

WHAT SDO's SHOULD KNOW ABOUT COLLEGIATE ATHLETICS

Dan Wood, Executive Director
National Christian College Athletic Association



1

Intercollegiate Athletics Societal Impact

- Polls shows “sports & athletes” are #1 or #2 cultural impact points
- Be it Messi/Ronaldo, Caitlin Clark, Scottie Scheffler or Riley Gaines
- Super Bowl 30 second spot cost \$8.0-\$10.0 million
- Average 13-year-old (w/ smart phone) receives 80+ sports hits daily
- Club sports kids (10-17) are now valued as college expense investments by their parents. Average spend for 7 years of high-level club = \$40,000+
(Transfer portal is reducing the value of high school 4-5* players)*

POSITIVE: Outspoken believers now prevalent



2

Maintaining Balance via Culture & Fiscal Goals

Critical Trends

Over the past 15 years, intercollegiate athletics has been the #1 growth tool for enrollment at CCCU & ABHE institutions. Today, 12% of these institutions now report over 50% of their traditional enrollment are student-athletes and that number is expected to grow as women's flag football, eSports, and pickleball are emerging sports with the NCAA, NAIA, and NCCAA membership.

Too often, leadership fails to calculate that student-athlete costs are higher than traditional student costs. This error results in anticipated revenue margins not being realized but also general population vs. athletics (any special groups) environment.



3

Maintaining Balance via Culture & Fiscal Goals

Necessary Paradigm Tweaks

- A student is a student...student-athletes are students first unless you allow them to be treated as something else.
- Avoid student-athlete housing clusters...rooming together is beneficial and practical but intersperse them within housing formats.
- Allow & encourage student-athlete participation via RA applications, worship team formation, and student government.
- Create student prayer teams/groups assigned to teams (not just athletics but also chorale, forensics, any institution representation unit)



4

Recognizing Leadership Needs & Warning Signs

- Hiring process and integrity will be and is priority #1.
- Recommend an enrollment service liaison within athletics to ensure missional integrity and consistent processes are adhered to.
- Coaches are obviously the level 1 recruiter but can fail on keeping freshman/transfers in the loop from application to housing forms.
- Enrollment Services staff can demand “paper/digital” documents but may have no athletic compliance awareness or “IQ.”
- “An institution recruits in unison or not at all.” **Chuck Mealy, IWU 1992**



5

Securing The Real Win Via Mission

- Mission must be visible and measured across campus.
- President, VPs, HR, etc. must speak it, live it out, and then engage “lieutenants” within faculty, staff, student body, and even community/alumni to assist with mission being possible.
- All this starts with recruitment and then flows into orientation (campus, athletics, other units) to ensure consistency and commitment.
- Formula is very simple, not easy...***Soul-Driven Athletics Department* = Committed AD + Committed Coaches + Committed Faculty/Staff**



6

Securing The Real Win Via Mission: Action Items

- The NCCAA is the only 4-year intercollegiate association where the Soul/Spiritual Health of a student-athlete always overshadows their game. ***Our hope & prayer is that our members do the same!***
- Practical Actions:
 - Institutional Residue Cards (campus wide or just athletics)
 - Adoptable programs encouraged (campus wide or athletics)
 - Small group chapel program monthly
 - NCCAA #KingChasing Program (member targeted but online)



7

The Jesus Model Still Works

- A **missional** leader chooses/recruits a team (let's say 12 team members😊).
- The leader embraces diversity and even cultural conflicts within the team.
- That leader has daily, intentional interactions with the team.
- They take "road" trips where teaching & learning are front and center.
- Weekly, this **missional** leader invests 30-40 hours in interpersonal events.
- Oh, be aware, such a **missional** leader may lose 1 member sometimes.

***Clear Mission *Chosen Leader *Legacy Impact**



8

Live Daily Amazed

Thank you for your time given and your attention!

Thank you for serving today's & tomorrow's servant leaders!

* * * * *

For more information on this session or the NCCAA, contact...

Dan Wood, Executive Director : dwood@thenccaa.org

Brandon Gilmore, Director of Membership: bgilmore@thenccaa.org

