

NACMA



Shomari Adisa

Columbia University

Assistant Director of
Marketing, Ticketing and
Fan Engagement

The Direct Impact on Sports Marketing and College Athletics

In today's landscape of college athletics, sports marketing is one of the most influential factors to remaining competitive and relevant. Often there is a positive correlation between a program's success and their ability to successfully highlight and share their story. With the use of social media, most programs are currently creating content that helps draw students and student-athletes to want to attend their university and support their events. It's common now to see programs participating in viral TikTok trends, "A Day in the Life" videos, or other content to highlight the fun and interactive aspect of the student-athlete experience. Effective marketing campaigns can better connect a program with its community and help retain and recruit student-athletes who share similar goals to that program.

With New York City as its playground, Columbia University athletics has a unique advantage to highlight and market the endless opportunities in the city that never sleeps. Whether it's being highlighted on the iconic TODAY Show or having the Empire State Building light its colors in Columbia Blue after winning an Ivy League Championship, these accomplishments are highlighted on the biggest stage with the brightest lights. Due to New York's cultural diversity, it opens doors to connect with people from all over to share this common goal/experience. With 31 varsity sports and this unique location, Columbia offers the most diverse student body in the Ivy League. The athletics class of 2024 alone represents 14 different countries across the globe. This exposure leads to ministering recruitment for the brightest and most talented individuals from all over who are eager to compete on such a prestigious level.

The emergence of NIL also places an emphasis on the importance of individual marketing/branding. Student-athletes across the board can now market themselves for which they can be compensated. Some of the most impactful collegiate student-athletes have a heavy presence on social media which oftentimes determines their potential earnings.

In the process of marketing themselves, the sport program is also directly affected due to the expansion of fan engagement, community involvement, and businesses looking to further collaborate with the program.

While sports marketing can be a wide array of topics, it is important to understand the key factors which can directly influence the success of a program. Recruitment begins with social media presence, as a child's first interaction is based on the presence they can find online. Active, engaging, and up-to-date accounts will place themselves in a better position to secure the recruits they are seeking. This will ultimately bring more opportunities for brand exposure and community engagement. It will be exciting to see what further initiatives programs will create or take part in to enhance and attract more student-athletes!

@d3admins

NADIIAA



Kennadi Bouyer

Pacific Lutheran University

Assistant AD | SWA

Compliance officers rarely find time for connection with their peers and student-athletes. While technology is often blamed for the lack of connection we see in today's world, it may also be the key to athletics departments. With the use of ARMS for the last two years, Pacific Lutheran University (PLU) has opened the door for just that! With the ability to collect forms, update coaches in real-time, and send direct emails, ARMS saves compliance administrators an immeasurable amount of time. Usually, at the end of a large NCAA

compliance meeting, I would be collecting a stack of forms and getting ready to rustle through them. However, I can connect with the students now that ARMS has made all of this electronic. I can walk around, learn names, and hear about their summers. I can use this extra time in August and September to engage in more student-athlete development instead of organizing the filing cabinet.

Not only does ARMS allow me to connect with student-athletes, but it also gives me the space to better connect with others in the athletics department and even on campus as a whole. Another area in which there is more time for connection with ARMS is with our athletic training staff. Now that our beginning of the year compliance tasks can communicate with each other in real-time, we are able to stay! Instead of checking back and forth on individual student-athletes via email and phone, I can check this directly in ARMS. Now, when I walk over to the training room, I can spend more time simply checking up on the athletic trainers and inquiring about their other needs.

Because of ARMS' excellent data tracking abilities, I have also found success working with other campus departments. When working with the registrar to clear our student-athletes, I can assign them a workflow, making a once tedious task take minutes. More recently, in working with our advancement office, data-sharing between their department and our coaches has been simplified and added to a platform they use daily.

With better systems in place, the athletics department has become more accessible to work with for all departments on campus. Because of ARMS technology, we are able to take time for what truly matters: connection.