



NCAA WOMEN'S BASKETBALL ADVANCEMENT PROGRAM OVERVIEW

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Administered by the National Collegiate Athletic Association

The NCAA established a new initiative to continue growing women's basketball that will not only utilize experts in the field of marketing and branding, but also the creativity of collegiate basketball marketers throughout the country. To raise awareness, enhance attendance and increase revenue, the NCAA launched the "Women's Basketball Advancement Program" as a two-year pilot program.

In the first year, the program will service up to 25 women's basketball programs to grow regular season attendance, as well as attendance at the Women's Basketball Championship

Advancement Program Objectives for Year One

To provide up to 25 women's basketball marketing teams, including members of marketing, ticketing, media relations, operations, etc., access to industry professionals who are experts in several key sports disciplines, which include marketing, ticket sales, fan engagement, sponsorship and branding

To monitor the progress of up to 25 women's basketball programs throughout the season, noting their successes and addressing areas of improvement in real time (if more than 25 schools apply for the Women's Basketball Advancement Program, the NCAA will consider expanding the program to allow for additional support on campus)

To moderate conversations amongst all parties with designs on strengthening women's basketball and the positive narrative around the game

To provide immediate feedback on marketing plans, event operations and fan engagement on a weekly basis

To increase the home attendance for up to 25 women's basketball programs

To create a best practices hub that can be shared nationally throughout the season

Advancement Program Outcomes and Goals

The primary measurable outcomes of the NCAA Division I Women's Basketball Advancement Program is to enhance attendance, awareness and exposure for women's basketball during the regular season, as well as during the NCAA Division I Women's Basketball Championship, with emphasis on the First and Second Rounds and Regionals.

Specific desired outcomes include:

1. Uniting women's basketball programs to have one voice that is championing the positive narrative around women's basketball
2. Telling the story of women's basketball programs around the country to increase attendance and viewership throughout the season and postseason
3. To grow and refine not only their marketing and branding practices, but also their home event environments by giving campus administrators access to seasoned, well-respected industry professionals to mentor and steward through the 2017-18 season
4. Create a network of industry professionals by which on campus contacts can learn from and in turn, share those learnings with all women's basketball programs
5. Professional development opportunities for staff members to grow individually by being exposed to additional mentors
6. Build and/or strengthen relationships within the athletic department, including the relationship between administration and coaches

Specific goals are:

1. Measured increase in attendance for every participating school (each school is different and each will have its own percentage increased determined after the application process is complete)
2. Place at least one women's basketball promotion in the top three of the following NACMA Award categories: Single-Day Attendance Record, Student Promotion, Season Ticket Sales Campaigns, Revenue-Generating Idea, Single-Game Sales Campaign, Digital Promotion and Sponsorship Activation
3. Cumulative hours of community outreach for coaches and teams at the participating schools will be determined after the application process is complete
4. At least 50 entries for the Women's Basketball Best Practices Hub

Those Professionals Involved in the Program

The NCAA will continue to secure the services of several industry leaders to participate in advancing the game of women's basketball. Under the director of Tracie Hitz, (Director of Championships and Alliances at the NCAA and past NACMA Board Member), with assistance from Trip Durham (Founder of 2D Consulting, LLC and NACMA Past President) the following individuals will be involved in this program.

The Advancement Committee consists of 12 members with the five members below being tasked to create and implement the Women's Basketball Advancement Program:

- Mary Pink, Associate Athletics Director, Iowa State University
- Rob Higgins, Executive Director, Tampa Bay Sports Commission
- Kelly Krauskopf, President of the Indiana Fever
- Tricia Cullop, Head Coach, Toledo
- Zack Lassiter, Deputy Athletic Director, Oregon State

"The Starting 5" will be comprised of industry professionals whose diverse experiences range from entrepreneurs whose backgrounds are rooted in college athletics to seasoned veterans of sports administration that are now working with for-profit companies. Presently, there are ten potential candidates to fill the roles of "The Starting 5." At the time of this presentation to the Oversight Committee, these people are being vetted by the Advancement Committee

These sports business professionals are committed to assisting up to 25 programs to audit, in real time, their marketing plans. The mentoring relationships developed between the industry leaders and the schools will help in the evaluation of every aspect of the marketing plan. Through season-long conversations, best practices will be developed and the effectiveness of budget, communications, promotions, game atmosphere and more will be evaluated.

Submission and Selection Process.

Institutions must apply for inclusion in the Women's Basketball Advancement Program, with up to 25 schools being accepted for the 2017-18 academic year.

To apply for the program, schools must:

1. Complete the attached "Application"
2. Submit a complete women's basketball marketing plan, including goals, objectives, strategies, challenges and budget breakdown

All materials must be submitted as one PDF file via email to Tracie Hitz at thitz@ncaa.org. The deadline for submissions is October 20, 2017. Each school will be notified via email by November 1, 2017 as to the final decision regarding its application for the Women's Basketball Advancement Program. All questions can be directed to Tracie Hitz at thitz@ncaa.org or 317-917-6416.