**Athletic Management Consulting**

**Our Services Help You Leverage Athletics to Support Institutional Missions and Action Plans**

We specialize in the high school environment, but also provide these services to a wide client base, including Preparatory Academies, Private Institutions and others. Our objective is to help you improve your athletic program to provide student-athletes with the best possible experiences.

**What is the role of interscholastic athletics on your campus?**

**Athletic Managements main goal is to enhance the overall quality of the high school experience of the student-athlete and general student population. We accomplish this goal through improving athletic programs and creating achievable visions.**

WHO WE ARE AND WHAT WE DO:

Athletic Management Consulting is a comprehensive solutions-based consulting company focused exclusively on the high school marketplace. Featuring a team of experienced and proven individuals, Athletic Management Consulting enables athletic departments and conferences to increase revenue, create efficiencies and maximize operations to succeed and prosper in a diverse climate.

Athletic Management Consulting provides athletic departments a single organization that can service any athletic need.  The backbone of Athletic Management Consulting is the knowledge and expertise of our team of athletic administrators and industry/category specific consultants who can quickly provide analysis and solutions to our partners across a vast array of complex issues.

Athletic Management Consulting bases its business philosophy upon three basic principles:

* Innovation and creativity
* Great attention to detail
* Unparalleled dedication to customer service

**Services**

Athletic Management Consulting has developed a highly successful methodology to provide comprehensive operational review and analysis of key components within your athletic program to assess strengths, weaknesses and opportunities.  Athletic Management Consulting can provide an inclusive analysis of the entire department or on a project basis.

**Market Research**

Athletic Management Consulting can assist your high school with various market research categories to make sure you are getting the best return on investment possible. Topics may include:

* Corporate Sponsorships
* Fundraising & Development
* Media Rights Evaluation-Streaming Rights
* Merchandising & Licensing Assessment
* Naming Rights Evaluation
* Logo Creation
* Social Media
* New Media

**Strategic Planning**

Athletic Management Consulting can assist your institution with the development of a Strategic Plan.  Athletic Management Consulting would provide an overall assessment of the Interscholastic Athletics program and prepare recommendations and benchmarking data.

**Areas of Inquiry and Review**

Our comprehensive program review provides you with a detailed assessment of your athletics program and operations.

The following areas are key components to the program review / assessment. Surveys, interviews, document review and other research will address these areas.

1. Vision, Mission and Philosophy
2. Leadership, Administration and Personnel
3. Department Climate and Culture
4. Campus Integration
5. Financial Operations, Resources and Fundraising
6. Student-Athlete Experience / Climate / Welfare
7. Sports Medicine
8. Facilities and Event Management
9. Sports Information, Marketing and Communications
10. Staffing
11. Infrastructure
12. Sports Analysis
13. Organizational Structure
14. Plan Development & Execution

**Operational Review**

Athletic Management Consulting has developed a highly successful methodology to provide comprehensive operational review and analysis of key components within your athletic program to assess strengths, weaknesses and opportunities.  Athletic Management Consulting can provide an inclusive analysis of the entire department or on a project basis.

After completing the operational review, Athletic Management Consulting will recommend strategies and tactics to create efficiencies and maximize resources. Athletic Management Consulting will provide our clients with a detailed plan, implementation strategy and on-going management process as part of the operational review.

Collegiate Consulting has extensive experience in key areas that include academic/life skills, business office, feasibility studies, compliance, diversity, facility development, government relations and Title IX equity reporting.

**Student Athlete Experience**

* **Student Athlete Profiles**
* **Student Athlete Surveys**
* **Student Athlete Technology**

**New Program Feasibility Review**

**Student Athletic Advisory Council Development**

**Staff Development Workshops**

We offer a variety of workshops that deliver results- and action-oriented programs to help you leverage athletics on your campus. All workshops are structured on three guiding principles:

1. Athletics is an integral part of the educational experience
2. The student-athlete experience has unique challenges and opportunities
3. Participants must develop concrete action steps

Workshops can range from a half-day session to All day sessions are highly interactive and tailored to your college, high school or conference.

**Program Assessments**

**Surveys**

**Camps & Clinics**

**Risk Management**

**Marketing & PR**

We are creative, but practical.​

We know whatever we develop must work for your business and your budget. We don't measure our success by some confusing set of metrics we've developed to look good, we measure our success by your success.

Public Relations

We can help you grow your market and brand presence through targeted local/regional public relations campaigns. We can even go national. The truth is, we are adept at public relations in any industry because we have senior professionals who personally handle every pitch.

Brand Building

A brand is a company's unique personality. We help our clients create and build their own brands. Every company, large or small has a brand. We can help create your brand, grow it, or in some cases even repair it.

Graphic Design

Professional graphic design is a critical element to proper business branding. Our graphic design services include visual mark design, print design and corporate image branding.

**Promote strategies for improving the quality of the student athlete experience**...From recruitment through academic support and alumni relations.

**Develop and enhance fundraising platforms**...For capturing and enhancing donor support—whether for the general athletic program or team specific.

**Procedure Manuals & Handbooks**

We will work with your athletic department to develop a suite of procedure manuals and handbooks to ensure your athletic department is protected, and trained, to handle a variety of issues, from NCAA regulations to staff training and student-athlete rules.

**Social Media & Sports Information**

Our experience in media relations and athletic sports information means we can help create a meaningful, and achievable sports information plan that will match your athletic department's goals.

***Complete List of Services***

EVENT AND GAME OPERATION REVIEWS  
FACILITY DEVELOPMENT & NEEDS ASSESSMENTS  
STRATEGIC PLANNING & COMMUNICATIONS  
MARKETING AND PROMOTION PLANNING  
DEVELOPMENT AND FUNDRAISING

New Program-FEASIBILITY STUDIES  
OVERALL PROGRAM REVIEWS  
STUDENT-ATHLETE EXPERIENCE

NEW PROGRAM FEASIBILITY STUDY/REVIEW  
ATHLETIC MEDICAL SERVICES   
ACADEMIC/ATHLETIC RELATIONSHIPS