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Human capital is a real asset not found on any balance sheet. One way to invest in both the short-term and long-term benefit of the industry is through student employment opportunities and internships. College athletics is a niche industry within the higher education sector which leaves us with a great opportunity and responsibility. The opportunity is the access to talented young adults seeking experience while the responsibility is providing skills that translate to life after college.

Leveraging Your Institution's Academic Profile

Are you looking for free internships? Are you looking to establish a pipeline of talented students?

Do your homework and understand what degree tracks are offered at your institution. From there, seek to establish relationships within those academic units and campus career centers. These relationships can be rewarding for all parties:

academic units, students, and athletics departments. Academic professionals and advisors have access to open student pipelines in which business officers may not.

Even if you are unable to establish these relationships with campus, studying the academic profile can aid in building more thoughtful job descriptions and advertising efforts. The reality is, most campuses have students seeking opportunities, but they are not quite sure where to go or how to start.

Build Out an Onboarding Curriculum

Onboarding new employees can be daunting; especially if you are continually doing it for students that leave after a semester.

Establishing a curriculum may be an upfront investment of time, but as students cycle through the department, the efficiencies can lead to large dividends. Strategies shall differ based on the demands at your university. Here at Texas, we have created a general onboarding track for students. Every student coming through our office is now tasked with the following:

- An Excel assessment that challenges students to gain a general understanding of our chart of accounts, apply knowledge to an open-ended

practical scenario, and basic techniques of data scrubbing. In terms of human capital, this tool is important to our strategy as it allows us to tailor skill development for each student and continue to spur curiosity. Additionally, the team has seen a great return on how to best deploy talents for projects in our queue.

- Along with the Excel assessment, students are tasked to complete a Tableau LinkedIn Learning course, a campus resource. A free alternative to LinkedIn Learning is YouTube. Why? Tableau is our primary data visualization software, and we consider it an employable skill for students. In addition to visualizations, we utilize Tableau for data querying, and maintaining the general ledger. Better yet, students can sign up for a FREE Tableau license, thus making it an affordable option for skill development and a tool to advance your department.

Both an established academic pipeline and a standard onboarding process can lay a framework for stronger human capital investments. These investments can help a department both with retention and technological advancement. When looking at the long-term, it opens opportunities to build a farm system and teach the next generation of administrators.

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