180 Degrees Consulting

Boston University
Team IMPACT Final Presentation

Our Team

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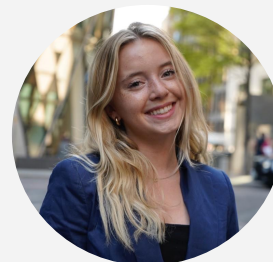*Senior Consultant*

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The Project

Guiding question

How can Team IMPACT **redesign their outreach strategies** and **improve their programs** to expand university partnerships, build brand awareness, and increase customer retention?

Agenda

01 **Survey Design**
Rationale for finalized survey design

02 **Exploring Barriers to Entry**
What are some potential barriers to entry and how we can mitigate them

03 **Increasing Brand Awareness**
If current brand awareness is low, how can we increase it

04 **Increasing Customer Retention**
What are some potential methods to prevent partners from leaving Team IMPACT

05 **Risks & Next Steps**
How Team IMPACT can address potential risks

Survey Design

Barriers to Entry Survey

Barriers to Entry:

Unclear Processes & Administrative Complexity

Why this matters:
Low awareness makes it hard to understand the program's value and expectations.

Concerns About Time Commitment & Limited Staff Resources

Why this matters:
Time and resource concerns create hesitation, even among interested teams.

BOSTON UNIVERSITY

How familiar are you with Team IMPACT and its mission?

- ● Not familiar at all
- ○ Slightly familiar
- ○ Moderately familiar
- ○ Very familiar
- ○ Extremely familiar

→

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BOSTON UNIVERSITY

Please rate your agreement with the following statements about Team IMPACT: (Matrix – 5-point Like Scale: Strongly Disagree → Strongly Agree)

	Dislike a great deal	Dislike somewhat	Neither like nor dislike	Like somewhat	Like a great deal
I believe Team IMPACT provides meaningful community impact	○	○	○	○	●
Participating in Team IMPACT would improve team culture and moral	○	○	○	○	●
The time commitment required would be manageable	○	●	○	○	○
I feel my department has the resources to participate effectively.	○	●	○	○	○
Team IMPACT's process and expectations are clearly communicated	○	○	●	○	○

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Brand Awareness Survey

Primary Objective: Understand Team IMPACT's current brand awareness among their target audience of universities

Brand Awareness Gaps & Opportunities:

- Currently uses a CRM system to track outreach and partnership history

- They are generally unsure of their brand awareness to those universities

- Opportunity to utilize CRM data to see which areas are less represented

Survey Focus Areas:

- Measure baseline brand awareness among both contacted and uncontacted universities to understand their brand reach

- Identify gaps in perception to determine how accurately their target market understands what they do

- Provide data to refine outreach and positioning by adjusting messaging and prioritizing segments with low awareness

Exploring Barriers to Entry

Identifying Two Potential Barriers to Entry

Unclear Processes & Administrative Complexity

What We Anticipate the Survey Will Reveal

- We expect that many respondents **may express uncertainty** about the overall process, expectations, and required steps.

- Athletic departments may highlight **compliance approvals, paperwork, or onboarding clarity** as potential concerns.

- It is likely that respondents will want **administrative support templates**, compliance forms, or clearer instructions to streamline participation.

Time & Resource Constraints Within Athletic Departments

What We Anticipate the Survey Will Reveal

- Many respondents may note **limited time** to learn about or engage with new organizations like Team IMPACT.

- Teams may cite **small staff, busy seasons, or competing priorities** as reasons for low brand awareness.

- It is likely that respondents may want **streamlined communication channels** with Team IMPACT to stay informed without added workload.

Recommendation 1: Simplify & Clarify the Participation Process

Inquiry	▶	Matching	▶	Onboarding	▶	Engagement	▶	Reporting

Anticipated Barriers

⚙ Respondents may express confusion around what the process actually involves.

👥 Schools may anticipate challenges navigating approvals, compliance checks, or internal paperwork.

✉ Departments may want ready-to-use forms, checklists, or step-by-step instructions before committing.

Develop a Step-by-Step Participation Roadmap

💻 Create a one-page visual guide outlining each stage from inquiry to program completion.

💻 Include expected time requirements and role clarity to reduce perceived complexity.

Add Personalized Onboarding Support

👤⁺ Assign each new university a dedicated Team IMPACT coordinator.

🗄 Offer downloadable templates: compliance forms, approval letters, FAQs.

Key Takeaway: Simplifying the participation process can remove major administrative barriers. Greater clarity and support will make universities more confident in partnering with Team IMPACT.

Recommendation 2: Offer Flexible Engagement Options

Anticipated Barriers

Departments may feel they lack time for the full participation model.

Smaller programs may be overwhelmed by meetings, check-ins, or administrative tasks.

Smaller universities may hesitate to commit without a lower-commitment alternative.

Proposed Solution

Introduce a **Streamlined Partnership Participation Track** with fewer required meetings and simplified check-ins.

Allow universities to choose between standard and reduced-effort pathways depending on capacity.

Emphasize that the light-touch option maintains program impact while lowering the workload for staff and coaches.

Key Takeaway: Flexible options make partnership more accessible for time-strained athletic departments, reducing hesitation and increasing willingness to participate.

Increasing Brand Awareness

Brand Awareness Gaps Highlighted Through Survey Insights

Reference Questions

1 On a scale from 1 to 10, how important is it for athletic programs to engage in community impact and inclusion initiatives?

2 What is your current understanding of the Team IMPACT's mission, and which aspects are most appealing/important to you?

3 How did you hear about Team IMPACT?

Considerations

- Understanding the mission can reveal whether Team IMPACT's purpose is clearly communicated.
- Patterns in how people heard about Team IMPACT highlight which outreach channels are most effective for building brand awareness.
- Gaps between perceived importance and mission understanding suggest opportunities to strengthen brand education and recognition.

Programs Designed to Improve Low Brand Awareness

Streamlined Partner Participation Track

☑ Offer a limited-time, low-commitment pilot partnership to select athletic programs to experience Team IMPACT firsthand before fully committing.

☑ Provides the chance to test partnerships on a small scale, minimize financial and operational risk, measure what works and what doesn't, generate early leads, and gather actionable insights before scaling

Pros
- Reduces adoption risk
- Increases willingness to participate with small commitment level
- Builds proof of impact quickly

Cons
- Requires upfront resources and staffing specific to the pilot
- Limited reach and impact on the beneficiaries

Athletic Conference Engagement

☑ Partner with well-known coaches, student-athletes, and existing Team IMPACT schools as speakers

☑ Develop a program: mission, program impact, partner support, time commitment, expectations and networking activity

Pros
- Builds instant credibility through trusted NCAA voices
  - Data says that 80% of attendees say in-person events are the most trusted way to discover new services.
- Clearly communicates mission, benefits, and expectations
- Leverages peer existing networks for faster awareness growth

Cons
- Involves high travel and event-related costs
- No guarantee on willingness to collaborate

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Initiatives Designed to Combat No Brand Awareness

Brand Awareness One-Page "Starter Kit"

Overview: A concise, one-page resource that clearly introduces Team IMPACT's mission and value proposition to immediately boost familiarity

Key Components:

- Open with a **concise statement** explaining Team IMPACT's **mission statement**
- Highlight 2-3 examples of their **core impact**
- Exemplify quick **impact metrics** and **endorsements** from current partner coaches
- Conclude page with a **QR** code linking to a 60-90 second informational **video** and opportunity to book a 10-minute introduction **call**

Rationale: This immediately increases brand familiarity by providing brand basics in one glance and equips departments with easily shareable information.

Real IMPACT: Digital Awareness Campaign

Overview: A multi-channel campaign that shares powerful stories to highlight Team IMPACT's real impact

Key Components:

- 30-60 second **video** clips highlighting **student-athletes** describing their experiences, families sharing their impact, and coaches discussing team culture changes → shared on **social media**, LinkedIn, email newsletters
- Recurring **weekly story spotlights** of matched children, partner teams, memorable engagements, etc.
- **Shareable infographics** with active partnerships, team outcomes, and national footprint

Rationale: This initiative expands reach in a low-cost way that builds consistent exposure, creates emotional connections, and leverages shareability to expand visibility

Increasing Customer Retention

Preventing Customers from Moving to Competitors

Mailing List

A centralized mailing list would keep **families** consistently **informed** about events, resources, and program updates. Keep in **contact** with them to **connect again in the future**.

Feedback Loop

Implementing a **structured feedback** loop would help Team IMPACT understand family needs, **identify early signs of disengagement**, and tailor **improvements** based on real insights.

Community Events

Regular community **events** would **strengthen** families' sense of **belonging** to the broader TI network, **creating emotional connection** and **loyalty** that competitors may not provide.

Preventing Customers from Moving to Competitors

Anticipated Barriers

- Respondents may express confusion around what the process actually involves.

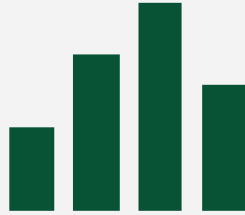- Schools may anticipate challenges navigating approvals, compliance checks, or internal paperwork.

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- Holder

Risks & Next Steps
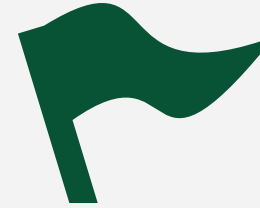
Risks & Next Steps

Low Response Rates

Risk:

Time constraints may lead to a low response rate which could impact data analysis quality and recommendations

Next Steps:

Ensure surveys are sustainable for **longer-term use** and inform Team IMPACT on how they can **continue to extract and analyze data** from these surveys

Potential Sampling Bias

Risk:

Majority of survey responses may come from universities that are already familiar with or positively inclined towards Team IMPACT, which could skew results

Next Steps:

Utilize **demographic** questions in initial data analysis to see if **tailored follow-ups** should be sent to **underrepresented groups**