

Iona University Women's Basketball

Video Coordinator

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## Leadership

The ultimate responsibility for Iona University's athletics, including women's basketball, falls on Athletic Director Matthew Glovaski, who in turn reports to Dr. Seamus Carey, University President. In the athletics department, the Senior Associate Athletic Director for Women's Sports oversees the women's basketball program specifically. These executive level leaders are responsible for making decisions that reflect Iona's values, mission, and competitive goals.

Stakeholders include student-athletes, coaches, university leadership, fans, alumni, the NCAA, athletic department staff, and even local businesses. For example, a decision to cut a sport might reduce operational expenses but may disappoint alumni and impact student-athletes' futures. A decision to increase media exposure might be great for recruiting, but will add extra work for the support staff, including the video coordinator.

The Athletic Director must balance these groups, often making tough calls where not everyone will benefit equally. This is an issue every organization, especially a D1 university with multiple programs and a large student body, alumni and donor pool, all while trying to compete in the NCAAs top division. It can create tension, but it also encourages strategic leadership that stays in line with the long-term goals of the institution and athletic department.

## Video Coordinator

As the Video Coordinator for Women's Basketball, my role would report directly to the Head Coach, Angelika Szumilo. The Video Coordinator is positioned in the hierarchy alongside the three Assistant Coaches, the Director of Operations, the Graduate Manager, and support staff, like Strength & Conditioning and Sports Medicine.

The position likely doesn't have any direct reports besides lower members of the video staff, but it does interact with many levels of the team. One challenge might be getting ideas taken seriously since it's a support staff role. However, because you're directly helping the team prepare and strategize, you might have more access to coaches than you'd expect. It's not out of the question to have some interaction with higher-ups like the Director of Ops or even the AD during media planning or postseason work, especially if there are opportunities to implement new software, strategies, or collaborate with video staff from other programs.

Video Coordinators are often trusted to analyze film, pull strategic insights, and prep scouting footage based on coaching decisions. Being in this role would require attention to detail, the ability to work behind the scenes, and a high basketball IQ.



## Overall Structure

The organizational structure of Iona Women's Basketball is fairly tall with a narrow span of control, especially when looking from the President down to the support roles. Starting from President Carey, the order runs through the Athletic Director, then a Senior Associate AD, then the Head Coach, and finally to positions like the Video Coordinator. There are around 4–5 levels separating the top and bottom roles.

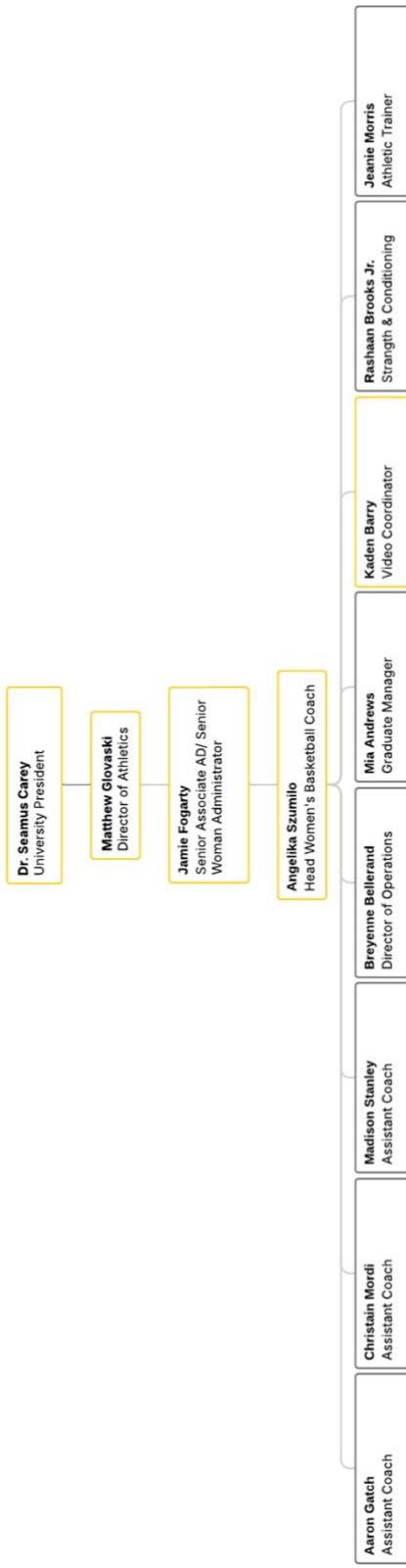
The structure is divided into areas like coaching, operations, support services, and performance. Being a mid-major D1 program, it likely relies on close collaboration between these areas. The tall structure can sometimes slow down decision-making and make it harder for lower-tier roles to propose ideas, but it also creates clear accountability. This kind of hierarchy is common in athletics because it allows teams to specialize and stay focused on their goals.

While there is a clear vertical hierarchy, roles like Strength & Conditioning and Sports Medicine might operate across different programs. For example, basketball, soccer, and field hockey might share a Strength & Conditioning coach due to resource availability and efficiency. This shows a bit of a hybrid structure, where functional areas report upward, but also serve horizontally across sports.



**iona Women's Basketball Program**  
Organizational Chart

**Video Coordinator** reports directly  
to **Head Coach Angelika Szumilo.**



Full horizontal version can be found in a separate file in ICON submission.



## References

- Iona Women's Basketball Camp Staff. (n.d.). *TotalCamps*.  
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- Iona University Athletics Staff Directory. (2025). <https://ionagaels.com/staff-directory>
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- The Gist. (2023). *Exploring the World of College Athletics Departments*.  
<https://www.thegistsports.com/article/exploring-the-world-of-college-athletics-departments/>
- SRM:3157 Course Materials – Chapter 5, Organizational Design Concepts
- University of Iowa Rec Services Organizational Chart (2024) – used as a structural model

