



Membership Benefits

Why Join and Become Involved in CoSIDA?

Accountability

- * To and for your profession
- * To and for your colleagues
- * To and for CoSIDA

For the first time in CoSIDA history, we are making a truly concerted strategic and professional effort to advance our standing and position within the overall collegiate community. Our membership, our Board, our divisional leadership groups and special committees are set up to deal with strategic initiatives, opportunities and challenges; these CoSIDA leaders need to know and see our "joint commitment" throughout the profession and our divisional membership groups.

We need to demonstrate to all that we are a vibrant and determined profession of strategic communications/PR experts who come from all tiers of collegiate athletics.

Our leadership groups need to see and feel "our passionate resolve," and present this to leadership groups throughout the intercollegiate community, showing that we are "one" as a profession and organization. Being a supportive dues-paying member is the crucial first action step to all of this.

All-America® Program: Members Only Nominate and Vote

- the Capital One Academic All-America® program is CoSIDA's **signature program** and ONLY current dues-paying CoSIDA members may nominate deserving student-athletes for this prestigious honor.
- founded by CoSIDA in 1952, the Academic All-America® Teams program recognizes and awards our nation's premier college scholar-athletes for their ability to achieve excellence on the playing field and in the classroom.
- annually, CoSIDA has selected 816 student-athletes to six men's teams (soccer, football, basketball, baseball, at-large and track & field/cross country) and six women's teams (soccer, volleyball, basketball, softball, at-large and track & field/cross country) in Division I, II and III, NAIA, junior college and Canadian Interuniversity Sports (CIS) in all NCAA and CIS championship sports. **These numbers will DOUBLE in 2011-12 with the expansion of the Capital One Academic All-America® program to four teams.**

Awards & Contests for Members Only

CoSIDA Sponsors a series of Special Awards and recognitions given annually to highlight athletic communications excellence and dedication to the profession. Only dues-paying members may nominate for these awards.

CoSIDA sponsors annual contests for writing and publishing and encourages members to submit their work for recognition at the district and national levels. It is no small honor to receive an award since judging is done by athletic news media and communications leaders from across the nation.

Benefits for Interns, Graduate Assistants & Students

CoSIDA committed to helping graduate interns and graduate and undergraduate students working in athletic PR offices become part of the athletic communications industry while still undergoing their studies. We provide a very affordable Student Membership rate of \$25 a year.

Becoming a student member of CoSIDA gives you many opportunities in the industry, including:

- Networking with practicing PR professionals
- Student mentorship program
- Employment notices
- Scholarships and awards information
- Volunteer experience
- Registration for annual Convention at member rates
- Notification of member educational conference calls, webinars/deadlines/contest/Convention info

Career Center and Job Registry

Use Our Career Resources Center: The CoSIDA.com Career Center provides a convenient and popular way for people who either need or provide communication services to connect with each other. Over 300 job opportunities on average advertised per year. Organizations can post their in-house job opportunities and members can post their resumes. CoSIDA also posts career transactions. CoSIDA members pay half-price (\$100 vs. \$200) for each job placement ad.

Community Outreach

Contribute to the Community. CoSIDA's community outreach strategic initiatives – called “CoSIDA Cares” and coordinated by the Goodwill Committee – supports CoSIDA's core values and provide avenues for community service.

Continuing Education

Members are notified about continuing education opportunities via organization-wide or division-specific conference calls, webinars, online presentations, CoSIDA.com special features, weekly informational emails, etc ... all free of charge. In addition, professional opportunities abound at the annual CoSIDA Convention.

Convention Participation

Enhance your professional skills, network with other athletic communications professionals and leading communications experts and leaders. Discover what the best minds in the industry are doing to meet today's communications challenges. Build relationships with educators and professionals in the industry. Enjoy social programming.

Be inspired and motivated via interactions with colleagues from around the nation. Identify and discover the latest trends, innovations, technology and ideas to do your job more effectively. Share ideas and exchange information to enhance your communications efforts and discover solutions to enhance your daily work and drive revenue. **Recent keynote presenters include professional and NCAA sports leaders, former White House press secretaries Kevin Sullivan and Ari Fleischer, Capital One Academic All-America Hall of Famer Amy Perko and national leaders in digital media.**

CoSIDA.com

Access to Information - CoSIDA provides information on a myriad of media relations/communications/media relations/social media/professional development/resource items and topics via its website – CoSIDA.com. Information ranges from news and videos to downloads of specific materials through links to related sites.

Insights, Ideas & Opportunities: CoSIDA continues to develop and refine a series of postings/writing/features/discussions designed to offer the athletic communications professional and athletic leaders insights into the profession and techniques and tools for the athletic communications professional.

Distinguish Yourself Professionally With Participation

Members can utilize and strengthen their leadership skills by serving on the association's Board of Directors and officer rotation (via a nomination and voting method); participating on the university division or college division management advisory committees (UDMAC, CDMAC); serving as a Committee member; participating in the many CoSIDA professional conference call/webinars and community service projects; contributing to CoSIDA publications and new media efforts (CoSIDA website, monthly e-digest, webinars); becoming a presenter or panelist at the annual Convention; and entering professional work in a variety of contests for writing and publications.

Enhanced Professionalism

CoSIDA members are united by a Code of Ethics and Constitution and a growing sense of unified approaches and direction due to master strategic plan and approach.

Extensive News & Info Sent Directly to Membership

- **Directory:** CoSIDA publishes an annual directory of members (PDF format)
- **Online directory:** Track down members and affiliate members via the fully searchable online directory system.
- **Weekly** “CoSIDA Communications Watch”: What's New in Our Industry
- **Monthly** Schedule/Calendar of Events & Important Dates
- **Career Center:** Job Listings & Transactions
- **Save the Date** memos
- **Monthly** Board of Directors E-Newsletter
- **Eight CoSIDA Corner Columns from NACDA's Athletics Administration magazine** annually, which are written by CoSIDA leaders and members and circulated to over 10,000 university and athletics administrators
- **CoSIDA E-Digest:** published online 11 times a year (August through June). Consists of general professional news, ideas, opinions, contest information, professional development articles and features on the top people and leaders in our industry
- **Annual Report:** highlighting key events and honors/awards, review of CoSIDA Convention, fiscal information, and successful strategic communications and CoSIDA leadership goals and objectives

Influence the Future of Our Profession

Facilitation is a growing discipline. Participation in CoSIDA sponsored programming is shaping that facilitation. Participation in a wide-range of CoSIDA leadership opportunities is helping to shape our profession, our professional organization and our standing within the collegiate community.

International Scope

CoSIDA is the largest professional organization for athletic communications and media relations professionals in the United States and Canada – with a **RECORD-MEMBERSHIP** enrollment of 2,700+ and growing.

Member Discounts

All members receive special rates on the annual conference registrations. There are also three levels of paid membership (active, associate, student), with graduate students/interns/undergraduate students eligible for special rates. For CoSIDA Career Center job postings, members pay 50% of advertising fee (\$100 vs. \$200 for non-members).

Membership Directory Listing

The Membership E-Directory is a comprehensive listing of all CoSIDA members with contact information, school websites and mailing addresses. It also has a listing of the leading media (magazines, websites, e-newsletters) in the communications and media industries which functions as a press list. Also included are sponsors and affiliate members, listing services, contact names and addresses. It is available in hard copy format (PDF) and in an online format.

Networking Opportunities

- with colleagues in the athletic communications industry
- with collegiate athletic leaders in the overall athletics industry and community
- with colleagues at all levels of athletic communications – from colleges and universities, to national governing bodies, corporations and private practice
- Members interact with other colleagues at the national convention and with sponsors, exhibitors
- CoSIDA website communities (LinkedIn, Twitter) are open to all. Members easily keep in contact using the online Member Directory
- CoSIDA members are characteristically open to sharing their knowledge and expertise, as well as mentoring others. The international nature of CoSIDA with U.S. and Canadian affords the possibility of interchange and networking with colleagues from diverse divisions, locations and regional's/cultural backgrounds.

Professional Development

Skills and Leadership Development. CoSIDA offers a variety of opportunities to develop and sharpen your communications skills and techniques and create opportunities for professional growth through FREE year-round webinars and membership conference calls; and the opportunity to attend the annual convention. These include topics ranging from methods for beginning athletic PR professionals, specific skills for all levels, and advanced sessions by experts in the field and

professionals in allied areas of communications, leadership, marketing, media, web development, etc.

Profile Yourself as CoSIDA Member

As a CoSIDA member you can use the CoSIDA logo in all your LinkedIn account (join our CoSIDA group) and marketing material, like websites and marketing materials.

Raise Awareness for Your Deserving Alumni via Academic All-America® Hall of Fame

Raise awareness for your scholar-athlete alumni and bring distinction to your campus by nominating for the Academic All-America® Hall of Fame.

Created in 1988, the Academic All-America® Hall of Fame honors former Academic All-Americans who have graduated at least 10 years ago, have achieved success in their professional careers and have committed themselves to making their community a better place through charitable work. An induction ceremony is held annually to honor the deserving class representatives.

Apply For Membership NOW!

If you wish to benefit from the professional business opportunities that CoSIDA membership offers you:

- **Complete membership renewal or new membership online at:**
<http://cosida.com/register.aspx>
- **Complete membership renewal or new membership mail-in application form and mail to CoSIDA Treasurer Dave Wohlhueter:**
<http://cosida.com/membership/renewalform.aspx>

