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Group 5- GLIAC Video Software

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HISTORY

The Great Lakes Intercollegiate Athletic Conference, also known as the “GLIAC,” is made up of sixteen Division II College and Universities. These sixteen schools compete in twelve men’s sports and thirteen women’s sports. The conference was founded in 1972 and has lead in advancement and promotion for the past forty years. Initially it was made up of five charter schools: Ferris State University, Grand Valley State University, Lake Superior State University, Northwood University (then institute), and Saginaw Valley State University. After the 1989 season, the GLIAC dropped football as a sponsored sport, sending the football teams to the Midwest Intercollegiate Football Conference. When the MIFC became one of the premier Division II for nine years, they returned to the GLIAC in 1999. The 1995-96 school year, was when the conference moved from just Michigan to schools in Ohio and Pennsylvania.

On June 30th, 2009 the commissioner of the GLIAC, Tom Brown, retired after seventeen years being the longest serving commissioner in the history of the GLIAC. Since the Beginning of the GLIAC, the conference has grown immensely. It is now made up of the following Sixteen schools: Ashland University, Ferris State University, University of Findlay, Grand Valley State University, Hillsdale College, Lake Erie

College, Lake Superior State University, Malone University, Michigan Technological University, Northern Michigan University, Northwood University, Ohio Dominican University, Saginaw Valley State University, Tiffin University, Walsh University, and Wayne State University. The policy-making body of the GLIAC is the Management Council, which is comprised of three representatives from each member institution – its director of athletics, faculty athletics representative and senior woman administrator. The presidency of the management council is rotated, this year being led by Suzanne Sanregret, Director of Athletics at Michigan Technological University. In 2009, history was made by hiring Dell Robinson, the first ethnic minority commissioner in Division II non-historically black college or university.

WEBSITE INFORMATION AND PROPOSAL

The GLIAC has a great website available to all members and the general public for free. The official GLIAC website is the first option on the page when goggled, making it very capable to have access to. Currently there are options on the website for the user to access. They are able to look at all members school's with links to their personal websites. They can also access different GLIAC links, team schedules, conference standings, and live statistics. The one thing missing is capability to watch video of the game.

In order to make this conference better, it is important to attract users, create customer loyalty and portray a positive image of the GLIAC. To do this, it is important to

put the customer's first. The plan is to implement live video onto the website for the general public. We will purchase the software called Prestige World Wide, also known as PWW. PWW is a video servicing software that allows downloads and viewings live. A meeting will have to be held with all member's schools asking for their input on this idea. They must all be willing to give their part. It will be required that the home team video tapes every conference game and has it wired to the website automatically.

Providing the live game will be very beneficial to those unable to attend games. Fans will be able to log onto the website either during the event or after, and will be able to watch the entire game from beginning to end. Members' coaches will be provided with their own password in order to have more options when dealing with the video. They will have access to the video as often as possible and they will be able to take highlights and make a separate video of only highlights. This will be a lot easier for the coaches to exchange game film and show it to their team for coaching and highlight reels. To make this service go smoothly, one thing the GLIAC must do is provide training to the coaches. When the annual conference meeting is held, the management will teach the coaches, and the coaches will teach their players and players families so it will be even more user friendly. There will be a PWW employee teaching all the schools how to set up the wiring for the video to be streamed live. This will cause more satisfaction within the conference and with their fans and users. All the strengths and the weaknesses of this proposal have been evaluated in depth and the final conclusion

was that the benefits of this software being downloaded, is far greater than the weaknesses.

SWOT ANALYSIS

When developing new innovative ideas there are certain factors that will make the transition easy and there are factors that may make the transition difficult. Along with the easy part of any transition come valuable opportunities that allow the innovation process to be successful. On the other hand there are threats that make the innovation process difficult at times. In the case of live video streaming on/for the GLIAC website we may run into factors that fall into each area.

INTERNAL

Strengths

- Constantly expanding
- Strong foundation
- Established
- Solid fan base/supporters
- Easy Access
- Sports are a top priority

Weakness

- No prior association with live streaming/video streaming

EXTERNAL

Opportunities

- Increase in fan support by those who cannot attend games in person
- Coaches will have easier access to film
- Another step toward advancement for the GLIAC
- Better user experience
- Growth toward consumer based relationships

Threats

- Other streaming offerings (Other conferences already have video streaming online)
- Chance of not meeting the same standards as others conferences/users

The SWOT analysis is a great tool to use when it comes to strategic planning and decision-making. In the case of incorporating videos to the GLIAC website it will be more positives than it is negatives in the process. The GLIAC has much strength as they continue to use ideas such as video streaming to innovate. Reason being is they already have a solid foundation to build from, they are constantly growing and they are already established amongst a good fan base. The solid fan base also presents them will more opportunities because of the relationship the GLIAC has with their supporters. Therefore, video streaming will only increase their constant growing fan base seeing that they have better opportunities to enjoy games even though they cannot attend them first hand. One of the best opportunities is presented to coaches. Incorporating live video will allow coaches to view film that way instead of having to share tape amongst them, which could be a hassle and time consuming. Even though the GLIAC will be presented with a variety a strengths and opportunities they will still have to deal with a few weaknesses and threats. The main weakness the GLIAC may have in this situation

is not have any prior knowledge in terms of online video streaming. However, the GLIAC is constantly advances so this shouldn't be too much of an obstacle. In terms of the online video streaming GLIAC will encounter the threats of competing and meeting the standards of other users who already have this incorporated into their websites.

PROBLEMS AND SOLUTIONS

The problem that may occur when incorporating videos to the GLIAC website is that they have no prior knowledge or work with online streaming as stated in the SWOT analysis. Despite them not having used online videos in the past this situation may not be a big deal. The reason being is the GLIAC may not have been prepared to incorporate video just yet because they wanted to make sure the website had a solid foundation to begin with. Seeing that they have a solid base and are continuing to advance and expand they can now take the initiative to add online videos to the public. In order to fix this problem in the proper fashion the GLIAC must make sure the proper training is used as they incorporate online video sharing. The management should make sure they teach and train the athletic directors so the training can be passed down to the coaches, students, and families that that represent the fan base. Another problem that will occur is the GLIAC having to compete and meet the standards of others who already have online videos as a part of their website. Therefore, as the GLIAC is thoroughly trained they must constantly stay up to date and keep the supporter happy with good quality videos.

COST AND SAVING ANALYSIS

We believe that with the new addition to the website we will extend and maximize our capability with sports to another level. With the new features that you will be able to access there is the chance to stay on top of your GLIAC news, statistics, and even live game footage. Also with the media, players, and coaches they have a new great addition to get in-depth data from the game. With the software that we are trying to produce is user friendly. We want people to teach others how to use our website once. With the ability with user friendly software it will attract more people to register for the website features and additions.

Knowing that the GLIAC is so spread out amongst sports, with twelve men and thirteen women's sports we know that we must make the website user friendly for many sports. Knowing that we are trying to maintain a very solid user friendly website, we will subscribe the website to registered players; players are free to sign up, fans will be able to offer a regular fan package for \$300 or our premium fan package for \$500, our college coaches are our main target for business. We will offer a gold package for coaches for \$1000 or they can receive the basic coach package for \$800. With those prices compared to other prices such as scoutingohio or jjhudle, we believe that we can expand our cliental and really take our new features and additions to another level. With expansion with this software we also hope to expand and get our software into bigger division one programs to use. With that help think of all the other college coaches and college fans would want to subscribe to the website to use the technology.

MARKETING / ADVERTISING

Marketing and advertising for the new live video feature for the GLIAC website will be fairly easy, since the GLIAC already has a large following of athletes, families of athletes, fans, coaches, and league recruiters. In addition to marketing this software on the existing GLIAC website, it would be beneficial to also advertise on websites offering similar services (scoutingohio, JHuddle, etc.) if possible. Since the membership costs of this software might be on the expensive side to some people, it would be very important to convey the value of using the software. Advertising on the NFL's main website and on websites of other athletic conferences would also be highly beneficial, and would also help to spread the word about the software. Advertising on websites of the NFL and of other conferences would help to expand the following of not only the software company, but of the GLIAC as well. Marketing of this software could also take place at various athletic events.

The American Football Coaches Association holds a convention every year, as well as the coaches' associations of all other college sports. Advertising at these events would be vital to growing the reputation of the software company. Because our main target market is collegiate coaches, these conventions would probably be our most important venue for marketing and advertising. Another beneficial advertising strategy would be to implement the use of celebrity endorsements, namely professional athletes. With the summer Olympics approaching in 2014, there is a huge advertising opportunity, both on location at the games and via television / radio.

As far as fundraising, the most profitable means of raising funds would most likely be at the GLIAC sporting events themselves. The installation of the software alone would cost approximately \$10,000; this does not include things like upkeep / maintenance, software updates, and potential troubleshooting / repairs and problem solving. There are sixteen schools in the GLIAC, which means that in order to cover installation costs each school would have to contribute around \$625. Fundraising at games could occur by way of concession sales, a 50/50 raffle, etc.