



MANAGING MISSION-DRIVEN ATHLETICS Ivory Tower to Locker Room

DAN WOOD

Executive Director

National Christian College Athletic Association

The NCCAA

Since 1968, the National Christian College Athletic Association is an association of Christ-centered collegiate institutions whose mission is to use athletic competition as an integral component of education, evangelism and encouragement.

DAN WOOD

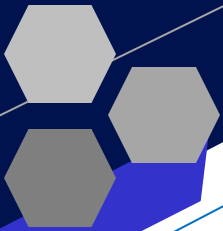
Student-athlete (1978-1982)

Coach (1983-1998)

Athletics Director (1988-1992)

Executive Director, NCCAA (2000-present)

Our Mission



ACADEMICS: Serves 92 member institutions, which enroll over 90,000 students (18,000 student-athletes) annually and employ over 5,000 faculty and staff nationwide (900 coaches).

ATHLETICS: Sponsors 25 national championships in men's and women's sports.

OUTREACH: Implements Christian Service Projects at its championship events, provides monthly devotionals, and subsidizes sports ministry trips for member schools.

What We Do

We serve our members by setting association standards, developing communication resources, providing regional and national competition, and partnering in outreach to our communities and the world.

Why or Why Not an Intercollegiate Athletic Program

Benefits

- ★ Allows gifts to be utilized
- ★ Develops leadership & team skills under handpicked leadership
- ★ New fiscal avenues
- ★ Great tool for outreach & discipleship internally, across the street, and around the world

Pitfalls

- ★ Inflates value if over emphasized or “perched on a pedestal”
- ★ Demands time management skills (12-16 credits + 20 hours for sport)
- ★ Dilution of current fiscal avenues
- ★ Combative athletics vs. academics culture possible

Enrollment Growth Without Mission Drift

Benefits

- ★ Every contest should place your school in front of local community through media, website, etc.
- ★ Open door to promote your institution to target high schools & homeschoolers
- ★ Brand/institutional loyalty priority with student-athletes

Pitfalls

- ★ Intensity of Athletics creates opportunity to fail or “stub your toe”
- ★ Athletics “excused” from institutional mission
- ★ Potential for general population and student-athlete gap to form

Do you have an athletics **mission** statement?

Managing a Quality Program Within the Institutional Mission

Who is responsible for the **MISSION & management?**

Administrator (indirect)

- ★ Student Development? Advancement? Academic Dean? **President?**

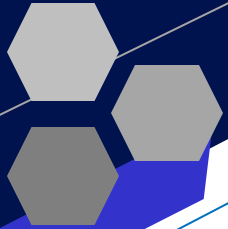
Staff (direct)

- ★ Athletics Director (dual role as coach?)
- ★ Chaplain or Campus Pastor

Role of the Registrar and Faculty Athletics Representative (FAR)

- ★ Critical part of process
- ★ Additional workload (Fall term & Spring term)

Managing a Quality Program Within the Institutional Mission



Measurement of set goals for program (MISSION)

- ★ Competitive goals
- ★ Roster size
- ★ PR goals (do not promote above...yep, MISSION!!)
- ★ Ministry goals (on campus, outreach, service projects, interaction)

Long-term versus short-term “success”

- ★ 1, 3, and 5 year plan developed

Managing a Quality Program Within the Institutional Mission

Compliance with association standards (MISSION)

Eligibility of student-athletes

- ★ GRACE...great spiritually, not so athletically
- ★ Learn rules and stay informed

Title IX adherence

- ★ Overlooked or ignored in most small institutions
- ★ Understand the “why” and “how”
- ★ Implement properly
- ★ Evaluate your community to offer best sports (Men’s Basketball does not mean Women’s Basketball is best alternative)
- ★ Fairness For All Act
- ★ Whole new set of challenges

Managing a Quality Program Within the Institutional Mission

Best Practices

Athletic Council

- ★ Administration, Athletics staff, Faculty, Student-Athletes, Alumni, Community
- ★ Develop/maintain policies, Create “student first” concept, Vision casting

On Campus

- ★ Integration of all students into “One”
- ★ Develop partnerships amongst campus populations
- ★ Housing paradigm sets tone
- ★ Cafeteria, chapel, classroom seating norms speaks loudly
- ★ Build facilities with “All” benefits versus “Athletes” benefits

Managing a Quality Program Within the Institutional Mission

Best Practices

Off Campus

- ★ Guidance and awareness of representation of brand
- ★ Proactive model and reactive model (own errors and address)

On Social Media

- ★ Guide, educate, and track
- ★ Set parameters for digital handheld use

In Community

- ★ Faculty/Staff adoptables program (campus wide not just athletics)
- ★ Worship opportunities, pods, service roles
- ★ Brand/Team residue card (leave behind)

Game Plan

