

NAIA-ADA



@NAIAADA



Scott Trudeau

Lawrence Tech

Director of Athletics

Branding like “Big Time”

One of the ways you can separate yourself from other NAIA schools is the way you brand your school. Since the addition of varsity athletics in 2011, Lawrence Technological University has had to start from scratch. It had been 49 years since we last had a varsity athletics team on our campus. People in metro Detroit know Lawrence Tech as a great engineering and architecture school. It was time to expand our brand and have more than a southeastern Michigan presence.

Students on our campus had no idea we were the Blue Devils, let alone we had any teams from the 1930s-60s competing in the NAIA. It was time to get our school colors, logos, and brand out to students and alumni. Starting with a department of two people and four club teams in 2011, we have expanded to 34 teams at the

varsity and JV level and over 25 full-time employees in 12 years. Having over 20 full-time coaches out recruiting year-round helps get the name out there as well.

When students come to our campus now, it is evident our school colors are royal blue, white, and gray. You can barely tell from the outside that our gym from 1987 was built as a recreation facility and we turned it into a full-blown athletics facility, home to five indoor teams and another 25 teams utilizing the weight room. Branding is everywhere, from light poles on campus, to huge fathead stickers on the outside of our Don Ridler Field House, to our entire stadium fencing wrapped in royal blue with our logo. When an athlete comes into either our Field House or our Blue Devil Stadium, they have no doubt what our school colors are and that we are the Blue Devils.

Branding our campus has made students see a different side of an academic institution. The majority of our students are coming to Lawrence Tech to get a phenomenal degree, the athletics piece is just icing on the cake. Our enrollment has been around 3,000 since introducing

athletics to campus. The student-athlete population started small with less than 10 percent of our total student enrollment. We now have over 750 student-athletes, about 25 percent of our enrollment walking around as billboards for our institution. They make up about 70 percent of our total residential population, and you would be hard pressed not to run into the majority of students wearing Lawrence Tech clothing on a walk through our campus.

Students like free stuff, really everyone likes free stuff! We utilized them to show off our brand by loading them up on t-shirts, shorts, hoodies, and even jackets like a Division I student-athlete would have to make them feel appreciated and get our name out there. We have student-athletes from 12 different countries and over 16 different states wearing our brand. By capitalizing on what you have in your students and your clothing contract (that comes with campus branding) you can get your brand out there and show your student-athletes what it's like to be “Big Time.”

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Todd Carter

Butler Community College

Athletics Director



Tyler Nordman

Butler Community College

**Director of Creative Media/
Content**

The Butler creative department at Butler Community College is a hub of creativity and innovation, and the recent addition of the new BCTV production room is just the latest example of this. This state-of-the-art facility is designed to provide students with hands-on experience in television and video production, giving them the skills they need to succeed in today's media-driven world.

The BCTV production room is a great resource for students who are interested in pursuing careers in sports media and video production. The hands-on learning opportunities offered by the BCTV production room gives students the chance to gain real-world experience in their field of study. The BCTV production room also provides students with access to the latest video production equipment and technology, which is essential for keeping up with the ever-changing demands of the industry.

With the ability to work on real-world projects and produce content that is broadcast to a wide audience, students can develop their skills and gain valuable experience that will serve them well as they pursue careers in the sports media and entertainment industry.

In addition to benefiting students working for BCTV and in the sports media program at Butler, the control room has a significant impact on our student-athletes, fans, and community. The control room powers and controls the in-venue video boards along with the video stream feed that fans watch at home, providing fans with a high-quality viewing experience. This gives our student-athletes and fans in attendance an electric atmosphere to compete in.

Parents and fans also have seen a lot of benefits from the new production room. With the ability to produce high-quality video content, BCTV can bring the excitement of the games to fans who are unable to attend in person. Whether they are watching from home, at work, or on the go, fans can stay connected to our athletics programs and cheer on their favorite teams and players.

The upgraded production room is a testament to the commitment of Butler Community College to provide students with the resources and opportunities they need to succeed in their chosen fields. We are dedicated to helping students achieve their goals, and the addition of the new production room is just one of the many ways in which we are fulfilling this commitment.

The new Butler Creative TV production room inside the Power Plant is a valuable resource for students, athletes, fans, and the community. It provides students with hands-on learning opportunities in the field of video production, enhances the playing environment for our athletes, viewing experience for fans, and contributes to the economic development of the local community. Butler Community College is proud to offer this cutting-edge technology and is committed to providing students with the resources and opportunities they need to succeed in the future.