

SVG/NACDA Athletic Administration Technology Leadership Award

The SVG/NACDA Athletic Administration Technology Award shall be awarded annually to a university athletics department or conference office in recognition of excellence in investment in and execution of broadcast and video infrastructure and technologies.

The recipient will have established a comprehensive workflow that enhances the fan experience through broadcast, digital, and in-venue technology and puts video production at the center of distributing the university or conference's message.

The recipient will be judged in the following categories:

I. Innovation

The department has invested in significant video-infrastructure technologies for television, digital, and/or in-venue distribution. It has demonstrated an understanding of broadcast, streaming, and venue technologies that enhance the fan experience at the game, at home, or via mobile platforms. The department's investments have also established a connected workflow that unites the department's numerous venues.

II. Leadership

The department demonstrates an ability to develop and maintain strong relationships and working partnerships with television-network and other media partners, while effectively negotiating and navigating its various rights deals.

III. Vision/Culture

The department has committed to a long-term plan that demonstrates its understanding of the value of a strong video and technology infrastructure in both public and in-venue distribution. The department creates video content, in both live and postproduction environments, and uses the video medium across multiple platforms, be it on television, online, or in-venue.

IV. Performance

The department produces high-quality sports-video content for television, Internet, and/or digital/mobile distribution and demonstrates an excellence in the quality of its live and postproduction content. It has developed a workflow that maximizes its investments in telling the athletic department and the university's story through video.