Webinar Overview

• Welcome:
  – If you’re having trouble logging on, please call 317/410-6751.
  – Please mute your phone using *6 or the mute button on your phone
  – The Webinar is being recorded, so the link to the archive and the power point slide will be sent out via email; it can also be found on at WBBMarketing.wordpress.com.
  – You can ask questions using the “Notes” area; we will answer as many as we can at the end.
  – You can also tweet questions to @TracieHitz.
  – Our contact information is on the last slide, so please reach out anytime.

• Agenda:
  – State of the Game
  – Site Selection
  – Marketing
  – Public Relations
  – Social Media
  – Questions
State of the Game

Anucha Browne
Vice President
NCAA
State of the Game – The Strategic Plan

• The Vision for Women’s Basketball.
• The Student-Athlete Experience.
State of the Game – The Strategic Plan

• The Focus on Cost Containment.

• The Importance of the Community.

• The Role of the Coaches.
State of the Game – The Strategic Plan

- The Look of the Game.
- The Format of the Championship.
Site Selection

Meredith Cleaver
Associate Director
NCAA
Site Selection – First and Second Rounds

- Non-Predetermined first- and second-round sites.
- Top 16 seeded teams.
- If Top 16 cannot host, hosts will be selected from remaining bids.
- It may not be possible to select the next highest seed to host.
### SEED-LINE LIST

<table>
<thead>
<tr>
<th>Seed Line</th>
<th>ALBANY REGIONAL</th>
<th>SPOKANE REGIONAL</th>
<th>OKLAHOMA CITY REGIONAL</th>
<th>GREENSBORO REGIONAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1.</td>
<td>1.</td>
<td>1.</td>
<td>1.</td>
</tr>
<tr>
<td>2</td>
<td>2.</td>
<td>2.</td>
<td>2.</td>
<td>2.</td>
</tr>
<tr>
<td>3</td>
<td>3.</td>
<td>3.</td>
<td>3.</td>
<td>3.</td>
</tr>
<tr>
<td>4</td>
<td>4.</td>
<td>4.</td>
<td>4. TEAM A – cannot host at home</td>
<td>4. TEAM B – cannot host at home</td>
</tr>
<tr>
<td>5</td>
<td>5.</td>
<td>5.</td>
<td>5. Potential Host</td>
<td>5.</td>
</tr>
<tr>
<td>6</td>
<td>6.</td>
<td>6.</td>
<td>6.</td>
<td>6.</td>
</tr>
<tr>
<td>7</td>
<td>7.</td>
<td>7.</td>
<td>7.</td>
<td>7.</td>
</tr>
<tr>
<td>8</td>
<td>8.</td>
<td>8.</td>
<td>8.</td>
<td>8.</td>
</tr>
<tr>
<td>9</td>
<td>9.</td>
<td>9.</td>
<td>9.</td>
<td>9.</td>
</tr>
<tr>
<td>10</td>
<td>10.</td>
<td>10.</td>
<td>10.</td>
<td>10.</td>
</tr>
<tr>
<td>11</td>
<td>11.</td>
<td>11.</td>
<td>11. Potential Host</td>
<td>11.</td>
</tr>
<tr>
<td>15</td>
<td>15.</td>
<td>15.</td>
<td>15.</td>
<td>15.</td>
</tr>
<tr>
<td>16</td>
<td>16.</td>
<td>16.</td>
<td>16.</td>
<td>16.</td>
</tr>
</tbody>
</table>

Each color identifies teams at a first- and second-round site.

Teams in the same color can meet in regional semifinal.

Winning teams from YELLOW and WHITE within a region will meet at the regional final.

*Each Color (Lt. Blue/Dk. Blue/Lt. Green/Dk. Green) = First and Second Round Site*

YELLOW teams within a region could meet in the regional semifinal; WHITE teams within a region could meet in the regional semifinal.
Site Selection – First and Second Rounds

• **Timeline.**
  - Current: Facility and hotel availability.
  - December 1 – January 16: Accepting bids to host.
  - March 16: Selection Monday, sites announced.

• **Predetermined regional sites.**
  - 2015: Albany, Greensboro, Oklahoma City, Spokane.
Site Selection – Women’s Final Four

- **Future Hosts:**
  - 2015 Tampa Bay, 2016 Indianapolis (Division I, Division II, Division III Joint Championship).

- **Bid years:**

- **Finalists:**
  - Columbus, Dallas, Houston, Nashville, New Orleans, Pittsburgh, Tampa Bay.

- **Timeline**
  - November 12-13: Bid city presentations.
  - November 17: Sites announced.
Marketing

Tracie Hitz
Director
NCAA
Marketing – Best Practices & Action Planning

• **Mindset.** If you don’t believe in your program why should anyone else?
  - **Action:** Keep the integrity of the ticket. Get creative.

• **Research.** What works for one program doesn’t always work for another.
  - **Action:** If you want to know why fans aren’t supporting your team, just ask them.
Marketing – Best Practices & Action Planning

• **Strategy.** Take the time on the front end to create your plan to save time in the long run.
  
  • **Action:** Set goals that are approved by all parties and constantly communicate the progress whether it’s good or bad.
  
  • **Action:** Do 2-3 things well instead of spreading yourself too thin.

• **Resources.** Don’t worry about what you don’t have, use what you do.
  
  • **Action:** Train students, volunteers, administration and coaches to market the team.
  
  • **Action:** Become a linchpin within your coaching staff.
Fail. Or at least don’t be afraid to.

- **Action**: Find opportunities to be bold and different so you can take calculated risks.

Evaluate. Know what is working.

- **Action**: Analyze your efforts in real time so you can make changes. Don’t do something because you’ve always done it. Don’t do it if it doesn’t fit with your strategy. Stop implementing ideas that don’t work.
Marketing – Best Practices & Action Planning

- **Share.** Be part of the WBB Marketing community.
  - **Action:** Join the private WBB Marketing Facebook group.
  - **Action:** Comment on the WBBmarketing.wordpress.com blog.
  - **Action:** “It’s The Creative Challenge” provides opportunities to win.
  - **Action:** Attend or watch WFF Summit on Monday, April 6 at 2 p.m.
  - **Action:** Come together with one voice, “What It’s All Four”.

![Marquette Women's Basketball 2014-15 Schedule](image-url)
Marketing – Best Practices & Action Planning

• **Example**: Field Trip Day.
  – It’s Bold.
  – It’s National.
  – It’s Building Relationships.
  – It’s The Follow Up.
Public Relations

Rick Nixon
Associate Director
NCAA
Public Relations – Best Practices & Action Planning

• **Grass Roots Public Relations.** Get back to grass roots public relations.
  
  • **Action:** Know your media. Plan to meet with or have lunch with a different media person each week during the season, especially early. Stay in touch throughout the season. Don’t give up if a story idea pitch falls flat. Pitch another.

• **Your Brand.** Start by knowing and understanding “your brand”.
  
  • **Action:** Develop a deep understanding of your student-athletes, coaches, history.
   – Determine what makes your program special.
   – What excites and is interesting for your media and audience?
   – Women’s basketball is a great game played by amazing student-athletes. Women’s basketball can stand on its own. Don’t trivialize the sport just because it is not men’s basketball. This will show through.
Public Relations – Best Practices & Action Planning

• **Starting Five.** Plan around your programs “Starting Five” of stories and go from there.

  • **Action:** Determine what are the five stories you want the most traction from this season?

• **Start Early.** We know all SIDs and campus marketing offices are stretched thin, especially at this time of year, but don’t wait until after football season ends to begin thinking basketball, by then it is too late.

  • **Action:** Start building your “Starting Five” and public relations plan today, before the season is in full swing. When the calendar turns to December you will have that much of a head start and your plan will have an increased chance to succeed.
• **Public Relations Plan.** Set goals to measure and to incentivize.
  
  • **Action:** Build a public relations plan around these goals. Remember one plan doesn’t fit all. Make it your own. Put in the effort and you will see the results.

• **Get Creative.** Don’t limit yourself or your program.
  
  • **Action:** Get creative and think outside the box. Include video highlights/interviews whenever possible.
Substance Over Style. Worry that women’s basketball stories are too often pitched from the “cutesy” angle or for the sake of simply supporting women’s basketball. Sometimes that is the story, but most times there is more meat on the bones of a story or idea.

Action: Sell substance over style, it goes farther, has a deeper impact and is more appealing to your media and audience.

• How did your student-athletes and coaches get to where they are today?
• How does your program positively impact your community?
• What special interest stories does your program have that set it apart?
• What are your former student-athletes up to? Find your former student-athletes and let them share how the experience of playing in your program changed their lives. You will be surprised what you find.
Public Relations – Best Practices & Action Planning

- **Don’t Fly Solo.**
  - **Action:** Involve your coaches and student-athletes in selling your program. Coaches shouldn’t get a free pass not to participate. What is good for your program’s brand is good for all in the program.

- **Think Big Picture.**
  - **Action:** As stories are developed in your local market, pass along those stories to us here at the national office so that we can pass along to our national media platforms for possible further development. This includes our social media platforms, ESPN, NCAA Champion Magazine, NCAA Championship Game Programs and other national outlets. While we can’t guarantee that all stories will be used or receive ESPN mention, we are here to help those stories worthy of additional traction, gain it. Include us.
Public Relations – Best Practices & Action Planning Examples

http://www.ncaa.com/sports/basketball-women


http://ncaachampionmagazine.org/features/a-game-for-lauren/#sthash.1WCirRDS.dpbs
Social Media

Jared Thompson
Assistant Director
NCAA
Social Media – Best Practices & Action Planning

• **Goals.**
  
  • **Action:** Produce and share content that illustrates the journey from preseason until the Women’s Final Four.
  
  • **Action:** Relate to the audience, building them from spectators to advocates.
  
  • **Action:** Encourage feedback.

• **Platforms.**
  
  • [Facebook]: Facebook.com/NCAAWomensBasketball
  
  • [Twitter]: @NCAAWomensBKB
  
  • [Other NCAA Accounts]: When appropriate, NCAA women’s basketball content will be elevated to additional NCAA social media accounts on Facebook, Twitter and Instagram.
Social Media Process

Evaluate the previous season’s successes and challenges with social media staff.
Gather available stakeholders and receive feedback and explore new areas of focus for the upcoming season.

Meet with championship operations and broadcast partner to develop a unique coverage plan.

Identify unique fan-friendly perspectives on the selection process.

Provide increased and complete coverage of all stages of competition.

Provide increased and complete coverage.

Deliver a complete recap that covers all stakeholder touch points.

<table>
<thead>
<tr>
<th>Stage</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review</td>
<td>60+ Days prior to start of season</td>
</tr>
<tr>
<td>Listen</td>
<td>30+ Days prior to start of season</td>
</tr>
<tr>
<td>Plan</td>
<td>20+ Days prior to start of season</td>
</tr>
<tr>
<td>Preseason</td>
<td>20+ Days prior to start of season</td>
</tr>
<tr>
<td>Regular Season</td>
<td>First day of competition to Tournament Selections</td>
</tr>
<tr>
<td>Tournament Planning</td>
<td>1+ Month prior to start of Championship coverage</td>
</tr>
<tr>
<td>Tournament Selections</td>
<td>End of competition through selections</td>
</tr>
<tr>
<td>Tournament Coverage</td>
<td>Day after selections to Championship Finals</td>
</tr>
<tr>
<td>Championship Coverage</td>
<td>Championship Finals to Trophy presentation</td>
</tr>
<tr>
<td>Recap and evaluation</td>
<td>15-30 Days post Championship Final</td>
</tr>
</tbody>
</table>
Social Media – Best Practices & Action Planning

• **Our Story.**
  - **Action:** Preseason countdown. (Beginning)
  - **Action:** Regular season. (Middle)
  - **Action:** NCAA Championship and Women’s Final Four. (Ending)

• **Content Submissions.**
  - **Online:** ncaa.submittable.com
  - **E-mail:** jlthompson@ncaa.org
  - **Hashtag:** Use #ncaaW on social media posts.
Social Media – Best Practices & Action Planning

• **Best Practices for Members.**
  
  • **Action:** Be critical about your content.
    – Do less better.
    – Stick to your story.
  
  • **Action:** Engage emotionally.
    – Relate to your audience.
    – Use fantastic imagery.
  
  • **Action:** Consistent calls to action.
    – Incentivize.
    – Compliment gameday rituals with social rituals.
Social Media – Best Practices

Do Less Better:
- Functional
- Shareable
- Branded

Stanford WBasketball
@StanfordWBB
Quick snapshot of some key stats from yesterday's exhibition: bit.ly/1x1pLyZ. Final tune-up Sat. #GoStanford

1:38 PM - 3 Nov 2014
Use Imagery:
• Higher engagement
• Tells your story when words cannot
Social Media – Best Practices

Ask For Feedback:
- Most important call to action
- Listen and learn
Social Media – Best Practices

Relate to Your Audience:
- Take human interest stories and run!
Questions?
Contact Us

Anucha Browne (State of the Game): abrowne@ncaa.org

Meredith Cleaver (Site Selection): mcleaver@ncaa.org

Tracie Hitz (Marketing): thitz@ncaa.org

Rick Nixon (Public Relations): rnixon@ncaa.org

Jared Thompson (Social Media): jnthompson@ncaa.org