA. She has led with grace and class and has elevated the MOAA brand immensely. Thank you, China, and best to you in your new role with the Denver Broncos.

MOAA will also participate in the NACDA Virtual Convention July 27-28. We will have three back-to-back sessions on Tuesday, July 27 from 12:15 p.m.-2:30 p.m. ET.

We look forward to seeing you in person next year in Las Vegas, Nevada!



McLendon Foundation Honored at the Social Innovation Summit

After successfully launching and building the foundation for the McLendon Minority Leadership Initiative (MLI) - a coach-driven initiative to provide minorities a jump-start to their careers through practical experiences, opportunities to build their network, and instilling the values of John McLendon - the McLendon Foundation was honored with the inaugural Diversity, Equity & Inclusion Award at the Social Innovation Summit (SIS).

The SIS Diversity, Equity & Inclusion Award celebrates the business professionals, partnerships and programs that are going beyond blanket diversity conversations to drive actionable outcomes and create lasting changes within communities.

University of Kentucky (UK) men's basketball head coach John Calipari and Harvard University men's basketball head coach Tommy Amaker accepted the award on behalf of the McLendon Foundation on June 9 on the virtual mainstage of the Social Innovation Summit 2021. Calipari

and Amaker, along with University of South Carolina head coach Frank Martin, spearheaded the effort of more than 80 coaches who have provided Future Leader opportunities at institutions and organizations across the country less than a year after the program was launched.

The SIS Awards were created to recognize and celebrate impactful collaborations following a year of unprecedented challenges. The inaugural awards recognize collaborative initiatives between corporations, government, grant makers, entrepreneurs and non-profit organizations.

As part of Social Innovation Summit's mission to elevate groundbreaking ideas and shine a spotlight on the most innovative leaders addressing the most urgent social issues, four main categories of award focus were created - Diversity Equity & Inclusion, Economic Empowerment, Future of Work, and Covid Impact & Response. MLI are the recipients of the Diversity, Equity & Inclusion award.

Calipari and Amaker spearheaded the MLI last summer after watching the nation confront issues of social injustice and racial inequality.

In the middle of a Facebook Live series to raise funds for COVID-19 relief, "Coffee with Cal," Calipari paused the show and shifted his attention to the MLI. He recruited Amaker and Martin, both members of the NABC Committee on Racial Reconciliation, to join him to make change on college campuses and present opportunities for minorities. Their idea was to recruit minority candidates, known as MLI Future Leaders, and provide access and opportunity with real-world experience and networking platforms designed to elevate talented young women and men of color.

The initiative has drawn coaches from a variety of sports across the country to serve as both MLI Ambassadors and be the primary source of funding. The MLI recently reached \$1.5 million in funding.

The inaugural cohort of MLI Future Leaders concluded their tenure with the program with the 2020-21 academic year. Additional opportunities will be available this summer and fall as the MLI kicks off its second cohort.

More information regarding the MLI, including application information for interested and qualified individuals, can be found at minorityleaders.org.