

Iona University Women's Basketball

Video Coordinator

Kaden Barry

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Organizational Needs

Technical:

- Proficiency with Hudl Sportscode, Synergy, and other video editing platforms
- Ability to tag and analyze film quickly and accurately
- Understanding of basketball tactics to break down offense/defense effectively
- Familiarity with basic graphic design or video editing tools (Adobe Premiere, Canva) for highlight content

People:

- Ability to collaborate with coaches, players, and athletic department staff
- Leadership when coordinating student managers involved with video work
- Positive attitude and willingness to support team needs during practices/games

Communication:

- Clear and timely communication with coaching staff regarding video needs
- Ability to present film insights in a way players can understand
- Working with external media staff to promote the program

Conceptual:

- Big picture understanding of how film and media support overall team strategy and recruiting
- Creativity in finding new ways to engage athletes through video
- Awareness of trends in sports tech and media

Decision Making:

- Prioritizing which clips to highlight for player development vs. scouting
- Managing tight video deadlines during back-to-back game weeks
- Adapting workflows based on coach feedback and team needs

Hiring Perspective

If I were hiring for this role, I would look for someone who:

- Is a strong communicator with a “team-first” mindset
- Has both technical video skills and a strong understanding of basketball
- Can manage student managers effectively
- Stays current on sports technology trends and new tools
- Shows attention to detail and can handle high-pressure turnaround times

Managerial Roles & KSAs

Managerial Roles (Figure 1.3):

- **Leader:** Provides leadership to student managers, helps guide video workflows
- **Disseminator:** Shares key information with coaches and players
- **Entrepreneur:** Identifies new ways to leverage video and media for recruiting and fan engagement
- **Monitor:** Tracks video use and player engagement metrics
- **Liaison:** Connects with other departments (Athletics Communications, Strength & Conditioning, etc.)



KSAs Needed:

- **Knowledge:** Basketball tactics, video platforms, NCAA rules regarding video
- **Skills:** Video editing, analysis, communication, project management
- **Abilities:** Managing video production timelines, working under pressure, creative thinking

Strengths**My Top 5 Strengths and How They Apply:**

- **Context:** This helps me bring a deep understanding of the game and our team's past performance to my video work. I can recognize patterns from previous games that inform current strategy and help coaches and players learn from past successes and mistakes.
- **Relator:** I build strong relationships with the coaching staff and players, which makes it easier to collaborate on film work and ensures that video sessions are engaging and productive. I also value working closely with our student managers to develop a solid team culture within the video department.
- **Adaptability:** The nature of college basketball is fast-paced and always changing, including travel, game times, and coach requests shift constantly. My adaptability allows me to stay calm and productive when workflows need to change last-minute. I can adjust priorities quickly to meet team needs.
- **Positivity:** I bring energy and enthusiasm to a role that can often be behind the scenes. Whether it's in the film room or while creating highlight content, I aim to keep things upbeat and motivating. Positivity also helps when managing student managers or working through tight deadlines.
- **Intellection:** I enjoy thinking deeply about the game and using film as a tool to generate insights. I reflect on how different video strategies can help players improve or how to present scouting information in ways that are clear and comprehensive. I also stay curious about new trends in video and sports technology.

Strengths I would work on:

- Being more intentional about delegating tasks to student managers, instead of trying to do everything myself.
- Pushing myself to grow creatively in storytelling and video editing so our content stands out.

Action Plan / Gantt Chart**Summer-Fall (To Start of Season):**

- Complete advanced tutorials on Hudl Sportscodes and Synergy
- Shadow an experienced Video Coordinator (reach out through coaching network)
- Volunteer at local basketball camps to practice shooting and editing live film

Winter-Spring (During Season):

- Implement a player feedback system to track film engagement
- Take an online sports analytics course to enhance film analysis
- Produce monthly highlight videos and track social engagement

Certifications / Special Preparation:

- Consider pursuing Sports Media certificate or attending an NCAA tech/media conference
- Learn basic Adobe Premiere or other advanced video editing software
- Explore AI-assisted video tagging tools and bring suggestions to coaching staff

Task	Timeline	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26
Hudl & Synergy Tutorials	Jul-Aug	20	20										
Shadow Experienced Video Coordinator	Jul-Aug	25	25										
Volunteer at Basketball Camps	Aug		10	10									
Explore and Execute Player Feedback System	Sep-Nov			20	20	20							
Take Online Sports Analytics Course	Sep-Dec			30	30	30	25						
Attend NCAA Tech/Media Conference	Nov					8							
Advanced Adobe Premiere Course	Jan-Apr							10	10	10	10		
Implement AI-Assisted Video Tagging Tools	Mar-June									15	15	15	15
Resource Pool (35 hrs/week x 4 weeks)													
Resources Available		140	140	140	140	140	140	140	140	140	140	140	140
*Remaining resources to be used for general ops	Resources Used	45	55	60	50	58	25	10	10	25	25	15	15
	Resources Remaining	95	85	80	90	82	115	130	130	115	115	125	125

For the sake of trying to create a comprehensive Gantt chart, I based it off a 35-hour work week, 140 representing the average amount of in-office hours per month. However, for my personal situation, a year out from graduation, I set up a 1-year chart which will culminate with me having all the training and technical skills needed to be proficient in workplace software and professional video coordination. I decided to leave out “Producing monthly highlights” from my action plan, because that will be a task that is ongoing and recurring on its own schedule. The Gantt chart includes measurable timelines for things like learning skills and earning certifications.

How Do I Stand Out? (Recruitment / Selection / Hiring)

- Basketball IQ: I’m not just a video editor. I understand the game and can pull the right clips to help us win.
- Coachability: I’m easy to work with and take feedback well. Coaches can trust me to deliver what they need.
- Proactive: I won’t wait to be told what to do. I’ll actively look for ways to improve our video workflows.
- Creative Content: I can help the program grow its brand by producing highlight and social media content that connects with fans and recruits.
- Leadership: I’m comfortable leading a small team of student managers and helping them grow in the role with me.



References

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Chapter and Lecture Materials

