

YELLOWJACKET

ATHLETIC ASSOCIATION

Yellowjacket Athletic Association Media Kit

The mission of the Yellowjacket Athletic Association is to support MSUB student-athletes by providing them the financial opportunities to learn, both on the field and in the classroom.

The Yellowjacket Athletic Association strives to provide support to as many student-athletes as possible across our 16 varsity sports. These critically important funds are applied to scholarships and special projects. When you donate to the Yellowjacket Athletic Association, you are supporting more than 240 current student-athletes that represent the MSUB logo with pride. You are helping the athletic department to sustain a legacy of success. Your contribution is applied directly towards your chosen sport or project helping to fund the scholarships for our student-athletes and creating or upgrading facilities to give them a chance to thrive. With several easy ways to give, we hope you can find a program or project that you deem worthy.

234

Yellowjacket Athletes

3.2

Cumulative Student-Athlete GPA

99

Academic All-Conference Selections

167

Members of Varsity Club

1,563

Athletic donors in 2021-2022

\$372K+

In philanthropic athletic giving in 2021-2022



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About Assistant Athletic Director for External Relations Nick Schmidt

Nick Schmidt begins his third year as a senior development officer for MSUB's athletic department in 2022-23. He is responsible for planned, long-term, and annual giving for the Yellowjacket athletic department as well as assisting with donor engagement events within athletics and throughout the university. He was also selected by the National Association of Athletic Development Directors (NAADD) to be a participant in the Bobby Purcell Mentoring Program as a mentee.

During the 2020-2021 academic year Schmidt helped lead the formation of the Yellowjacket Athletic Association. This organization is a cooperative effort with the MSUB Foundation & Alumni and replaced the previous booster club known as the "Jacketbackers." The Yellowjacket Athletic Association centralized all fundraising efforts, donor outreach and stewardship as well as alumni outreach with the first athletic alumni group (the Varsity Club) formed as part of the Yellowjacket Athletic Association. Athletics lead the entire University in the 3rd Annual Jacket Giving Day with over \$50,000+ raised between 15 departmental projects, a record for one department on campus and over half of all monies raised in the giving day overall.

Schmidt previously operated his own fundraising, events, and marketing consulting firm in the South Puget Sound region while also serving as an adjunct professor of sports administration and marketing in the business school at Saint Martin's University.

Schmidt earned a bachelor's degree in journalism from Western Washington University in 2007 and a master's degree in sports administration and leadership from Seattle University in 2013. He received a non-profit management certificate from the University of Washington in 2019 and holds a Washington State secondary teaching certificate with endorsements in English-Language Arts and History. Schmidt is a member of the National Association of Athletic Development Directors (NAADD) and National Association of Collegiate Marketing Administrators (NACMA). He grew-up in Olympia, Washington, and is a graduate of Capital High School.

"We are proud to be Montana's only NCAA Division II institution, eastern Montana's college and Billings's public university."

Nick Schmidt
Assistant Athletic Director for External Relations

