



Brad Chappell

Bethel University
Director of Athletics

You may have heard that perception is reality. When it comes to your brand and the brand of your university's athletics department, truer words have never been spoken.

When I took over as athletics director at Bethel University, I wanted to emphasize increasing our reach in two areas – branding and fundraising. Whether you realize it or not, you and your athletics department have a brand. Everything you do or say represents not only your own personal brand but also the brand of the institution and the student-athletes you represent. A few years ago, I initiated a complete rebranding of our athletics department with the thought of aligning all our teams and giving uniformity across all sports. I didn't want there to be any confusion among the public about who was playing or practicing on our fields. And I wanted to make sure that when someone was

wearing our colors or logo there was no mistaking who and what they were representing. In the time

since, we have taken great pains to make sure our logo and branding are consistent across all platforms. We have given careful thought to not only what our brand looks like but also what it represents when it is seen at the grocery store, on television, and on social media. At times it has been challenging, but it has certainly begun to pay off. We have a more consistent look, brand, and message that we present to the public.

When the public thinks of your institution – what comes to mind?

Branding and fundraising are intertwined, as you can't talk about one without including the other. The contacts you make in fundraising will lead you to place more emphasis on branding. And as you brand and market your department those contacts will lead to potential donors. As athletics directors we have several distinct customer bases: student-athletes, supporters, potential donors, and businesses seeking advertising. Each of these groups of people all want the same thing – to be a part of a winning team. Winning for

each of them might have a different meaning, but they all want to see success as the result of their investment. Everybody wants to be a part of a winner.

Successful and proper branding leads to more alumni and student-athlete engagement and school pride. More school pride leads to more excitement around your department. More excitement leads to more interest from the community and that interest opens more doors allowing you to raise more funds not previously available. Now, when I visit with potential sponsors and donors, the first words out of my mouth are, "We have something good going on here, and we want you to be part of it."

With strategic branding and promotion, the athletics department is presented with the opportunity to engage and develop members of your community that might not have previously considered being involved. These conversations and relationships typically lead to more chances for success with the development of donors.

Focus and emphasis on these two areas can energize an athletics department and in turn, a university!



Christina Hundley

Paradise Valley Community College
Athletics Director
NATYCAA President

I am humbled and excited to be serving as NATYCAA's 2023-24 President. I am honored to serve with this year's Executive Committee, made up of leaders from the National Junior College Athletic Association (NJCAA), the California Community College Athletic Association (CCCCA) and the Northwest Athletic Conference (NWAC). I also have the privilege of working alongside NATYCAA's current Officers: 1st VP Colin Preston, Cypress College; 2nd VP Brian Henderson, Patrick & Henry CC; 3rd VP Aaron Bouyea, Monroe CC; Secretary Kristen Schuth, Genesee CC; and Treasurer Dominic DiMaggio, Mohawk Valley CC. I am fortunate to work beside leaders who believe in the strength and importance of our organization.

I would like to thank 2022-23 NATYCAA President Kevin Salisbury for his hard work and leadership last year. Kevin worked tirelessly throughout the year to make sure we were organized and prepared as we held our

Mid-Winter Meetings and the 2023 Convention. He has set the bar very high!

As we start this academic year, it has become more apparent to me than ever not only how important branding is for our organization but how important it is for ourselves as individuals. While branding is imperative for our institutions and athletics programs, we also must recognize the importance of promoting NATYCAA and each individual who has stepped up to serve our organization. As I am sure you all have experienced, when speaking about NATYCAA or my own service opportunities I will often be asked, "What is NATYCAA?" If I am able to convey the importance of the organization and the benefits I have received by taking part, the next question is usually, "How do I get involved?" As ambassadors of the NATYCAA brand, it is my hope that each of us has the opportunity to convey our passion for the organization and entice others to join.

In addition to being ambassadors of NATYCAA, it is important for each of us to be ambassadors of ourselves. While it is typically easy to promote our programs and the organizations to which we belong, it is far more difficult for most of us to promote ourselves. Your work, time, effort, skills and self are valuable! What you bring to the table is usually what makes the difference

between mediocre and excellence. Ensuring that you represent your personal brand in everything you do can only help to enhance any brand with which you partner. I encourage all of you to take the time to understand the value you bring to the table and make the effort to convey that to those with whom you work and partner.

It seems like just moments ago I was attending my first NACDA & Affiliates Convention in Orlando and realizing that this brand was something of which I wanted to be a part. I am honored to be surrounded by each of you and I cherish the opportunities and experiences we are able to share through our wonderful organization. If you are new to NATYCAA reading this, please join us! We are always excited to welcome new faces, ideas and opportunities. With all of you on board, I am confident that 2023-24 will be another stellar year for our Association.