



NAIA Conference Commissioners Association September 27-28, 2015 Hilton Kansas City Airport Hotel

Workshop: Conference Emerging and Invitational Sports

Agenda

1. Welcome – Corey Westra
2. Introduction – Panelists
3. Panel Discussion and Q&A – Corey Westra

Case Studies

Participants:

John Sullivan, Appalachian Athletic Conference
Rob Miller, Wolverine-Hoosier Athletic Conference
Scott Crawford, Kansas Collegiate Athletic Conference

1. Introduction: Thumbnail sketch of your conference's activity relating to emerging/invitational sports (what you sponsor, how many schools participating in each, why those sports, etc.)

2. Questions:

Corey will facilitate discussion, allowing for following questions and fostering Q&A/discussion with CCA.

- a. The Process:
 - i. What made you consider sponsoring the sport at the conference level? Did you push it as commissioner, or did the schools?
 - ii. What's the strategic reason behind adding emerging/invitational sports (either in the aggregate, or sport-specific)?
 - iii. Are you open to per-sport members? What are the benefits/challenges to that approach?
- b. Administrative
 - i. What has your experience been working with a sport that's not governed by the NAIA yet? How do you work with the NGB? How difficult is it to administer/enforce the NGB rules (rather than NAIA rules) during the season?
 - ii. What challenges do you face with coaches who aren't familiar with the NAIA?
 - iii. What are the insurance/liability implications?
- c. Competitive Experience
 - i. How do you run the championship? How does the lack of NAIA postseason effect your teams or what you do at the conference level?
 - ii. How do you ensure a meaningful student-athlete experience throughout the year when there is no national championship to compete for?
 - iii. What are non-conference scheduling opportunities like?
- d. General
 - i. What have been the biggest challenges? What do you wish you'd known when you started?
 - ii. What has the impact been on the conference? On the schools (recruiting)?

Summary of Panel Responses:

- Not currently looking at growth
- academic opportunities
- Schools need to share information to end up with competitors, rivalries, etc. There is strength in the conference
- Problems with per-sport
 - Difference in governance between the NAIA and current association
 - How conference policies effect sports
 - Letter of Intent
- Require a sport manual in order to be a sport at the conference level
- When sports aren't going through the EC FARs have to use the old eligibility certificate
- Proactive teaching of NAIA rules and regulations
- Emerging sports should be covered in conference insurance policies
 - As long as emerging sports and per-sport are listed in bylaws they should be covered by D&O and General Liability
 - Conference championships and emerging sport invitationals- how are they covered?
- Many schools are excited to bring in more students, but aren't ramping up athletic staff: SIDs, ATs, etc.
 - A global conference schedule could help here to make sure that a campus is not overwhelmed on any given day
- A conference/school will be paying dues to multiple national associations
- Make sure schools know the true cost of the sport (e.g. lacrosse officials are really expensive)
- Conferences are effective for collective bargaining
- In the in-between stages make sure that the conference championship is first rate (especially if teams are giving up a chance to compete in their sports championship)
- Is there a call to have a policy regarding per-sport moving between conferences?
 - When a conference reaches 6 sponsoring schools all members who are per-sport in another conference must come back (per bylaw)
 - What is the timeline for this move?
 - How does the conference they are leaving deal with the school/schedule
 - Legislation from last year required a school to give 1 year notice (unless everyone agrees), but it was voted down
 - Does each sport look different?
 - Do per sport teams get different treatment than full members?