



DOUBLE L CONSULTING

TRUSTED SOLUTIONS THAT MAKE A DIFFERENCE

EXECUTIVE SEARCH

Services Outline



ABOUT DOUBLE L

Double L Consulting offers a unique, diversified suite of services for NCAA Division II institutions and conferences. We deliver customized, expert-level strategy and support to institutions in need of conducting executive searches, athletics program reviews, and strategic planning. Double L covers the bases to produce highly functioning and effective athletics programs that offer student-athletes a collegiate experience that is second to none.

Since 2007, Double L has leveraged our extensive network and trusted, established relationships in athletics to help Division II colleges, universities, and conferences advance their athletics programs, improve community relationships, and build strategies to navigate a rapidly evolving higher education and intercollegiate athletics landscape. Our consultants combine for more than a quarter century of experience in the field, and during that time we have been fortunate to have worked with nearly every Division II member.

We believe in what we do. In today's dynamic and fast-paced higher education and intercollegiate athletics landscape, we guide and propel our partners and institutions to reach their goals. Our core values are the cornerstone of every relationship, interaction, and project we engage.

- **TRUSTED PARTNER**
- **RELATIONSHIPS**
- **INTEGRITY**
- **LEADERSHIP**
- **COMMITMENT**

OUR MISSION:

To deliver custom solutions and strategies in hiring, athletics program and compliance reviews, and strategic planning to help NCAA Division II institutions and conferences elevate their athletics programs and services.

OUR VISION:

To be the trusted agency of choice for all NCAA Division II institutions and conferences when assessing their athletics program needs.



DOUBLE L CONSULTING

We help you:

- Provide interim leadership (in person or remotely) while helping you hire the right director of athletics, coach, or compliance officer.
- Strategically and successfully plan for the future.
- Fully understand the complexities of NCAA regulations and bylaws.
- Plan and operate Championships from start to finish.
- Expand your institutional or conference footprint through community engagement.
- Evaluate, monitor, and improve your institution's gender equity performance to comply with current Title IX regulations in intercollegiate athletics.
- Do whatever you need to elevate your performance and make a difference!

OUR EXECUTIVE SEARCH SERVICES

Helping You Find Your Future Leaders

We know that each institution is unique. We deliver custom solutions and strategies that align directly with each institution's specific needs.

DOUBLE L'S FIVE-STEP MODEL

Creating an environment of great confidence and institutional control and hiring executives who can shape and lead institutions is imperative to the success of each administration. In fact, it is critical. Double L Consulting helps to ensure that you make the right decision, with the right person, from the start.

Through extensive networks and trusted, established relationships in the membership, Double L builds a qualified candidate pool and supports the university and search committee in the search process.

As part of our executive search service, we follow our Five-Step Model:

- **Strategy & Research:** Understand the institution's challenges, goals, core values, and culture.
- **Interim Leadership:** Provide interim leadership to ensure an uninterrupted staff and student-athlete experience.
- **Network:** Build the candidate pool through our extensive network.
- **The Short List:** Narrow the list of candidates and continued screening.
- **Final Recommendation:** Provide guidance to the search committee to ensure they make a confident final recommendation.





STEP 1 |

STRATEGY & RESEARCH

Understanding the institution's challenges, goals, core values, and culture.

Double L consultants take the time up front to assess and understand each institution's goals and opportunities, who they are, and what they stand for as an organization and team. This is an important step and provides us the foundation to build a strategy, timeline, and position profile to start the process in finding your next leader. We work directly with the President and the athletics department to develop a timeline for the search as well as the final job description and job posting. This includes suggested websites for the job posting once it is finalized.

Then we schedule one in-person, two-day visit to interview campus constituents to establish clear expectations and develop position profiles and timelines for the search. In preparation for the in-person meetings, we will conduct a teleconference to finalize the meeting schedule and compile a list of specific documents required for review.

For the in-person meetings, individuals typically interviewed include the President, Faculty Athletics Representative (FAR), athletics department staff, student-athletes, boosters, and any other stakeholders as deemed appropriate by the President.



STEP 2 |

INTERIM LEADERSHIP

Ensuring an uninterrupted staff and student-athlete experience.

When you partner with Double L, you experience the difference between us and other firms with our interim leadership program offering. Our interim leaders don't just "fill a role," they instantly begin to assess gaps and needs and provide strategies and solutions that allow for an uninterrupted staff and student-athlete experience. Double L's interim leaders are immediately available, and each is a veteran in athletics administration.

We have specific requirements and standards when it comes to delivering the best interim leadership experience:

- Interim leaders cannot be candidates for the permanent position, but they can be extended by mutual agreement in order to optimize conditions and timing for the permanent search.
- Using our interim leader eliminates the need to spend time and resources hiring for the position twice or using internal staff to fill the position, which can be disruptive to the search and the operations of the athletics department.
- Our pool of interim leaders can be generated immediately and the institution has no obligation to them once the permanent position is filled.
- If you choose to use our interim leader option, your total monthly costs will be equivalent to your established budget for salary and fringe benefits throughout the entire period of service.



Double L works closely with the President to identify areas to provide leadership and assistance. Below are the specific areas of support that we address:

- Set the expectations for coaches and student-athletes that performance in the classroom is the primary purpose of higher education and that the pursuit of knowledge and earning a degree is the main goal of a student-athlete.
- Develop and implement external fundraising, marketing, and public relations activities in coordination with the University's Advancement Office and Marketing and Communications teams.
- Prepare and manage the annual budget, including the scholarship program, with the University President.
- Ensure compliance with NCAA, conference, state, federal and university regulations.
- Oversee the recruitment, educational progress, and academic success of student-athletes.
- Provide supervision for coaches, staff, and administrative personnel, including the Assistant or Associate Athletics Directors and communications staff.
- Participate in university-wide governance and athletics advisory groups.
- Engage in the governance and leadership of the NCAA and the conference.
- Participate in community events and activities.
- Collaborate with the President and senior leadership to analyze the organizational model in athletics and identify areas of opportunity. Changes to the organizational model must include standards of "best practices" in data-based decision-making, budget alignment with strategic initiatives, managing change with transparency and open communication, and meeting regulatory requirements.
- Identify structures for athletics to help improve student retention and graduation rates.
- Develop criteria to improve morale, regulatory compliance, budget sustainability, and collaborative relationships with the other divisions of the university.
- Identify athletics' role in supporting the university's strategic plan and strategic budgeting.
- Perform other duties as directed by the President.



STEP 3 |

NETWORK

Building the candidate pool through our extensive network.

When it comes to our network and relationships, existing and new, Double L has a clear advantage. We have a robust network and partnerships not only because of our deep experience but also because we just love the industry and the people who make it all happen. With Double L's mix of understanding each institution completely through our partnered research and leveraging our extensive relationships, finding a qualified yet dynamic candidate pool for each institution is seamless.

As part of this step, we create and review a diverse pool of candidates who will match the position profile and desires of the institution for its next Director of Athletics. We ensure candidate criteria includes, but is not limited to: transparency, open communication, and thorough understanding of NCAA and conference regulations with the ability to interpret and apply rules with integrity.



STEP 4 |

THE SHORT LIST

Narrowing the list of candidates and continuing screening.

Double L provides a decisive and organized approach when we work with the search committee and human resources to begin initial screening and vetting of the applicants. As part of this step, our consultants provide strategy related to the curriculum vitae/resume reviews, and video, phone and on-campus interviews.

This is a crucial part of the process to ensure the committee knows as much as possible about the candidate before we spend time and resources on interviews.



STEP 5 |

FINAL RECOMMENDATION

Provide guidance to the search committee to ensure they make a confident final recommendation.

Once we've completed all phone and onsite interviews and evaluated all documents, Double L develops a comprehensive case study that will succinctly summarize each of the final candidates' profiles and information to ensure that the President and search committee make a confident and well-informed final decision.

MEET OUR DEDICATED TEAM



JILL WILLSON, PRESIDENT AND FOUNDER

Jill Willson founded Double L Consulting in 2007. Jill has benefited just about every segment of NCAA Division II in her more than two decades of service. She spent 15 years with the Texas A&M-Kingsville athletics department, five as athletics director and two before that as associate athletics director. Jill was the head women's basketball coach for eight seasons prior. Jill has been a force in Division II governance as chair of the Division II Management Council and Division II Championships Committee, and she collaborates with the Division II Membership Committee to help institutions successfully transition from NAIA or Division III to Division II. Jill's passion for Division II is unmatched, and she and her team demonstrate that passion in every element of service Double L Consulting provides!

jillwillson@doublelconsulting.org | 717.360.3556



ANN MARTIN, LEAD PARTNER

Jill is joined by lead partner Ann Martin, former Director of Athletics at Regis University in Colorado. Ann brings 18 years of experience in athletics administration and coaching. She has served at every level of intercollegiate athletics administration: coach, conference office administrator, campus administrator, and at the NCAA national office. During her time in the membership she served as the chair of the Division II Management Council as well as other committees within the governance structure.

annmartin@doublelconsulting.org | 720.934.1224

MEET OUR DEDICATED TEAM



KEVIN FORDE, ASSOCIATE

As a former student-athlete, college coach, assistant AD, associate AD and athletics director, Kevin Forde brings 25 years of intercollegiate athletic experience to Double L Consulting. Kevin has worked all over the country for both public and private institutions. He holds a Bachelor of Arts degree in Mathematics and a Masters of Science in Education from Southwest Minnesota State University. He has been heavily involved with athletic, NCAA, campus and community boards, committees and programs. These include: NACDA, D2ADA, CABMA, NAAC, NCAA Leadership Forum, NCAA Pathway Program, NACDA Mentorship Program, Dale Carnegie Leadership Program, Special Olympics, Youth Sports and Church Council Board Member.



GARY BROWN, WRITER/EDITOR

Gary Brown has been affiliated with NCAA governance operations since he joined the NCAA as a staff member in 1992. First in his role as managing editor of The NCAA News and then as the founding managing editor of the NCAA's Champion magazine, Gary regularly kept the NCAA membership apprised of issues under consideration and actions ultimately taken by the committee structure in all three NCAA divisions. In 2013, Gary became an NCAA governance contractor, focusing specifically on communicating and promoting Division II, particularly through the division's strategic planning process. Gary has in fact helped several Division II (and Division I) conferences and institutions promote themselves via their strategic plans with public-facing documents and materials that celebrate each organization's unique characteristics and attributes.

gtbrown58@gmail.com | 317.914.8780



MOLLY SIMONS, ASSOCIATE

Molly Simons is a former NCAA staffer and brings eight years of experience from her role as a championship administrator and liaison to the Division II Championships Committee. Molly provides expertise in preparing candidates for interviews by reviewing resumes and conducting mock interviews.



SYDNEY BROWN, DESIGNER

Sydney Brown has worked as a graphic designer since graduating from Ball State University in 2013, focusing in particular on promotional publications and other materials, including more than a dozen strategic planning documents for NCAA institutions and conferences. Sydney's designs make it clear that strategic plans are more than something to simply check off the list; but rather, an opportunity for organizations to celebrate who they are and what they represent.

sydbrownart@gmail.com | 317.681.4876



DEBBIE CHIN, ASSOCIATE

Debbie brings over 40 years of athletics administration and coaching experience to the Double L team. As the associate vice president and director of athletics and recreation at the University of New Haven, Debbie was the primary architect in building New Haven's 16-sport program. She also served on over 30 governance committees and chaired the prestigious Division II Management Council.



Together, the Double L team's experience in working with all levels of Division II institutions provides an exceptional understanding of building solid working relationships with college presidents, athletics directors, coaches, and athletics department constituents, including the office of the registrar, admissions, and financial aid. We understand both the day-to-day challenges of athletics departments as well as the overall importance of athletics to the institution and will work diligently to create an environment of great confidence and institutional control.





THANK YOU!

www.doublelconsulting.org