

# N4A



all members of N4A as well as other NACDA Affiliate Associations and partners.

those we serve.



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As we embark on the 2022-23 academic year, we can reflect on the past two years and the amount of determination displayed during that time. March 2020 is a time many of us will never forget, but it was in that moment we showed how resilient we are as professionals in collegiate athletics. With much of our great nation going from in-person to a virtual format, athletics staffs across the country and abroad were forced to pivot into areas unseen before. N4A members from institution to institution executed this transition and continued to maintain the high-level support for student-athletes we are known for.

The same can be said about our annual national Convention. Members were set to descend on Las Vegas in 2020, however, the global pandemic delayed this until 2022. Yet again, we showed our ability to adapt and deliver a Convention that is meaningful and impactful to

Meanwhile, NIL legislation was looming large before going into effect in July 2021. Once again, professionals embraced this seismic shift in college athletics to discover ways we can educate and support student-athletes with this new element of the industry that has quickly become an integral part of the foundation of the student-athlete experience. But with change comes opportunity, and N4A has recognized the altered landscape by reshaping its strategy in terms of branding as well as fundraising.

An organization approaching 50 years old, N4A has solidified itself as the global leader of academic support and student-athlete development within athletics. This was done through repeated learning, research and adopting best practices. This effectiveness year after year has transformed N4A into a brand many organizations have a propensity to be aligned with. As chair of fundraising and development for N4A, it is a joy and privilege to identify potential partners, develop a mutually beneficial plan, then executing the plan because of the effect it will have on members as well as student-athletes – both directly and indirectly – are for the betterment of our profession and

Fundraising and an ability to generate revenue are the lifeblood of collegiate athletics. The more methods an institution possesses to generate revenue, the more opportunities can be provided to enhance the lives of student-athletes during their collegiate careers. The same goes for N4A. As we seek to grow our membership, developing relationships with trusted partners and sponsors becomes increasingly important in order to facilitate growth.

The act of fundraising and stewardship is something every athletics employee within a department can assist with. We should all be direct or indirect fundraisers for institutions because it aids in the achievement of athletics department goals, missions and core values as it relates to the success of student-athletes.

# NAAC



not completely, eradicated with this update.



## Jeff Parry

**Furman University**  
Director of Compliance

### Transformation Trickle-Down

Nearly a full trip around the sun has passed since the NCAA Division I Transformation Committee rolled up its sleeves and began working. While we appreciate the progress made and as we anticipate what an updated DI model could bring, this summer the Committee has focused on rule modernization, improving timely enforcement and defining an ideal transfer portal. These macro-level movements will have a swift trickle-down effect for compliance officers.

Recently modernized rules will lessen workloads and improve efficiency in compliance shops. A glowing example is the newly-adopted digitization of ticketing option for complimentary admissions. The hassle of hard-copy pass lists, ID verification and compliance staffing for home games is largely, if

Similarly, increased empowerment for institutions regarding student-athlete benefits cuts down the need for trivial waivers. These benefits hinge on reasonableness and are easily tracked through online forms, rather than waiting on NCAA or conference go-ahead.

Finally, relevant proposals regarding one of the most disruptive areas of legislation – the transfer portal – continue to crystallize. The potential adoption of concrete transfer windows offers predictability in a system currently in flux. Where will all this saved time be invested? Most plausibly it will simply be reallocated to other needs. Increased emphasis on institutional cooperation during enforcement investigations falls squarely in the compliance lap. Any accelerated timeline to produce documents or testify to investigators effectively backlogs the day-to-day and big picture duties of any compliance office, especially smaller ones. Not to mention the front-end monitoring, education and documentation burden that is expected to prevent a violation before it occurs. The onset and exponential growth of NIL requires major time and effort as well. And while new benefits discretion should be applauded, it brings with it ample potential for increased adversarial encounters between coaches and compliance.

Determining what is “necessary and appropriate” may well take up the time saved by eliminating waivers.

We hope for clarity when the Transformation Committee dust settles. But what about in the meantime? A few realistic suggestions:

- Modernization of best practices must match modernization of rules. Departments not taking advantage of digitization and increasingly sophisticated software are a step behind.
- Nail the education component. An industry once known for static and predictable rigidity suddenly is primed to witness an ongoing exercise in legislative drafting and modernization, at least short-term. With ever-more-fluid legislative tweaks and a heightened emphasis on timely enforcement, a robust and thorough educational program has never been more important than now.
- Consider outsourcing. Many institutions lack the staff, resources or both to ensure that NIL is maximized for student-athletes. Rather than overburden already heavy-laden compliance staff, administrators should consider outsourcing demanding areas like NIL to third parties.
- Invest. Upping the size of, and compensation for, compliance teams is a necessity in an environment that is increasingly demanding and complex.

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