

NACMA



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Making an impact in your department with DEI initiatives

What has your department done to enhance diversity, equity and inclusion (DEI) over the last year? Do you feel it is enough? Do you feel involved in the decision making?

Regardless of your answers to the questions above, you can start making a difference in your department. You might think, how can I as a marketing team member, make a difference? Here are just a few ideas:

1. Create, promote and execute a marketing campaign or initiative that is associated with diversity and inclusion. Think about the impact this campaign can have on your campus, community and student-athletes. Get your SAAC, campus partners and corporate sponsors involved. Ask other staff members to be

involved in the planning and execution to get a wide variety of thoughts and experiences. Make sure to expand the reach outside the marketing department, get additional groups involved to maximize the effort as you would with any marketing campaign.

2. Start a diversity, equity and inclusion discussion group with your fellow staff members. Either gather a group of your peers to have a monthly discussion on DEI topics or ask your supervisor if the group can discuss DEI topics at your monthly staff meeting. Suggest gathering the group and rotating a person/department to lead the discussion each month. Offer the group an article, video or mindbender in advance to get the group open to the discussion. Break into small groups, be open minded and allow the group to discuss the media provided. You will be surprised what you can learn about your teammates but also yourself through these discussions.

3. Ask your department human resources representative or senior staff members to start a DEI working group to assess the department's current practices. If a working group or committee already exists, ask if you can join it. Consider items such as hiring practices, DEI

education for your staff and coaches, employee feedback, retention and be open to the ideas other committee members bring to the table to promote actual change.

4. Educate yourself. Read, reflect and be open to change. Continue or start to educate yourself on diversity, equity and inclusion. Listen, learn and react to help yourself and others to enhance these practices within yourself, your department and your student-athlete population.

Anything you can do, whether it is for yourself or your department, can start to make an impact on your campus. It's up to us individually as marketers to promote that impact to a larger scale as we start to chip away in instituting real change.

@d3admins

NADIIIAA



Corey Borchardt

Upper Midwest Athletic Conference
Commissioner

If you would have said that the 2019 NACDA & Affiliates Convention, the largest gathering of intercollegiate athletics administrators, would be the last NACDA & Affiliates Convention in a three-year period, no one would have believed you.

We are now officially three years later and that is indeed what happened, and so much has transpired since that time, both within the industry and outside of the industry. The world as we knew it in June 2019 looks very different now in June 2022.

The COVID-19 pandemic wreaked havoc on our world and while we all felt like sports was the end all, be all, the truth is that sports are a microcosm of the real world. Our industry

persevered, advanced, and has come out on the other side thanks to the persistence of the folks that are members of each of these NACDA Affiliate Associations.

Sports did its part during the pandemic and brought people together, providing a platform to get back to being engaged, albeit with new safety measures in place, but allowing an outlet for student-athletes, coaches, administrators, and fans to return to some sense of normalcy.

Many of our teams utilized their platforms to address key social justice issues that proved to be an outlet to raise awareness and tolerance with the hope that this will lessen a cultural divide. Our student-athletes across the industry showed their cohesiveness during the most difficult times, which we should all be proud of.

Recognizing we don't have all the answers to what lies ahead, we do know that we are in the midst of an interesting time in the industry – NIL, transfer portal, a new NCAA Constitution – so many things, with perhaps not as many answers or defined direction yet in place.

While our focus needs to continue to be on many of the things mentioned above, let's take a deep breath in June and pat one another on the back and celebrate being back together in-person. There are positives to recognize and celebrate in gathering. What each of us has accomplished during these past three years – individually, as athletics departments and conferences, and as an organization – this is all something that we should be proud of and ... we won't be "Zooming" (well at least not June 25-29)!