



Deloitte Higher Education | College Athletics

The college athletics ecosystem is becoming increasingly complex as new dynamics, technologies, and opportunities disrupt the industry. To **win in the future landscape**, Deloitte can help athletics departments build **bold strategies to yield measurable benefits** while navigating unprecedented change.

DIGITAL EXPERIENCE

Develop comprehensive digital strategy that deploys resources across all digital channels to engage with fans, alumni, student-athletes, coaches, and administrators.

VENUE MODERNIZATION & FAN EXPERIENCE TRANSFORMATION

Provide best-in-class consulting services for facilities and venue modernization – from concept through delivery – maximizing revenue through expanded monetization opportunities while prioritizing the in-person and digital fan experience.

EMERGING TECHNOLOGY

Advise on adoption of AI, VR/AR, and eSports to expand customer base and increase revenue opportunities for universities and student-athletes through digitization and automation.

OPERATING MODEL TRANSFORMATION

Design effective organizations and athletics programs to stay ahead of the game in an ever-changing industry ecosystem, and increasingly commercial environment for athletes.

STRATEGIC VISIONING & TRANSITION LABS

Facilitate visioning sessions and transition labs for Athletic Directors and Commissioners to re-think their organization’s strategic vision, plan for media rights negotiations/shifts, and get ahead of growing challenges and demands in college athletics.

MEDIA & MARKETING

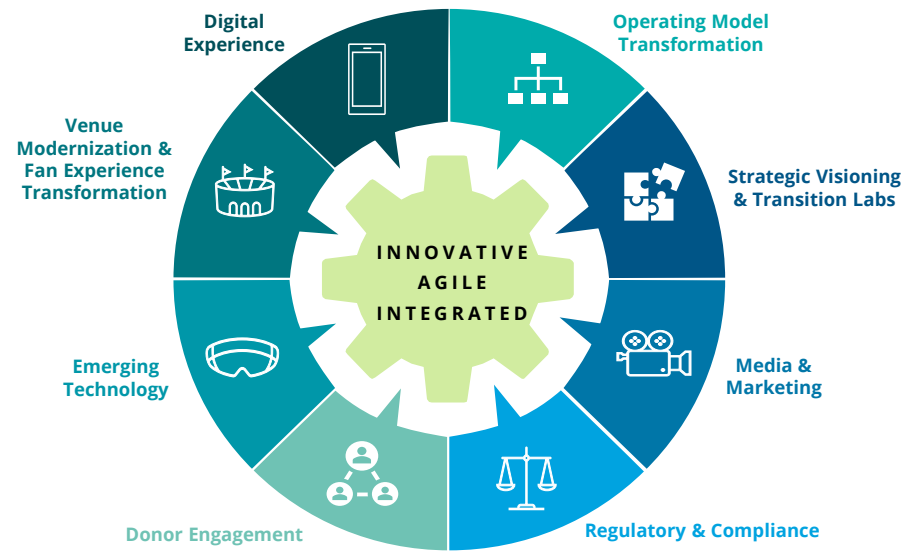
Identify opportunities to maximize revenue through media and marketing contracts. Leverage media trends and best practices to improve media content and marketing efforts at conference and university levels.

REGULATORY & COMPLIANCE

Advise on navigating a complex regulatory environment, such as Name, Image, Likeness (NIL) and student-athlete employment. Understand the role and limitations of the NCAA continuing to serve as a centralized governing body, and how local and federal legislation could impact the governance model.

DONOR ENGAGEMENT

Leverage digital landscape for creative opportunities to engage with donors year-round to improve fundraising efforts and donor satisfaction.



Deloitte.

Our experience



Our perspective



NIL Regulatory Impact

Discussion on the compliance complexities of operationalizing the legislation and the potential technology solutions to reduce those complexities.



2024 Sports Industry Outlook

Deloitte published report describing key strategic opportunities that U.S. sports organizations & universities can leverage to boldly position themselves to thrive in the future.



SoFi Stadium Modernization

Deloitte Digital helped create, build, and launch an innovative digital guest experience at SoFi Stadium and Hollywood Park to maximize customer, sponsor, and business value beyond game day.



Partners on the path forward

The path forward is rarely well paved. Time-tested practices may guide the journey, but they can only map the ground they have covered. Moving forward requires fresh thinking and the courage to venture beyond. It can also take a capable guide.

As your institution navigates a vast array of complex challenges, there is a pressing need for broader perspectives, innovative approaches, and new skillsets. Deloitte's Higher Education practice brings those to the table, enabling us to serve as effective and collaborative partners.



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