

ICLA



merchandise tailored to the Mizzou fan base.



Sonja Derboven

University of Missouri

Director of Licensing & Brand Management

Empowering Students While Giving Fans What They Want: The University of Missouri's Student Made Program

I'm thrilled to share with our NACDA friends about an initiative that brought together the talents of our university's students and industry partners – The University of Missouri's Student Made program. This exciting collaboration merged the expertise of the Textile & Apparel Management program (TAM), Champion, Mizzou Licensing, The Mizzou Store (bookstore), and the Collegiate Licensing Company (CLC) to create a unique educational experience and enhance our Mizzou College Vault (vintage logos) apparel offerings.

Students enrolled in the Mizzou TAM textile class embarked on an immersive, hands-on journey that deepened their understanding of the collegiate apparel design process. They delved into consumer insights, design trends, and go-to-market strategies, actively participating in the creation of branded

In this partnership with apparel brand Champion, students had the opportunity to create a collection of College Vault products infused with Champion's signature design styles and fabric platforms. To ignite excitement among students and fans alike, the students had access to a selection of Mizzou's unreleased College Vault marks, chosen through the Vintage Vote, a fan vote on social media.

The collaboration kicked off with Champion's presence at the university, introducing students to the Champion brand and outlining the class project. Throughout the six-week program, students had the invaluable opportunity to collaborate with Champion's design staff, refining their ideas and receiving real-time feedback. This Mizzou Made hands-on experience mirrored the realities of the industry, providing a true-to-life education.

At the program's conclusion, student groups presented their collections to a committee comprised of The Mizzou Store buyers, Champion representatives, TAM professors, Mizzou Licensing experts, and CLC. The winning collection was selected, produced by Champion, and made available for purchase at The Mizzou Store.

Throughout the project, Mizzou's social media team closely followed the classroom experience and actively promoted the students and their products during their launch at The Mizzou Store. The total social media impressions throughout the program exceeded a staggering 400,000. The program's impact extended beyond the classroom, with total wholesale sales reaching \$33,466, generating a remarkable \$6,023 in royalties. The Mizzou Store played a pivotal role in this success, selling 1,469 units with an impressive 79 percent sell-through rate. The Student Made collaboration not only resulted in a fresh array of Mizzou fan merchandise, it also met some of the stated desires of supporters. It offered students a transformative educational journey into the collegiate apparel design process. It demonstrated the intricacies of integrating brand legacies, staying current with trends, and navigating the real-world design landscape.

For schools considering a similar program, there are countless opportunities for athletics units to engage. From marketing, digital, communications teams, to student-athlete development programmers, there are avenues for strategic engagement. Our collaborative effort exemplifies how the collegiate licensing industry can support and provide unique educational experiences for students while further meeting the needs of an increasingly diverse fan base.



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