

Iona University Women's Basketball

Video Coordinator

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Mission Statement

Iona University Mission: “We are inspired by the legacy of Blessed Edmund Rice and the Christian Brothers to foster intellectual inquiry, community engagement, and an ethical commitment to serving others.”

This mission fuels the spirit of Iona Athletics by promoting leadership, discipline, and community through sport. For Women’s Basketball, it translates into developing student-athletes on and off the court, using competition as a platform for education, teamwork, and social development. The mission encourages staff at all levels to contribute to an environment of integrity, athletic excellence, and service.

As Video Coordinator, my work directly supports this mission by using film, analytics, and creative media to enhance athlete development, strengthen team performance, and increase community engagement with the women’s basketball program.

Overall Planning Goals

1. **Develop a competitive and nationally respected women's basketball program**
2. **Increase media presence and fan engagement for Iona Athletics**
3. **Support the academic and personal growth of student-athletes**
4. **Integrate technology and data analytics into athletic preparation and performance**
5. **Strengthen community outreach and alumni connections through athletics**

SWOT Analysis

Strengths:

- Strong leadership under Head Coach Angelika Szumilo and Athletic Director Matt Glovaski
- Iona’s location in New Rochelle offers access to New York media and recruiting pipelines
- Loyal alumni base and supportive campus culture
- Smaller size allows for quicker internal communication and decision-making
- Access to modern video and analytics tools for film breakdown

Weaknesses:

- Limited national brand recognition compared to power conferences
- Smaller budget than high-major programs
- Limited staffing and resources in support roles
- Facility space shared with other teams
- Potential burnout due to multitasking in support staff roles

Opportunities:

- Rising interest in women’s basketball across the country
- Social media and streaming platforms allow low-cost exposure
- Partnership with local schools for clinics and youth events



- Expansion of recruiting beyond Northeast region
- Grants and tech investments in sports performance and media

Threats:

- Competition from other New York-area programs for athletes and attention
- Student-athlete transfer trends (portal activity)
- Increased cost of operations post-COVID
- Budget cuts or staff turnover could impact support positions
- NCAA policy changes (NIL, transfer eligibility) impacting recruiting

SMART Objectives (for Video Coordinator Role)

As Video Coordinator, I am responsible for managing game and practice film, editing footage for scouting and teaching, producing highlight content, assisting coaches with strategic breakdowns, and helping implement video and analytics tools.

- **Objective 1:** To deliver fully edited scouting film packages for all opponents at least 48 hours before each game throughout the 2025-26 season.
- **Objective 2:** To increase the team's internal video engagement by 30% by creating interactive film review segments and usage tracking tools by the end of the regular season.
- **Objective 3:** To produce one feature or highlight video per week to promote Iona Women's Basketball on social media and digital platforms.

Strategies**Objective 1 Strategies:**

- Organize a scouting video calendar to align with game dates and ensure timely footage exchange with opponent teams.
- Use reliable software tools such as Hudl, Sportscode, and Synergy to tag and label clips by offensive/defensive set for easy coach access.
- Coordinate with student managers to assist in filming practices and games, ensuring multi-angle coverage and efficient editing workflows.

Objective 2 Strategies:

- Introduce a feedback system where players can comment or vote on film clips via team platforms.
- Track player video engagement stats and share weekly summaries with coaches to encourage use.

Objective 3 Strategies:

- Collaborate with the Director of Ops and athletic communications to plan monthly content themes (e.g., behind-the-scenes, mic'd-up, community service).
- Learn basic editing software (Adobe Premiere or Canva Pro) to enhance quality of social posts.



Summary and Reflection

Strategic planning requires involvement from all levels:

- Executive leaders (President, AD) would help define mission-driven long-term goals.
- Senior staff (Head Coach, Senior Associate AD) guide goal-setting for the program.
- Operational staff (myself as Video Coordinator) would help implement strategies, manage day-to-day, and provide feedback from the ground level.

To write a more complete plan, I'd need access to actual internal data like budgets, team KPIs, student-athlete surveys, and strategic priorities from the athletic department. However, this exercise helped me understand how my support role fits into the broader goals of a university athletics program. Even small roles like video coordination can directly support recruiting, performance, and exposure. This project also reinforced several concepts from Chapter 4 of our course, particularly how strategic planning must flow through all levels of an organization, with buy-in and contributions from leadership, middle managers, and operational staff like myself in a support role.



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SRM:3157 Course Materials – Chapter 4, *Strategic Planning Process*.

