Intercollegiate Athletic Leadership Database

CENTER FOR LEADERSHIP IN ATHLETICS

Problem

IAL staff were going through a lengthy process to manage and retrieve datasets
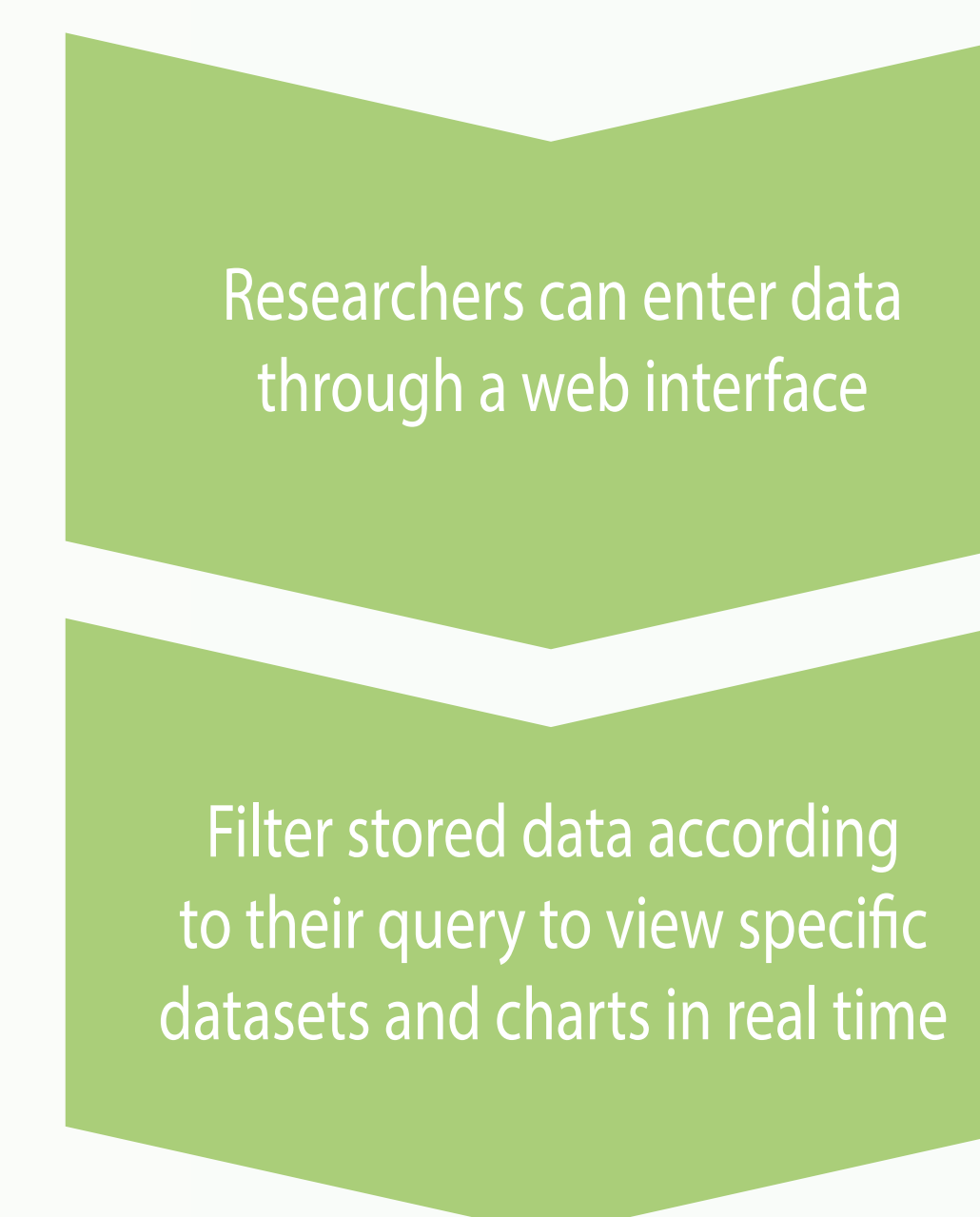
Old Process

- Researchers scan paper documents and convert to excel
- Store data in temporary database with no front end
- Go through technical person to retrieve data using SQL
- Further manipulation in Excel to visualize the data
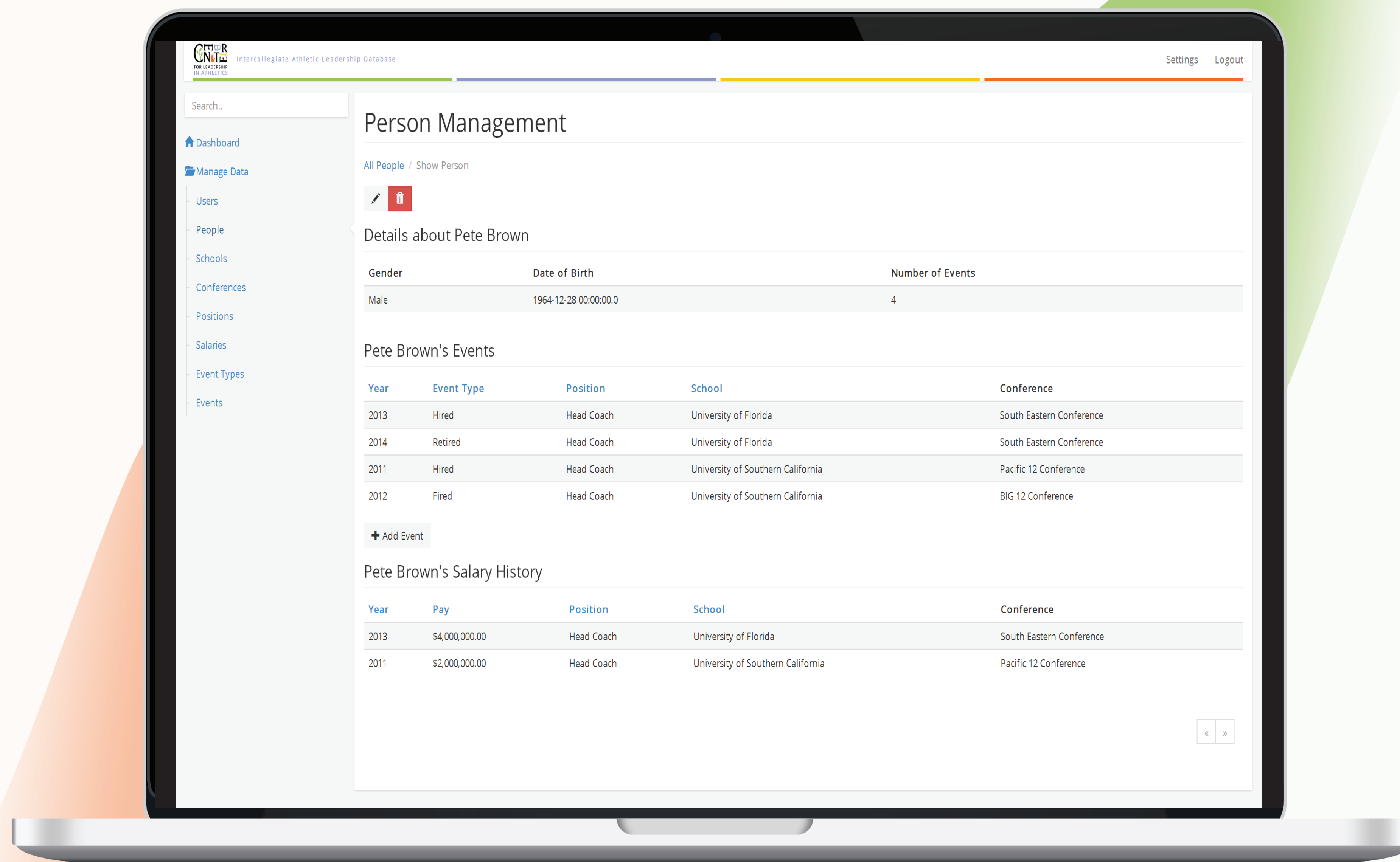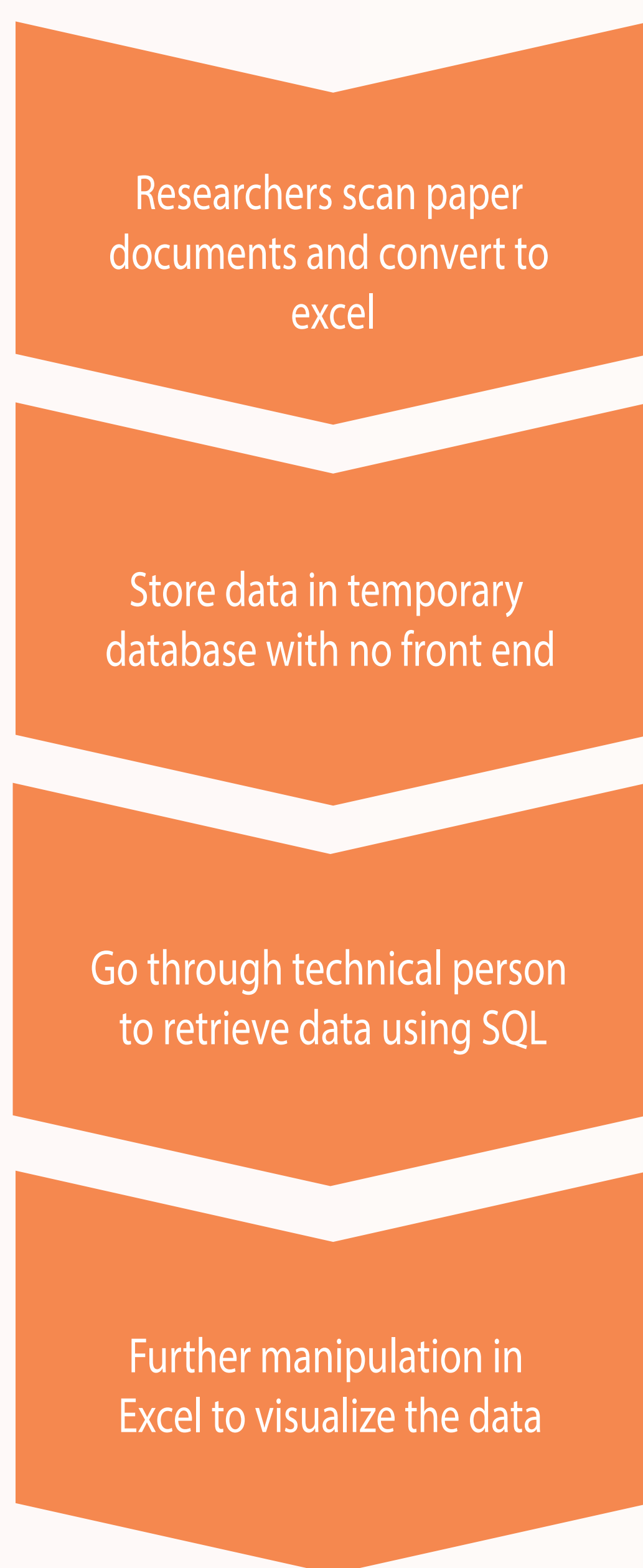
Solution

Intuitive web application for storing, managing, retrieving and visualizing datasets

New Process

- Researchers can enter data through a web interface
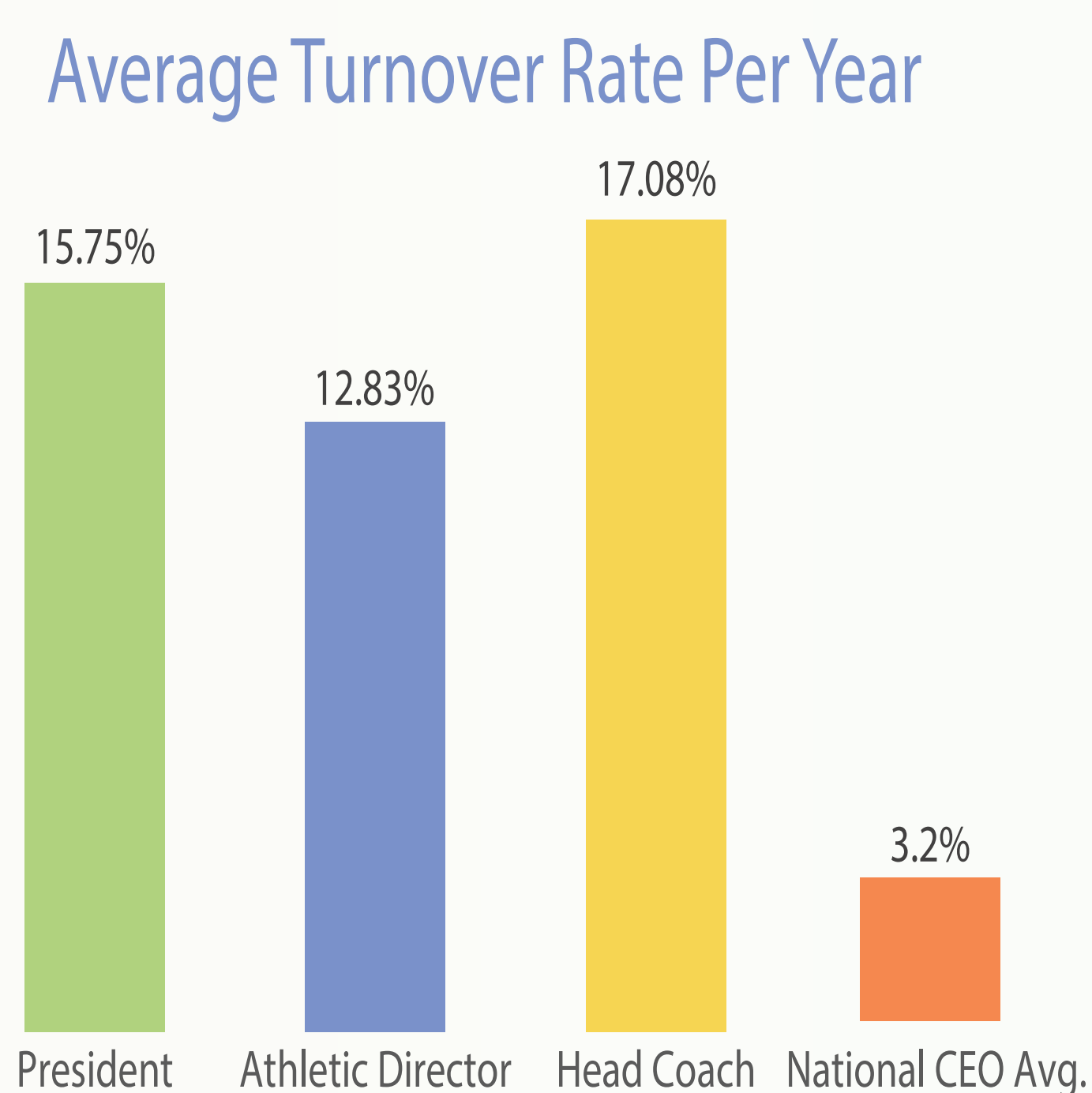- Filter stored data according to their query to view specific datasets and charts in real time

Research

Schools need to better understand NCAA FBS athletic staff movements and pay trends.
Institutions will be able to leverage this information to be more proactive with future contract decisions.

Head Coach and CEO Comparisons

2013 Alabama Football Revenue
$124,899,945

VS

S&P 600 Company Valuation
$300M - $2B

Alabama Head Coach Salary
$5,620,000

VS

Average CEO Compensation
$3,510,655

* Inflation of head coach salaries has led to extremely high pay for the amount of revenue generated

Average Turnover Rate Per Year

- President 15.75%
- Athletic Director 12.83%
- Head Coach 17.08%
- National CEO Avg. 3.2%

Evaluation

Number of steps to retrieve and view datasets is reduced

No need for an intermediary technical person to access the data

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