

# 2009-10 CoSIDA Committees Stated Goals and Objectives

(as provided to Board of Directors [BOD] by respective Chairs)

## Academic All-America

Chair- Dick Lipe, Bentley

BOD Liaison- Dave Wrath/John Humenik

### Overall Goals

- Continue to strive to maintain the CoSIDA Academic All-America program as the preeminent scholar-athlete program in college athletics.
- Find ways to increase exposure that the Academic All-America and Academic All-America Programs receive. Investigate possibility of having the Academic All-America of the Year and the Academic All-America Hall of Fame recognized permanently at the NCAA Hall of Champions, such as the CoSIDA Hall of Fame is.
- Hold regular conference calls with the committee leadership in continuing efforts to be more proactive.
- Investigate and create plan to split the college division into two separate programs. This would tentatively have Division II/NAIA and Canada in one group, and Division III/2-Year institutions in another.
- Continue to strive to increase the visibility of the Academic All-America program.
- Find ways to raise voting percentages, both at the national and district levels.
- Educate the membership regarding the Academic All-America program, including nomination tips.
- Monitor any inappropriate usage of the Academic All-America terminology, including the use of regular google searches, and perform appropriate follow-up.
- Track down Life's Playbook files, and add to CoSIDA website.
- Utilize social messaging, including Twitter and Facebook, to communicate news about the Academic All-America program.

### Core Program

- On a regular basis, use blast emails, as well as Twitter and Facebook, to keep membership informed of nominating and voting deadlines.
- Associate chair and vice chair need to stress to both national and district coordinators the importance of sticking to the established deadlines, and that if they anticipate a problem, it is essential that they communicate that to the person above them on the chain of command.
- Encourage national coordinators to maintain regular communication with their district coordinators, reminding them of duties, which will be spelled out in the Committee Manual.
- Investigate and create plan to split the college division into two separate programs. This would tentatively have Division II/NAIA and Canada in one group, and Division III/2-Year institutions in another.
- Find ways to raise voting percentages, both at the national and district levels.

### Awards Distribution

- Have all awards distributed within two-to-three months of conclusion of program in each sport.
- Study benefits and problems in regards to possibility of switching from pre-printed district certificates to blank PDFs available online.

### All-time Database

- Post updated version to the CoSIDA website on a regular basis during the course of the year.
- Work with CoSIDA Director of Communications on possibility of converting database from Access to a searchable online version.
- Prepare reports on an annual basis showing which schools have had the most Academic All-America selections all-time, in particular sports, in this decade, etc.
- Continue to research any teams that may be missing or incomplete in our records.

## **Public Relations**

- Prepare and disseminate press releases announcing the selection of each national team.
- Prepare other press releases as appropriate over the course of the year, such as which Academic All-Americans are competing in bowl games or the NCAA basketball tournament, a significant achievement by an Academic All-America (such as a first-round draft pick) and other items of interest.
- Work with CoSIDA Director of Communications and ESPN liaison in advance of release dates. Hopefully, this will help increase the exposure.
- In advance of release dates, work with Associated Press to determine best way to get the team announcements out on their wires.
- Be sure all releases are included in both the daily NCAA News and NACDA Daily Review.

## **Marketing (short-term)**

- Create educational opportunities for CoSIDA members with regard to the Academic All-America core program.
  - Work with CoSIDA Director of Communications to enhance Academic All-America home page, creating educational links on core program.
  - Work with CoSIDA Director of Communications to enhance history of program and establish informational page on Hall of Fame.
  - Create and maintain lines of communication with members on issues that arise with program.
  - Maintain communication with Committee members on additional ideas to help improve overall brand of program.
- Enhancement of "ESPN The Magazine" brand and its relationship with program.
  - Meet regularly with CoSIDA Marketing Director and ESPN/ESPN the Magazine public relations and marketing contacts to enhance brand image with relationship to core program.
  - Work with both parties to create vehicles to spread brand image across membership and to other national sectors.
- Create external marketing tools to enhance program's visibility.
  - Enhancement of CoSIDA website with video archives of Academic All-America events.

## **Marketing (long-term)**

- Re-involve Academic All-America Hall of Fame members in program.
  - Work with Director of Communications to have bios of the Hall of Famers posted on the CoSIDA Website.
  - Create committees to involve Hall of Famers in possible community outreach programs (Life's Playbook, etc.).
- Work with CoSIDA Board, Academic All-America Chair and AAA Coordinator on planning for Hall of Fame Induction Ceremony.
  - Communicate with CoSIDA President and Executive Director on regular basis to help plan annual event.
  - Obtain annual enhance funds from CoSIDA for event.
  - Communicate regularly with current Hall of Famers on upcoming event.

## **Hall of Fame**

- Establish a timeline that will ensure selection of Class of 2010 by Feb. 15.
- Work with Board of Directors to formalize date and budget for 2010 Hall of Fame well in advance.
- Establish committee (including both AAA committee members and Board members) to assist with Hall of Fame planning.
- Develop checklist of responsibilities for Hall of Fame event.
- Work with Board of Directors and ESPN to determine master of ceremonies well in advance of San Francisco.
- Research more potential honorary candidates for the HOF, in an attempt to increase that pool of candidates.
- Find ways to promote Hall of Fame in San Francisco area.
- Find ways to increase exposure for the Academic All-America Hall of Fame, both internally on the CoSIDA website and externally (NCAA Hall of Champions, perhaps)?

## **Academic All-America Foundation**

- Work with CoSIDA Executive Director, as needed, in his attempt to establish.

## **Allied Organizations**

**Chair- Robert McKinney, Willamette**

**Board Liaison- Dave Reed**

### **Goals**

1. Create a CoSIDA Speakers Resource Guide
2. Develop ways for CoSIDA to interact with a variety of outside organizations.
3. Contribute to the overall development of CoSIDA's communications plan

These goals should contribute to the following goals in the Strategic Plan:

Improve the self-image of CoSIDA

Elevate and enhance the organization within the collegiate athletics community

Establish an efficient communications plan

### **Projects to Achieve the Goals**

#### **Goal #1 - CoSIDA Speakers Resource Guide**

We will gather information about qualified experts within CoSIDA who can speak on a wide range of issues to various "external" organizations. The guide will be useful to other sports information directors, athletic administrators at the high school and college levels, and representatives in television, radio, internet, print media and electronic media. We will include University Division and College Division members.

Some possible areas of expertise are:

Football Bowl Games

Awards (Heisman, etc.)

Publications

Hosting NCAA Championships

Olympic Sports

Sports Writing

Website Creation and Management

#### **Goal #2 - Develop ways for CoSIDA to interact with a variety of outside organizations.**

A. We will develop a list of events to be held during 2009-10 where CoSIDA members can provide their expertise as paid or volunteer workers. The list will include NCAA postseason events, as well as professional sporting events and Olympic sporting events.

B. We will update the links from the CoSIDA website

We will check the existing links on the CoSIDA website to find those that need to be changed or deleted. We also plan to add some new links to the list.

C. The Olympic Liaison Sub-Committee will continue to facilitate the involvement of CoSIDA members at various events involving Olympic sports. Sub-committee members tend to be very involved with their sports of choice, as they help CoSIDA develop and maintain a positive image at the local, national and international level.

#### **Goal #3 - Contribute to the overall development of CoSIDA's communications plan**

A. We will create a list of public relations contacts at organizations that SIDs encounter through their daily activities, plus public relations contacts with professional and amateur sports organizations and the media. This list should help the CoSIDA Board and individual CoSIDA members as they interact with these organizations.

B. We will provide information to the CoSIDA Digest and CoSIDA.com regarding our projects. We will find ways to utilize CoSIDA.com to encourage the interaction of members with "external" organizations.

#### **Goal # 4- Coordinated Approach with Membership Services Committee**

We will coordinate with the Membership Services Committee so that our efforts with the Speakers Resource Guide, public relations contacts, and list of NCAA, professional and amateur events will enhance Membership Services' efforts with a CoSIDA Membership Resources Library. We will focus on projects involving or directed at "external" organizations, while Membership Services will focus on creating a library of internal CoSIDA resources.

## **Committee on Committees**

**Chair- Debbie Copp, Oklahoma**

**Board Liaison- Ann Marie Person**

### **1) Make getting involved with the CoSIDA Committee structure less cumbersome**

- a) Move making committee assignments and volunteering for committees to web-based system

### **2) Review current committee structure and make changes as appropriate and as they support the organization's Strategic Plan**

- a) Enlist the suggestions of Committee on Committee Vice Chairs to review current committees. Involved committee chairs in the process as well.
- b) Produce a document that lists all committees and their purpose; use current document as starting point and alter from there
- c) Complete the re-structuring of committees to reflect the goals of the Strategic Plan and the instructions of the board
- d) Complete the assigning of members to committees
- e) Explore the possibilities of a semi-annual (at minimum) call with all committee chairs to learn of the committee needs, etc.

### **3) Continue to recruit diverse membership for the committees that reflects the diversity of membership in the organization**

- a) Involve the members of the Committee on Committees more in the recruitment efforts
- b) Continue, as chair, to be actively involved with FAME and BCSIDA

### **4) Strengthen and enhance the committee structure**

- a) Encourage current Committee on Committee members to think about what committees might need to be added in the future
- b) Encourage current committee chairs to look at future needs
- c) Use web-based committee system to enhance interaction between Committee on Committees and the other committees
- d) Conduct quarterly e-mail "meetings" and explore the possibility of a conference call for our committee on at least a semi-annual basis

## **Ethics**

**Chair- Bob Noss, Wright State**

**Board Liaison- Dave Reed**

1. To refine the Bud Nangle Ethics and Integrity Award for its first presentation in 2011. We hope to define the selection process as well publicize it in the coming year in order to move forward in 2011.
2. This past year, we re-wrote the CoSIDA Code of Ethics and received committee approval. This year, our goal will be to work with CoSIDA communications director for input. We would then seek the opportunity to post the draft on

the website for the entire organization's review before submitting it to the board for final approval at next year's convention.

3. We will contact the various other organizations such as the NABC and other coaching associations to open the lines of communications and exchange of ideas.
4. Further include the entire committee and the new vice-chair more on the each project, allowing them to take more ownership of the activities.

## **Goodwill**

**Chair- Sam Atkinson, Gallaudet**

**Board Liaison- April Emory**

### **1. Coordinate Service Project in San Francisco during the annual CoSIDA Convention**

- \* Hold 2nd annual CoSIDA Goodwill Committee Service Project in 2010 in San Francisco
- \* Promote the service project throughout the year on the CoSIDA Web site, CoSIDA digest, e-mail newsletters
- \* Increase the number of volunteers from the 15 that helped in San Antonio
- \* Work with BCSIDA and YCoSIDA to create a raffle and fundraising events at the convention to raise funds for our selected charity

### **2. Promote National Service/Goodwill Athletic Events**

- \* The committee needs to communicate to the CoSIDA members about national service/goodwill and charity events that are presented by national coaches associations throughout the year. For example promote the WBCA Pink Zone event, the AVCA Dig Pink event, etc.
- \* We can accomplish this goal by writing press releases about the events and posting on the CoSIDA Web site and sending out to the CoSIDA members

### **3. Find Other Avenues to Raise Funds**

- \* The idea here is to raise money for our charity of choice for the 2009-10 year (usually the charity we will help during the convention stop or select a national charity or effort)
- \* Propose an idea to the CoSIDA Board that a donation option be added to the Convention Registration Form to donate money to the local charity in San Francisco
- \* Possibly have a donation button on the CoSIDA Web site to go to a national charity selected by CoSIDA (for example the V Foundation/Yow Foundation or LiveStrong since a lot of our membership have worked or have strong allegiances to those charities.
- \* Explore other options to raise money (fund raisers, auctions, etc.)

### **4. Increase Goodwill Committee Membership**

- \* Add more CoSIDA members to our committee

### **5. Garner media attention**

- \* Get positive media attention for CoSIDA through the Goodwill Committee's works

### **6. Become part of CoSIDA's marketing efforts**

- \* Using a tag line like "CoSIDA Cares" to help promote CoSIDA's efforts to do community service and to give back could be a valuable tool in CoSIDA's marketing plans

## **Job Seekers**

**Chair- Lawrence Fan, San Jose State**

**Board Liaison- Rob Knox**

### **Objectives**

- 1.) Work in concert with Barb Kowal, CoSIDA Director of External Affairs, and the Board of Directors on any enhancements to the Committee's email service and Jobs Center portion of [www.cosida.com](http://www.cosida.com).
- 2.) Remain a resource for members, future members, full-time and fixed-term professionals who have employment-related issues.

### **Goals**

- 1.) Further enhance the Committee's Job Seeker Primer. The Primer was originated in Spring 2007 prior to the CoSIDA Workshop. Since then, the Primer has grown and now includes 20 written articles by committee members on job-related activities.
- 2.) Produce the 2010 Primer in April to coincide with early stages of the 2010-11 job seeking period. The last three years, the Primer was completed just before the annual Workshop.
- 3.) Provide the best possible job seeking experience for job seekers and job holders at the 2010 Workshop in San Francisco.
- 4.) Complete timely articles when requested by the Director of Communications, Executive Director or Board of Directors on employment issues affect the membership.

## **Membership Services**

**Chair- Blake Timm, Pacific University**

**Board Liaison- Blake Timm**

### **1. Complete a Comprehensive Update Of The CoSIDA Directory**

#### **ACTION STEPS:**

- Develop a comprehensive list of Conference SIDs for all major levels of the membership (NCAA I, NCAA II, NCAA III, NAIA).
- All committee members will be involved in e-mail campaign to contact conference SIDs for their assistance in updating directory. Members will e-mail SIDs requesting that they look over their member schools in the online directory and report back within a week with any changes to their member schools. If there is no response in a week's time, committee members will call those conference contacts to request updates.
- Based on information received from the conference SIDs, committee members will make updates to the school's information.
- Once updates to the four major divisions are finished, the Membership Retention/Directory Update sub-committee will work on updating other areas of the membership (Canada, junior colleges, USCAA, NCCAA, etc.).
- The Allied Organizations Committee will be approached to assist Membership Services Committee in updating directory information on national sports governing organizations, Olympic organization, media organizations and bowl games.
- The Membership Retention/Directory Update sub-committee and committee chair will work with Barb Kowal in the re-design of the CoSIDA membership database, insuring that the database will have the ability to be comprehensive for our needs well into the future.

### **2. Develop a Membership Resource Library For The CoSIDA Membership**

#### **ACTION ITEMS**

- Sub-committee members will work on developing a structure for such a database based on initial set-up developed by the committee chair. Sub-committee will also develop guidelines and process for membership to submit items to the library.

- Sub-committee and chair will work with staff from CollegeFanz on integrating the database structure into the CoSIDA Community.
- Sub-committee members will work to integrate articles from the web site archives into articles for the Membership Resource Library.
- Once developed, the sub-committee will be charged with the regular maintenance of the library and will be gatekeepers for adding articles/information.

### **3. Begin Developing Salary & Job Responsibility Surveys For The Membership**

#### **ACTION ITEMS**

- Using the old Division III survey as a template, Sub-committee members will work to develop a list of survey items and questions relevant to each of the major levels of the membership (NCAA I, NCAA II, NCAA III, NAIA, Canada).
- Goal is to develop complete surveys for at least two of those major levels and solicit information through Survey Monkey. A complete survey document for those two organizations would be made available for the San Francisco convention

## **New Media/Technology**

**Chair- Bob Lowe, Greensboro College**

**BOD Liaisons- Joe Browning, Barb Kowal**

The New Media/Technology Committee offers its future purpose with respect to the new strategic plan and the “seven core strategic vision guiding focus principles.”

#### **I. Advancing the profession.**

In its fundamental purpose, the New Media/Technology Committee seeks to use our technological expertise to advance the profession in this rapidly changing time.

#### **II. Advancing the professional**

Perhaps even more importantly, the New Media/Technology Committee wants to offer technology solutions that optimize time for the SID. In doing so, the SID can promote his/her institution better and even result in more free time for athletics communication professional. An objective of the committee is to publish 10 articles this year. Additionally, we seek to add a new feature—“Tips from the SID” (See below)--that will also benefit SIDs.

#### **III. Advancing and strengthening the professional organization/society**

The purpose of--and recent history of the New Media/Technology Committee—has positively impacted CoSIDA and the profession as a whole. This should continue in the future.

#### **IV. Establishing a prominent national leadership position within the collegiate athletics community**

National SIDA advisory boards. These newly formed boards mandate “technology chairs” and underscore the value of the technology committee and its work. Published writings by committee members have helped college athletics as a whole and those in other professions. Technology committee member Phil Ticknor’s successful SIDBoard continues to be a cutting-edge resource for the profession. The New Media/Technology Committee chair and a vice chair continue to serve on D3SIDA and D2SIDA.

#### **V. Image Building and enhancing within the college athletics community.**

This will be a major focus of our committee this year. “Tips from the SID” is directly targeted at assisting colleagues at our institutions.

#### **VI. Image building and advancing the profession and its professionals.**

What we currently do—write articles that appear on CoSIDA.com and the Digest, conduct sessions and table topics at our convention—certainly do this. The addition of “Tips from the SID” will enhance our already prominent role.

## VII. Ensure that proposed organizational objectives and tactics do/will support the strategic plans and goals.

The New Media/Technology Committee is fully supportive of the strategic plan and its objectives.

### **SPECIFIC GOALS/OBJECTIVES**

#### **-Instituting "Tips from the SID"**

This will be a huge undertaking that will have a positive result. We expect to generate about 100 "Tips from the SID" this first year.

#### **- Helping to clean up the logo database**

Vice chair Derek Smolik has been particularly interested in this issue. This issue will require extensive planning and coordination.

#### **- Informing the Director of External Affairs on member activities, accolades and new media news and trends.**

Director of External Affairs Barb Kowal has already instituted a Twitter account with links to stories that might interest athletic communication professionals. We will forward similar new media/technology writings of importance.

#### **- Assisting With 2010 Convention Planning**

The committee will assist with staffing and ideas for panels and table topics for the 2010 Convention in San Francisco.

#### **- Organizing Regularly Scheduled Webinars**

Last year's CoSIDA webinar on Twitter was well received. The committee would like to take a lead role in developing topics for possible webinars to be conducted on a regular basis for the membership.

## **Publications Contest**

**Chair- Chad Grubbs, Hardin-Simmons**

**Board Liaison- Anne Abicht**

### **Changes that we decided on in San Antonio included:**

- Allowing PDF versions of media guides to be submitted. They have to be printed out and mailed in and must conform to all printed media guide contest restrictions as far as color is concerned. This is in direct response to many schools going away from printed guides, but we also don't want judges to have to go on-line to judge contests at this point.
- We are going to test run one contest this year of judging the media guides on-line to ensure we are prepared if the printed media guide does go away to still honor the excellent work of our profession.
- We clarified the rules on where books that are men's and women's of a sport combined should go and agreed they could be in one contest or the other, but the same book can't compete for two separate contests.
- We decided to break up the poster contests with a specific contest for football, basketball and baseball to go along with the fall, winter and spring contests that we have now.
- **We also adjusted the deadline of the winter contest from Feb. 15th to Jan. 15th.** The rationale for the change was Feb. 15 is the absolute busiest time as far as crossover. Our basketball and wrestling postseasons and spring sports start all are around Feb. 15. All of the winter contest books should be out by Jan. 15 anyway.

### **Stated goals for the 2009-10 year**

- **Improve Chair/Vice-Chair/Coordinator Communication**-This has to be done to make sure we don't have contests not get judged. It is a personal goal to have every contest result completed prior to the CoSIDA Convention. We will not have a contest that does not get judged. How can we advance the profession if we can't communicate amongst ourselves.
- **Improve Efficiency** -This was enhanced greatly with the excel form. The grade sheets with judges' comments were sent back via e-mail this year eliminating a mailing step. We are adding a section on the judges' forms where they can type their own comments. This past year the coordinator had to spend time retyping the judges' comments on to the form that went back to the entrants. This will eliminate a step for coordinators.

- **Make Awards A Big Deal** -Send an e-mail letter to the president and athletic director of each contest winner. Make the campus aware of the good work being done by a usually underappreciated member of the staff.
- **Be Prepared To Adjust To New Legislations Regarding Media Guides**- We have to be able to adjust, possibly on the fly on new media guide legislation that may come. We are doing the testing of some books being judged on-line. This will let us be prepared for next year when media guides may be a thing of the past.

## Scholarship Committee

**Chair- Carol Hudson, Jr., Old Dominion**

**Board Liaison- Geoff Hassard**

**MISSION STATEMENT:** Along with the Academic All-American program, this is CoSIDA's most prominent.

The CoSIDA Scholarships Committee is designed to help maintain the future of the profession, helping outstanding students achieve their goal of a sports information career. The committee recognizes potential through Graduate and Undergraduate scholarships, providing funds for students to continue their education at each level. Currently, two Graduate (each \$5,000) and two Undergraduate Scholarships (\$2,500 apiece) are awarded each year. These programs also provide instant benefits for the sports information profession, as the award-winners gain experience in a sports information environment by assisting in current-day operations at the respective institutions. Many former scholarship winners currently serve on the committee, representing the success the committee has had over the years.

The Committee also provides assistance for sports information offices that do not have sufficient staffs to accommodate the increasing responsibilities often placed on them. Through the Graduate Internship Grant, CoSIDA provides funds for sports information offices to hire a graduate assistant on a one-year basis, hoping the success of the program can help the schools demonstrate the need for additional assistance in the future. The creation of these positions and internships is another way to help continue the growth of the profession.

### 2009-10 Stated Goals

1. Regionalize the membership on the committee to add more balance in the membership from each region.
2. Having the applications filled out on line, and develop a way for the committee members to vote online as well. This takes mailing out of the process. It also streamlines the process.
3. On the graduate internship application, make a change on item No. 1 from "list of all paid Employees" to "list of all paid sports information employees..."
4. Increase funding to the three scholarships -possibly through corporate sponsorships.  
The graduate internship from \$10,000 to \$12,000  
The two undergraduate scholarships from \$2,500 each, to \$3,000 each  
The two Post-Graduate Scholarship Programs from \$5,000 each to \$7,000 each.
5. Send reminders (e-mail) to the membership on dates for applications, especially to the Division II, III, and NAIA schools.

### BEYOND THIS YEAR

1. Establish a scholarship for the child of a sports information professional, considering most SID's don't make a great deal of money. The committee feels the increased funding of the current programs is priority one.

## Writing Contest

Chair- Dennis Switzer- South Atlantic Conference

Board Liaison- John Paquette

**I. Improved Timeline:** For 2007-08 and 2008-09, the committee has not met the published timeline and failed to meet deadlines. This has resulted in the final results being published later than expected. The holdups have been primarily at the district level. Having one district coordinator return the material late holds up the national process, pushing the entire judging process behind schedule. The primary goal for 2009-10 will be to complete the district and national judging on time and have the results released no later than mid-August, 2010.

**II. Improved participation from committee members:** In the past, eight committee members were used to coordinate the judging for the eight districts. If there were more than eight members assigned to the committee, those people were not used effectively. As a result, those committee members lost interest and either fell off the committee or were not prepared to coordinate if selected the following year.

This year, with a committee list of 17, the plan is to incorporate everyone by splitting up the assignments. Rather than have all entries from one region sent to one coordinator, this year "Athlete Profile" entries, traditionally the largest category, will be broken off. This may cause some confusion on the part of the entrants, who will have to mail entries to two different coordinators if entering in "Athlete Profile" and any other category, but this change should have a positive impact in other areas. Every committee member will now be responsible for coordinating judging and will feel part of the committee. Also, the districts with large number of overall entries – Districts 1, 2 and 3 – will be able to go smoother and quicker. Judges will have fewer stories to read and this should speed up the overall process.

**III. Continue recognizing coordinators and judges with gifts from CoSIDA:** For the past two years, the Writing Contest Committee has been able to send gifts to the coordinators and their judges. This has been done by working in conjunction with the publications contest coordinator and adding another 40 to the total order of gifts they purchase for their coordinators and judges. That expense has been approved by the Board in the past. For this year, with the expanded judging planned for the writing contest, that number would need to increase to 68 (17 x 4). If the Board continues to approve this expenditure, we ask that our allotment be increased to 68.

**IV. Increased awareness and increased entries:** The total number of entries increased from 268 in 2007 to 388 in 2008. The 2009 numbers are incomplete, but with seven of the eight districts reporting, the number was 311. It is safe to estimate at least 350 total entries. The committee has tried to be more visible with entry information in the Digest and on the website at least a month or more before the entry deadline. The winning stories have also received prominent display in both the Digest and on the website as well. I believe this has had a direct impact on the spike in entries. Hopefully, the change in splitting up the voting does not have a negative impact on the number of entries. I would like to see the total entries surpass 400 this year.

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