

NAIA-ADA



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Let's Connect Again, More Intentionally than Ever Before

Over the last year, many of us have had the opportunity to get out and connect again, face-to-face, in various settings. The NAIA Convention was filled with energy and a sigh of relief unlike any I had ever experienced before – it felt right and people were ready. It was also a unique feeling, almost like we had all been in a time capsule, re-emerging to see how people had changed and advanced in their careers, how schools had evolved, how people had found their purpose, and also people trying to re-discover their purpose. Being isolated on our campuses impacted people differently, that is just the reality of the unprecedented situation that we all dealt with, and with that we find ourselves in different spaces than before. In five days at the NAIA Convention in Kansas City, I felt we made

up for lost time and were genuine about our collaboration.

As we approach the 2022 NACDA & Affiliates Convention, let's commit to never take connecting for granted again and be more intentional than we ever have. Let's use the opportunities to be together face-to-face to share best practices, to share insight with one another, to collaborate on what we view as best for our student-athletes, how we can work together to achieve common goals and most importantly how we can evolve in the face of the ever-present changes we are seeing unfold at all levels in college athletics.

We're re-appearing from the most trying times in our industry due to the pandemic, and entering into one of the more unsettling times. None of us had a playbook when it came to COVID-19, but we worked together and we created them, we shared them and we added plays and audibles as more information presented itself. We didn't all handle it the same way, but we were willing to collaborate virtually to share and learn. We will need this same spirit of connection, especially face-to-face, when we discuss some of the most important topics for our industry's future. We will need to lean on

one another as we navigate NIL, as we must do better with diversity, equity and inclusion, as we handle the dynamics of increased transferring, as we handle the challenge of our need to invest more resources in mental health, as we all strive for more tuition revenue, and as we must provide our student-athletes with a safe and transformational experience.

We have hard work ahead of us, but let's connect again, more intentionally than we have ever connected before. Let's never forget how much we missed seeing one another and conducting business face-to-face, and let's do it with a purpose so we can all build a better, brighter future in college athletics.

I look forward to connecting with you, intentionally, in Las Vegas.

@NAIAADA

NATYCAA



Greg McVey

Santa Fe College
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The Role of Head Coaches in Assessment

You know it is coming! Every year athletics administrators across the country are contacted by the Assessment Officer at their institution about completing their annual departmental review. Many of us cringe at the very thought of collecting data and entering it into whatever template the institution has created to house the information. Many of us who spent a significant amount of time as coaches simply think this is a waste of time and are quick to point out, "If my team scores more points than our opponent, we were successful!" While there is a simple truth to that mindset, there is much more to intercollegiate athletics than winning on the court, course, track or field. If your institution is like mine, the President, their Leadership Council, the Board of Trustees and the Higher Learning Commission will not accept the sole measurement of an athletics department's winning percentage as the Holy Grail of success.

Whether we like it or not, assessment is a necessary evil. Yes, I said it, necessary. My former coaching colleagues are most likely laughing at me right now. Basically, assessment asks the question, "Did we accomplish what we said we would?" If this process is going to be done effectively, it cannot be done by a lone athletics administrator entering information into a template by cutting and pasting statistics, academic data, and information about community service done that year. Proper assessment is a daily, weekly, and monthly process that needs to involve everyone in your department. Asking your administrative assistant, assistant AD, and the sports information director to assist in assessment is only part of the process. Yes, they are valuable, but the "meat and potatoes" of your departmental assessment is the "stuff" your coaching staff does with their student-athletes. Think about it. Practice and competition is just a small portion of what coaches do each day. Activities like academic meetings, study halls, weight training, conditioning, and community service projects need to be assessed.

I believe it is vital to include your coaches in the entire assessment process. That includes creating program goals, determining what areas

to assess, establishing performance measures, and finally analyzing the data. I have always operated under a simple philosophy that the people tend to support the things that they help create. Who better to include than your coaching staff in one of the most important processes done on college campuses throughout the country? Sharing this responsibility will create a culture where everyone has a chance to contribute to the cause of providing the student-athlete with the best possible experience. Lastly, the data that is derived from the assessment process can lead to positive changes when it comes to resources, facilities and departmental staffing.

The next time you are up late trying to meet the deadline for your departmental assessment, remember that your coaches can help lighten your load by being actively engaged in the assessment process. Good luck, and happy assessment everyone.

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