

Governance structure of ncaa

Business, Management



Governance Structure of NCAA

The National Collegiate Athletic Association is an organization that administers intercollegiate athletics. In 1906, the formation of the association took place to draw competition and rules that fit football and other sports. Its first national championship event known as the National College Track and field championship took place in 1921 (Faghfour, 2013). The association functions as a general legislative as well as the administrative authority for intercollegiate athletics. In addition, it supervises regional and national athletic contests. It also formulates rules and regulations for several sports and eligible criteria for athletes. In 1952, the association regulated any live televised coverage (Bleischwitz, 2004). NCAA reorganized itself into three divisions, each representing a different level of competition in various sports. It also collected statistics on football and basketball and publishes guidebooks on these sports such as gymnastics' swimming as well as others. More than 800 educational institutions became members in the late 20th century.

In order to have a more fluid governance structure, NCAA needs to practice effective communication among the members to have a strong governance structure. This is where the members have monthly meetings to evaluate if they are working in line with their vision and mission. Moreover, NCAA needs to provide state of the art facilities, which get maintenance where the athletes can practice. There should be an effective and timely succession planning of the athletes. This is because the athletes need to train for the upcoming and new athletes. The NCAA should employ qualified members

and positions given to the right people. In addition, the NCAA should have proper guidelines and regulations on the expectations of all the members and athletes. In addition, proper disciplinary actions for those violating the rules need implementation (Faghfouri, 2013). Lastly, rewarding and training the athletes who perform well is also crucial, as the athletes feel appreciated. In addition, the athletes need to receive training on how they may use their funds when they have won. This is because most of the athletes misappropriate the money.

Some of the market strategies that NCAA should be involved in include the following. The NCAA should create branded online destinations to surround interested members or new athletes with online experiences. The NCAA should use the social media platform to create talk ability of the Association. They need to provide useful information that people would want to read. In addition, they may use print to advertise and may as well use the banners on the branded destinations to create awareness. Moreover, increased awareness will bring more people to join the NCAA governance structure. The NCAA can boost their customer confidence by creating marketing campaigns that emphasize on the quality of their governance products. In addition, they may be involved in giving sponsorship to some athletes. This will help NCAA get and attract more Athletes (Brown, 2005). In conclusion, they should emphasize on making the athletes feel comfortable while working with them. This will eventually make the athletes trust their governance structure.

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