



2015-16 ANNUAL REPORT

EXECUTIVE SUMMARY

Welcome to our 2016 CSCAA Convention. I want to thank you all the work you do on behalf of your athletes and our sport. The past year has been one of significant change and action for the CSCAA, your CSCAA. So much is happening right now, we felt our membership would benefit from a report of our activities. The following pages will provide you a snapshot of how the CSCAA is working for you, our financial health, challenges and new initiatives.

Our goals are to provide advocacy for our sport and service to our members. As a result, I invite you to contact myself, Greg Earhart, Greg Lockard or a member of our board with any feedback, concerns, ideas or to contribute.

I wish you the very best this week and in the upcoming Summer,

Joel Shinofield

Joel Shinofield
Executive Director

Executive Board

Bill Wadley, President
The Ohio State University

Susan Teeter, President-Elect
Princeton University

Kirk Sanocki, Past President, ex officio
Wingate University

Chuck Knoles, Treasurer
University of Pittsburgh (Ret)

Brian Schrader, Secretary
University of Denver

Board of Directors

Clark Campbell
University of Kansas

Cyndi Gallagher
UCLA

Anne Goodman James
Colorado College

Jeff Hegle
St. Cloud State University

McGee Moody
University of South Carolina

Sean Tedesco
Merchant Marine Academy

Heidi Voigt
Northern Michigan University

Bob Pearson
Sergeant-At-Arms Ex Officio

Professional Staff

Joel Shinofield, Executive Director
(540) 460-6563
joel@cscaa.org

Greg Earhart, Program Director
(719) 866-3584
gearhart@cscaa.org

Greg Lockard, Business
Development
(973) 953-2989
GregL@cscaa.org

Sarah James, Intern

ADVOCACY

The past year the CSCAA pivoted from simply assisting vulnerable programs to actively lobbying on behalf of the sport. Because of a concerted effort to foster dialogue, decision-makers within athletic departments and across campuses are increasingly seeing swimming as a proactive and positive change agent.

Lobbying

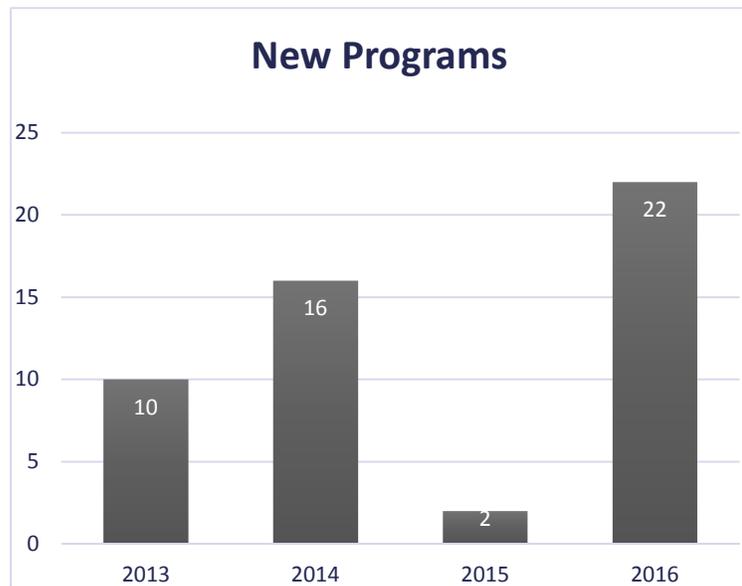
Through the support of a grant from USA Swimming, Executive Director Joel Shinofield has flown/driven over 65,000 miles to meet with athletic directors, conference commissioners, and college presidents. As a result of these repeated interactions, many decision-makers have been more forthcoming in their communications and have given us a role in helping shape the future of swimming.

In addition to lobbying on a campus level, the Executive Director has worked with the NCAA, sister Olympic Sport Coaching Associations and outside groups on behalf of its member coaches and institutions. These issues have included the drafting and approval of waivers for Olympic Trials, FINA Approval of the post-NCAA Division I Long-Course Time Trials, Fighting for dropped programs to be returned to campus, and working on NCAA Legislative issues at all levels.

Program Expansion & Intervention

In addition to meeting with these decision-makers, Program and Research Director Greg Earhart has produced over two hundred proposals for institutions outlining the benefits, costs and opportunities resulting from creation of programs, addition of a second team or increased investment in existing teams.

We beginning to see the effects of these efforts. Nearly two dozen new programs will begin next Fall. While most of the current growth is occurring at the NAIA, Division II and Division III levels, 2016 also witnessed the establishment of the first new men's Division I program in nearly a decade.



PROGRAM UPDATES

Scholar All-America

The Scholar All-America program continues to receive the greatest participation among our members. This year the program underwent several changes to make the application process easier, speed up reporting, and increase exposure for the program. These changes did not hinder program participation. Participation in the Fall Semester (517 teams representing 336 intuitions) grew approximately 8% over the previous year. More impressively, this growth does not include those programs that applied, but rejected because they were not CSCAA members.

The CSCAA also recognized 810 Individuals as Scholar All-Americans. These included CSCAA Swimmers-of-the-Year Missy Franklin and Ryan Murphy from California, Sarah Thompson (Williams) and Andrew Wilson (Emory). Thanks to our work with USA Swimming, Missy Franklin was able to help create additional exposure for the program and drive our messaging by commenting on the award.

“It’s an honor to be selected to the CSCAA Scholar All-America team,” Missy Franklin said. “I’m lucky to be at a University that celebrates success in the pool and also in the classroom as UC Berkeley is extremely supportive of promoting a positive scholar-athlete atmosphere on campus.”

Award Titles

Beginning this Spring, Honorable Mention Scholar All-Americans will be referred to as “Second Team” Scholar All-Americans. This change was made upon learning that several coaches have performance incentives tied to the number of “First Team” and/or “Second Team” All-Americans and Scholar All-Americans. “Honorable Mention” will continue to be utilized on certificates, however future releases will differentiate between these “teams.”

Team GPA Calculation

Team GPA’s are now calculated by totaling all of the GPA’s and dividing by the number of students on the team. This has simplified the calculation process and brought the Scholar All-America program in line with other sports and conference awards.

Highest Team GPA's – Division I			
More than 20 Participants		Fewer than 21 Participants	
 3.64	 3.47	 3.64	 3.43
Boise State Women	Harvard Men	Wagner Women	North Dakota Men
Division II			
More than 20 Participants		Fewer than 21 Participants	
 3.63	 3.47	 3.64	 3.43
Maryville Women	Limestone Men	LIU-Post Women	Urbana Men
Division III			
More than 20 Participants		Fewer than 21 Participants	
 3.71	 3.69	 3.69	 3.64
Mt. Holyoke Women	MIT Men	Beloit Women	Colorado Men

Ranking by GPA

This year we did not release a listing of teams based on GPA. This method led to unfair comparisons of teams with vastly different sizes and admissions selectivity. Because of the significance of this change, the top teams for schools with more or less than the average number of participants.

Conference Ranking

The CSCAA also made a point to recognize those conferences where every team achieved Scholar All-America honors. The rationale for this change was threefold. It successfully enabled us to enlist the support of conference media relations offices in promoting the program while also reinforcing the importance of swimming and diving within conferences. Our intent is that doing so will also help nudge more teams, upon seeing their conference rivals recognized, to participate.



Top 20 Women's Conferences	
Big Ten Conference	100%
Ivy League	100%
American Athletic Conference	100%
Big East Conference	100%
Conference USA	100%
Big 12 Conference	100%
University Athletic Association	100%
Southeastern Conference	92%
Upper NY College Swimming Assn	90%
Western Athletic Conference	89%
North Coast Athletic Conference	89%
Mid-American Conference	88%
Centennial Conference	88%
Sunshine State Conference	86%
Liberty League	83%
Metro Atlantic Athletic Conference	80%
America East Conference	80%
Pacific-12 Conference	78%
Atlantic Coast & Bluegrass Conferences	77%

Top 20 Men's Conferences	
Big Ten Conference	100%
Ivy League	100%
Mid-American Conference	100%
Big East Conference	100%
University Athletic Association	100%
Southeastern Conference	90%
Centennial Conference	86%
Sunshine State Conference	83%
Upper NY College Swimming Assn	80%
Liberty League	80%
Bluegrass Mountain Conference	75%
Western Athletic Conference	71%
North Coast Athletic Conference	70%
Atlantic Coast Conference	69%
Big 12 Conference	67%
Metro Atlantic Athletic Conference	64%
Northwest Conference	63%
Patriot League	60%
Rocky Mountain Athletic Conference	60%

All-America

This year, for just the third time in the past twenty years, the CSCAA published a complete list of swimming and diving All-Americans. This year 907 individuals were named to the first team with an additional 576 named to the second team. As with our Scholar All-Americans, the number could be larger, however non-member teams were not cited.

Indian River’s John Fauteux received nine awards. Because of the NJCAA’s larger event schedule and entry limits. Thirteen athletes earned first-team awards in seven events with an additional fifty earning first or second team awards in seven events.

Certificates

The process for ordering certificates has been streamlined this year. We are pleased with our continued partnership with MJ Corp. We believe it continues to provide our members a high-quality product offering at a below-market price. We recognized, however, that the ordering process was both difficult and potentially open to abuse.

MJ Corp has retooled their website making the ordering process much easier and more secure. The public can now purchase certificates at www.shopcscAA.com. Coaches, need to login to www.cscAA.org and then click on the “Certificates” tab. MJ Continues to offer two free blank certificates for each award-winner (five for relays). They also offers low-cost personalized certificates that are not available to the public.



All-American Blank Certificate
Price: \$0.00



All-American Personalized Certificate
Price: \$5.00



Career Personalized Certificate
Price: \$10.00



Scholar All-American Blank Certificate
Price: \$0.00



Scholar All-American Personalized Certificate
Price: \$5.00



Scholar All-American Sublimation Plaque
Price: \$47.00



Career Laminated Plaque with Border
Price: \$74.00



All-American Laminated Plaque With Border
Price: \$57.00



Laminated Certificate No Border
Price: \$39.00

CSCAA Coach Academy

Our coaches are increasingly recognizing the need to develop CEO skills. To serve this need we have expanded our Coach Academy. Now in its second year, the program provides coaches with the skills they need away from the pool deck. These include recruiting, fundraising, parent management, and more.

This week the academy will enroll thirty coaches. It is increasingly attracting established head coaches. We currently operate this program at a loss, charging just enough (\$50) to get some “skin in the game” from participants, but not so much that it isn’t accessible to all. The model for our program is the NWCA’s Leadership Academy. Among schools with wrestling programs, the NWCA Academy has almost become a necessity for coaches to obtain a position.

Our hope is to expand this program in a manner that makes it as vital component to any coach’s hiring. To this end, the Association has identified an athletic recruiting firm that will enable us to expand this program.

CSCAA Forum and Winter Training

Since 1933, the CSCAA has organized winter training for collegiate teams from across the country and all NCAA levels of competition. This continues to be a successful program for the Association, however the closure of the ISHOF facility in Fort Lauderdale has necessitated the identification of new locations and facilities.

The CSCAA Winter Training program offers three primary benefits. First, it streamlines the process of training trip planning, scheduling and booking for coaches. Second, by assuming scheduling of these facilities, the CSCAA can help each generate revenue it would otherwise miss out on and ease the burden of scheduling multiple teams. Finally, the Forum provides the CSCAA with a modest revenue source to minimize annual member dues.

This year the CSCAA provided winter training opportunities at three locations – the Sailfish Splash Aquatic Center in Stuart Florida; the National Training Center in Clermont, Florida and the Citrus Classic in Mesa, Arizona. Nearly forty teams were able to take advantage of this program.

The CSCAA continues to have strong partnerships with the NTC, the City of Mesa, and the Copa Coqui in Puerto Rico. Teams that seek to learn about additional training opportunities or teams with suitable facilities seeking to host teams should contact Greg Lockard.

NEW INITIATIVES

The CSCAA has undertaken several new initiatives this year focusing on two key areas – messaging and coaching development.

Messaging - Collegiate swimming and diving is a valuable product. The value, however, is most often not in championships or records, but rather the student-athlete experience, and the benefits that they contribute after graduation. We are working to undertake initiatives that can highlight these benefits on both a campus and a sport-wide level.

Coaching Development - Coaches face many challenges ranging from heightened administrative responsibilities to lack of training. We are undertaking several initiatives to address these gaps; create resources and provide information on issues facing collegiate athletics in a manner that relates to coaches. Each is designed to provide coaches the knowledge, skill set and tools to strengthen their own programs. These include:

Development: The Swimming & Diving Alumni Network.

This is the biggest initiative the CSCAA has ever undertaken, but gives coaches a landing page and real-time information about their alumni. Please see the attached document regarding this program. In the coming year our objective is increase adoption and begin working towards the development of structure that enables coaches to leverage the big impact of small donations.

Development: Data Resources

We have collected a fiscal and enrollment dataset that rivals that of any other sport. Over the past six months, we have crafted over 200+ team proposals resulting in 8-16 viable leads. In the coming year CSCAA members will benefit from a growing body of information about athletic budgets, qualifying scenarios, coaching salaries, alumni outcomes, and athletic directors' expectations of swimming and diving.

Development: Program Assessments and Annual Reports

Through our research and discussions with decision-makers, there is a very real need for coaches and programs to undergo a rigorous self-analysis of their operations outside of the pool. This includes measuring progress in areas of Program Mission; Academic Performance; Community Involvement; Alumni Relationships; Professional Development; Compliance and Organizational Effectiveness.

This is a herculean task. Working with USA Swimming's Club Development Division and the NWCA, however, we are developing a model that can both streamline the process. As an incentive, we propose using this information to create a type of "Annual Report." This report would enable coaches to showcase their program in front of administrators, recruits and the local swimming community.

A sample report will be available for members on the CSCAA portal.

Exposure: Adopt-A-Team

At last year's CSCAA Convention in Evanston Dennis Pursley and Teri McKeever offered suggestions to enhance the NCAA Championship experience. Those brainstorming sessions resulted in this year's Adopt-A-Team program.

With the assistance of the ASCA Fellows, the CSCAA matched ten teams with local classrooms. Teams and classrooms connected throughout the season. The program culminated at the NCAA Championships with classroom visits from coaches and athletes and the students' attendance at the NCAA Division I Women's Championships. This effort

- provided 176 students the opportunity to witness some of the world's fastest athletes;
- generated local support for teams and the NCAA Championships;
- increased attendance at and filled the stands for traditionally under-attended sessions;
- created mentoring relationships between college and elementary students;
- provided a highly-visible event to showcase institutions and the championship; and
- Exposed local students to college and created a new avenue for learning and communicating

We are currently working with Indiana Sports Corp to expand this program for 2017.

Exposure: CSCAA National Invitational

We are working with the NCAA to create legislation allowing for an alternative championship experience for swimmers not invited to the NCAA Championships. This would provide a meaningful national-level competition and exposure for teams that fall just short of the NCAA Championship. These programs are vital if we are to maintain scholarship opportunities at the Division I level- similar to Basketball's NIT.

Exposure: CSCAA Service Program

The CSCAA Community Service Recognition Program intends to recognize collegiate swimmers and teams that give back to their community. It is envisioned as something similar to the CSCAA's Scholar All-America program. Since launch, the association has received several dozen applications. Unfortunately, the staff was unable to keep up with the submissions. In retrospect, it was launched prematurely. Such a program can provide teams vital recognition. Beyond the campus level, however, aggregating the good deeds of our teams and students provides the CSCAA valuable material for messaging about the sport. Aggregating this data will also help the CSCAA in its efforts to show how swimming and diving teams support their institutional missions.

At present, this program is on hold pending the creation of a committee that can help assist in the verification of service, and creation of content support it. If you are interested, please contact Greg Earhart.

OPERATIONS

One of the biggest tasks has been a complete overhaul of the CSCAA's internal operations. The previous membership management system, built on ClubAssistant and operated by ASCA, was antiquated, inflexible and not scalable. In order to overcome this, we have adopted Salesforce as our Client Relationship Management software, Magentrix for the creation of a user portal and Google Apps. This is an ongoing process, but in doing so we have been able to reduce errors, better accountability and ultimately, we hope, improved member value. Some of the highlights of this effort include:

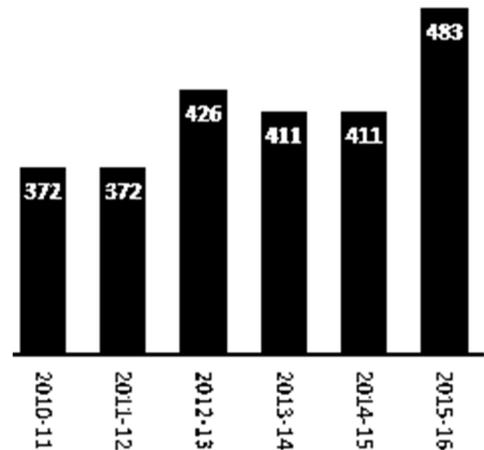
Greater Accountability and Record Membership

This year 483 institutions became members of the CSCAA. This is the most in recorded history and 17½% growth over last year. Moreover, this does not include provisional members. Provisional members (institutions that will begin competition in 2016-17) were accorded a complimentary membership.

A lack of oversight meant that in 2015 the CSCAA provided benefits to over 150 non-member intuitions. Increased accountability has resulted in the virtual elimination of "free riders." In many cases these oversights were not intentional on the part of coaches, but simply what they had become used to. It is best illustrated by the explanation of one coach who, upon learning that their team was not a CSCAA member and thus not eligible for Scholar All-America asked, "Why? We've never had to be a member in the past."

While this approach might appear harsh, the CSCAA staff is committed to providing members tangible value for their membership dollars.

Member Institutions



Improved Communication

As a part of our IT efforts, the association merged two separate databases (ClubAssistant and Constant Contact) into Salesforce. Using the Salesforce App has enabled the staff to be able to reach any member coach at any time from any place. This has also saved the staff from manually updating mailing lists throughout the year. Changes made throughout the year propagate throughout the system from our mailing lists to member portal to coach directory.

Profit and Loss

July 2015 - March 2016

Income

Interest Income	\$3.34
Membership Dues	\$175,679.72
Program Service Revenue	\$400.00
Convention Registration Fee	\$10,690.82
Convention Vendor Fee	\$6,600.00
Total Convention - CSCAA	\$17,290.82
Grants	\$90,000.00
Program Registration - Forum	\$18,596.00
Sponsors	\$43,630.40
Total Program Service Revenue	\$169,917.22
Total Income	\$345,876.28

Expenses

Bank Charges	\$87.74
Bank Service Fees	\$3,564.13
Commissions & Bonuses	\$9,542.20
Computer Expenses	\$84.83
Contract Labor	\$44,052.00
Dues and Subscriptions	\$2,854.62
Gifts	\$391.44
Liability Insurance	\$2,021.00
Licenses and Permits	\$12.00
Marketing & Advertising	\$1,268.76
Miscellaneous	\$(25.00)
Payroll Expenses	
Executive Director	\$57,957.93
Program Director	\$38,922.15
Payroll Processing Expenses	\$958.38
Payroll Tax	\$22,524.71
Total Payroll Expense	\$120,363.17
Postage and Delivery	\$1,200.00
PP&E Program	\$16,608.00
PP&E Travel	\$15,077.00
Printing and Reproduction	\$5.94
Certificate Printing	\$3,705.00
Professional Fees - Accounting	\$4,500.00
Program Expense	
Convention Expense	\$1,306.50
Awards & Equipment	\$1,589.18
Office Expense	\$875.30
Travel	
Conference Meet	\$1,938.71
DI Championship Travel	\$5,698.63
DII Championship Travel	\$1,662.84
DIII Championship Travel	\$2,590.50
Golden Goggle Travel	\$2,378.15
Internet	\$99.90
NAIA Championship Travel	\$679.82
NCAA Meetings Travel	\$1,419.96
USA Swimming Nationals Travel	\$1,583.32
World Clinic Travel	\$896.00
Total Travel	\$18,947.83
Forum Operating Expense	\$5,297.99
Professional Development	\$607.34
Scholar All-America	\$4,020.40
Uncategorized Expense	\$7.00
Total Expenses	\$257,964.37
Net Operating Income	\$87,911.91
Other Income Other Income	\$439.96
Dues Refund	\$(873.30)
Net Other Income	\$(433.34)
Net Income	\$87,478.57

Balance Sheet

As of March 31, 2016

ASSETS

Current Assets	
Bank Accounts	
BOA Checking Account	\$125,354.29
BOA Forum Checking Account	\$13,419.00
BOA Savings	\$81,558.86
OLD Checking Account	\$-
Total Current Assets	\$220,332.15
Fixed Assets	
Buildings, Land & Equipment	\$13,924.00
Depreciation - Accumulated	\$(13,924.00)
Total Fixed Assets	\$220,332.15
TOTAL ASSETS	\$220,332.15

LIABILITIES AND EQUITY

Liabilities	\$0.00
Equity	\$0.00
Intra-Organization Transfers	\$0.00
Opening Bal Equity	\$0.00
Retained Earnings	\$132,853.58
Net Income	\$87,478.57
Total Equity	\$220,332.15

CHALLENGES

The past year has not been without challenges for the CSCAA. These include:

- **NCAA Championship** – There is a pressing need for the NCAA Swimming & Diving Championship to have a higher profile while becoming revenue neutral in the future. We are exploring ways to make this happen
- **Under-resourced** – The support of USA Swimming has been invaluable to our ability to move beyond merely a service organization to one of advocacy for the sport. With this expansion, however, has come additional costs. These especially include travel and time spent on information technology support. The Association staff is committed to providing greater value to its members without increasing their financial burden. Consequently, new revenue sources, through programs, sponsorships and other opportunities will be necessary to continue this growth.
- **Boston University** – Despite making a very powerful argument, we lost the battle to preserve scholarships at Boston University. Due to decreased participation, we estimate that the university will realize a small fraction of their proposed savings and in doing so become less competitive.
- **Under-staffed** – In our efforts to balance the day-to-day necessities of a non-profit with the big picture needs of our sport, we are finding that our messaging needs more attention. This includes the frequency and volume of content. We believe that the launch of the Alumni Portal, along with the hiring of a content-creation intern will assist us here.
- **Member Engagement and Education** – The landscape of Olympic sports at the collegiate level is beginning to shift in ways we have not seen since the passage of Title IX. We must constantly work to deepen the pool of talented coaches capable of understanding their program's role on campus and the expectations placed upon it.

APPENDIX

PPE Contacts with Athletic Directors, Conference Commissioners, & Presidents

Boston College Brad Bates, Athletic Director	Knight Commission Amy Perko, Executive Director	Princeton University Mollie Marcoux, Athletic Director
Briar Cliff University Steve Gast, Athletic Director	Limestone College Mike Cerino, Athletic Director	Purdue University Morgan Burke, Athletic Director
Central Christian College of Kansas Twiggs Reed, Athletic Director	Louisville, University of Christine Simatocolos, Associate Ath Director	Rhode Island, University of Thorr Bjorn, Athletic Director
Cincinnati, University of Mike Bohn, Athletic Director	Marian University Jeff Kauffman, Faculty Athletic Rep	Rice University Joe Karlgaard, Athletic Director
Cincinnati, University of Maggie McKinley, Senior Assoc. AD	Mid-American Conference Jeff Bacon, Assoc. Commissioner	Saint Ambrose University Ray Shovlain, Athletic Director
College of Saint Mary Jim Krueger, Athletic Director	Midland University Dave Gillespie, Athletic Director	South Carolina Charles Bloom, Senior Assoc Athletic Dir
Denver, University of Peg Bradley-Doppes, Athletic Director	Midway College Rusty Kennedy, Athletic Director	Southern Illinois Tommy Bell, Athletic Director
Division I Athletic Directors' Association Tom McMillen, CEO	Missouri Valley Conference Greg Walters, Associate Commissioner	Tennessee Wesleyan College Donny Mayfield, Athletic Director
Doane College Jill McCartney, Athletic Director	Missouri, University of Mack Rhoades, Athletic Director	Texas, University of Steve Patterson, Athletic Director (Fmr)
Duke University Kevin White, Athletic Director	NAIA Lynn Meredith, VP for Championships Jamie Adams, Assoc Championship Director	UMBC Tim Hall, Athletic Director
Eastern Michigan University Heather Lyke, Athletic Director	NCAA Oliver Luck, Executive Vice President Mltch Barnhart, Chair NCAA Competition Oversight Committee	UNC-Charlotte Philip Dubois, Chancellor
Fordham University Dave Roach, Athletic Director	North Carolina State University Debbie Yow, Athletic Director	UNC-Greensboro Kim Record, Athletic Director
Georgia Tech Brett Daniels, Deputy Director	North Carolina, University of Bubba Cunningham, Athletic Director	Virginia Tech Whit Babcock, Athletic Director
Hawaii, University of Ben Jay, Athletic Director	Northeastern University Peter Roby, Athletic Director	Virginia, University of Dirk Katstra, Athletic Director
Indiana Institute of Technology Debra Warren, Athletic Director	Northwestern University Maureen Palchak, Asst Athletic Director	Walla Walla University Gerald Larson, Athletic Director
Indiana University Eric Neuburger, Associate Ath Director	Northwestern University Jim Phillips, Athletic Director	William Carey University Tommy King, President
James Madison Jeff Bourne, Athletic Director	Notre Dame, University of Jack Swarbrick, Athletic Director	If you can assist the CSCAA in reaching out to and working with your administrators, please contact Joel Shinofield.
Kansas University Sheahon Zenger, Athletic Director	Oklahoma City University Greg Kersgieter, Assoc. Athletic Director	
Kentucky, University of Mltch Barnhart, Athletic Director		

Scholar All-America Participation

Individual Award-Winners

	2015		Eligible in 2016	
	1 st Team	2 nd Team	1 st Team	2 nd Team
Division I	320	588	844	1618
Division II	142	191	409	417
Division III	243	300	533	531
NAIA	95	7	334	
NJCAA	25	2	191	
Total	825	1088	2311	2566

Team Award-Winners

	Fall 2014		Spring 2015		Fall 2015	
	Women	Men	Women	Men	Women	Men
Division I	149	66	173	79	139	78
Division II	47	23	63	35	47	24
Division III	109	71	151	98	125	79
NAIA	6	3	12	5	12	9
NJCAA	4	2	3	2	2	2
Total Teams	315	162	402	233	325	192
Institutions	321		407		336	

All-America Selections

	1 st Team	1 st Team	2 nd Team	2 nd Team
	Women	Men	Women	Men
Division I	127	102	137	108
Division II	113	61	109	42
Division III	114	79	130	95
NAIA	46	20	34	23
NJCAA	48	18	49	28
Grand Total	448	280	459	296

Program Sponsorship

New Teams Beginning in Fall 2016

Anderson University Anderson, IN	Division III	Mount St. Mary's (MD)* Emmitsburg, MD	Division I
Augustana College (SD) Sioux Falls, SD	Division II	UNC-Pembrok Pembroke, NC	Division II
Barton College Wilson, NC	Division II	University of the Ozarks Clarksville, AR	Division III
Chowan University Murfreesboro, NC	Division II	Point University West Point, GA	NAIA
Dixie State University Saint George, UT	Division II	University of Sioux Falls Sioux Falls, SD	Division II
Franklin Pierce College Rindge, NH	Division II	Villa Maria College Buffalo, NY	Division III
Indiana State University Terre Haute, IN	Division I		
Indiana Wesleyan University Marion, IN	NAIA		
Loyola University New Orleans New Orleans, LA	NAIA		
University of Mary Bismarck, ND	Division II		
McKendree University Lebanon, IL	Division II		

Programs Lost In Past Year

North Carolina A&T University	Division I
Western Kentucky University**	Division I
College of Charleston	Division I

* Adding men's team

** Team suspended for five years



swimming & diving alumni network

779 Alumni Portals Launched

Serving 669 current and 110 eliminated teams

The biggest initiative ever undertaken by the CSCAA. This new service is unlike anything in any other sport – think of an alumni directory just for swimmers & divers – and is potentially a licensable product for other sports.

Key Elements

- Efficient – Built across multiple programs makes implementation easy
- Stable – Institutional history isn't lost during a coaching change
- Valuable – Assembly of “big data” provides value to team CEO's, athletic departments
- Scalable – The platform allows for future expansion – fundraising, career networking, etc.
- Flexible – Data provides CSCAA a snapshot of our audience to better identify weak programs, growth opportunities, and messaging.

Initial Results

The soft launch of this has already provided the coaching staff insights into their program that they previously lacked and a glimpse into the demographics of their graduates. They have been able to identify four graduates earning more than \$110,000 annually with another reporting annual income over \$250,000. It has also provided source material for messaging about swimming & their team:

- I've learned that athletes make the best litigators. Working with coaches _____ and _____ instilled in me a work ethic and drive that I carry every time I go into court.
- I'm very thankful for my experience at _____. It taught me to be a leader and how to motivate a group of people work toward a common goal
- My career is demanding and being able to power through is second nature. I attack my PT as if it were a set if 10X500s.

PHASE ONE

- ✓ Normalize existing data around scalable and flexible platform.
- ✓ Create proof-of-concept
- ✓ Receive approval from board to move forward
- ✓ Identify technology partners for build-out
- ✓ Develop & test product
- Develop promotional strategy & materials
- Create training & educational materials
- ✓ Soft product rollout
- ✓ Debug and continue development

PHASE TWO

Expand portal into fundraising & career networking.

- Eliminate barriers to potential donations (i.e. “How do I donate?”) while expanding population of donors beyond alumni
- Provide accountability by ensuring that funds are provided directly to program
- Automate the business of small donations. (The \$27 dollar solution)
- Train coaches to solicit high-value donations