

## NAAC | CORNER

### ONWARD AND UPWARD

What an exciting time to be a member of NAAC! This collective group of compliance professionals has begun to change the face of athletics compliance as we know it. As a profession, the compliance industry has experienced exponential growth over the last 20 years and NAAC's goal of providing service to the compliance industry has never been stronger.



Josh White



While I serve on NAAC's Board of Directors, much of my work for NAAC involves chairing the Organizational Advancement Committee. Our committee's mission is to grow the NAAC membership and increase attendance at the annual NAAC Convention. Further, we are responsible for securing sponsorships on NAAC initiatives and developing revenue streams for long-term financial health. Our committee is made up of a cross-section of talented individuals from around the country. They have done a tremendous job of thinking strategically; developing new ways to do things, and getting it done well.

In June, we met as a committee and starting forming our goals for the 2009-10 year. The goals are primarily focused on increasing membership for NAAC, increasing membership at the 2010 NAAC Convention and developing long term financial stability.

We are focused on a number of strategies to accomplish our goals including:

- Sending out a survey to NCAA institutions to assess compliance professionals needs from NAAC;
- Developing an inventory list to showcase what NAAC has to offer member schools;
- Focusing on developing compliance solutions for compliance professionals from all divisions; and
- Adding sponsors for the 2010 NAAC Convention.

While these are our primary initiatives, we have several others in the works to help NAAC be the primary voice for all compliance professionals within college athletics.

The NAAC Board of Directors understands the economy has put all administrators in a position to make tough budgetary choices. That is why the annual membership rate of \$100 will not change for the 2009-10 year. Further, NAAC offers a group discount for four (4) or more individuals from the same institution. A group membership costs just \$360 (\$90 per person), and each additional person is just \$90 more.

Some other exciting initiatives are already underway, including NAAC-sponsored educational webinars. Further, realizing the expectations have grown in Division I compliance, NAAC has begun drafting "Reasonable Standards" which will give a consistent minimum standard of monitoring expectation on each campus. We have also launched a new Web tool, [www.naacconnect.com](http://www.naacconnect.com), which is very user friendly. This site is the place for compliance professionals in all divisions to share information, ask questions, download educational materials, best practices and compliance forms, as well as view upcoming events. In addition to these new initiatives, NAAC has been and will continue to be a great professional development opportunity with some of the best and brightest compliance professionals involved throughout the year and at the annual Convention.

We are also striving to engage more Division II and III members in NAAC. While NAAC has been primarily represented by Division I professionals in the past, compliance solutions are a real focus for Division II and III members with more limited resources to devote in the compliance area. In fact, focusing on the needs of Division II and III makes sense as providing compliance solutions would only enable those schools and conferences to become more effective and efficient in compliance operations. Discussions have begun with administrators in both Division II and III with the focus on how NAAC can help them, and conversely how they can help NAAC. We look forward to making huge strides with both Divisions in 2009 and 2010.

In order for NAAC to be THE compliance voice for all compliance professionals, we need as many individuals from member institutions and conferences as possible to become members. The more people we have involved as members and actively contributing time, talents and ideas to the compliance industry, the better the profession will be as a whole. Now is the time for every person who has been thinking about joining to take the plunge and join. Once you join, get involved and you will see how the benefits of NAAC will help you in your daily campus life.

At the 2009 NAAC Convention we were at 452 members and we want to be at 700 by the 2010 Convention. While this is a lofty goal, we have momentum on our side. Join now! Go to [www.naaccompliance.com](http://www.naaccompliance.com), and click "join now" on the left side. We look forward to hearing from you!

Thanks for this article to Josh White, assistant athletics director, compliance and planning, University of Nebraska and a member of NAAC's Board of Directors.

*"The National Association for Athletics Compliance is committed to providing compliance solutions on behalf of intercollegiate athletics."*