

2011-12 CoSIDA Committee Goals and Objectives

ACADEMIC ALL-AMERICA COMMITTEE

Co-Chairs: Bernie Cafarelli (Notre Dame) email: cafarelli.1@nd.edu and Mark Beckenbach (Ohio Wesleyan) email: mlbecken@owu.edu

Board Liaisons: Dave Wrath (Augustana) email: davewrath@augustana.edu / John Humenik, CoSIDA Executive Director email: jhumenik@bellsouth.net

The Academic All-America Committee will face a year of many changes and challenges in 2011-12. Our primary focus will be a successful execution of the divisional split from both an internal and external end. Our top priority is to ensure a smooth transition on all fronts. We plan to continue to make sure to communicate effectively with the leaders from each of the four divisional groups and provide an open dialogue as we navigate through this first year of what is arguably the greatest year of change ever for the Academic All-America® Program. We also plan to work with CoSIDA officers and board members, John Humenik, Barb Kowal, Dave Wohlhueter and Will Roleson in preparations for the Capital One Academic Gala with regards to the inductees into the Capital One Academic All-America® Hall of Fame.

1. Academic All-America Core Program Goals and Objectives (Internal)

- Ensure that the nomination and voting on-line system designed by SIDEARM meets the needs of the membership
- Educate membership on changes to on-line process with regards to each division
- Distribute timeline for nominations and selections to membership sometime in August
- Continue to be proactive with membership with regards to the importance of meeting nominating deadlines
- Disseminate district teams to Barb Kowal for release to membership in a timely manner
- Maintain and administer all-time database and make sure that pdf files are posted on the CoSIDA web site for use by membership
- Work with divisional leaders on securing the names of the individuals from each of their divisions who will be participating in the national voting process along with Academic All-America® Committee and CoSIDA Board members
- Continue to work with divisional leaders on evaluate improvements and upgrades to nominating and selecting process from year-to-year

2. Academic All-America Core Program Goals and Objectives (External)

- Devise a communications plan for the writing, editing and distribution of releases that will meet the needs of Capital One (corporate sponsor) and CoSIDA members with regards to the announcement of all teams
- Increase program's visibility by continuing to highlight program achievements through special releases
- Promote program through upgrading and enhancing social media platforms (Facebook and Twitter)
- Look to obtain testimonials for Academic All-Americans of the Year for each program to be used on Facebook, Twitter and CoSIDA web as we look to enhance it on-line presence
- Work with Capital One on creation of Academic All-America page for its web site
- Continue timely distribution of district and national awards
- Continue to assist in selection of Enberg and Lester Jordan awards recipients

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3. Academic All-America Hall of Fame Program

- Continue to coordinate nominating and selection process
- Direct call with selected individuals for annual Hall of Fame induction class
- Work with Dick Enberg in notifying inductees
- Prepare release for Hall of Fame class
- Work to create more visibility for Hall of Fame induction
- Re-engage past Hall of Fame inductees
- Continue to maintain and update database for Hall of Fame inductees
- Assist with preparations of Gala
- Provide on-site assistance at CoSIDA workshop
- Look to resurrect Life's Playbook and its ideals

ALLIED ORGANIZATIONS COMMITTEE

Chair- Robert McKinney (Willamette, Ore.) email: rmckinne@willamette.edu

Board Liaison- Kent Brown (Illinois) email: kwbrown3@illinois.edu

Objectives for: Goal #1 – CoSIDA Experts and Speakers Guide

We are in the preliminary stages of creating the CoSIDA Experts and Speakers Guide. At this time we are seeking additional input regarding topics and experts who can interact with other CoSIDA members, media representatives, etc., regarding their areas of expertise.

We hope that several members of the CoSIDA Board will be some of the first experts we include in the project.

As the CoSIDA Experts and Speakers Guide is developed, we will be creating templates for e-mail use as well as working with Barb Kowal to find appropriate templates for CoSIDA.com.

We will have a preliminary version of the CoSIDA Experts and Speakers Guide with some sample pages ready in November. It may include fewer topics and experts than the final version, but it will give us a chance to evaluate our progress.

Objectives for: Goal #2 – Help members of CoSIDA interact with outside organizations

We will submit a list of updated links, corrections and additions to the Resource Links page on the CoSIDA website (<http://www.cosida.com/About/links.aspx>) by early this fall. The last update was submitted around the time of the 2010 CoSIDA Convention.

We will be developing a list of contacts for NCAA Championship events for the 2011-12 athletic year with at least the fall portion completed soon. This will help CoSIDA members make contact to volunteer as workers at various NCAA events. We will eventually expand the list to include other sporting events at the amateur and professional levels.

Committee members will develop a list of public relations/media relations contacts for professional teams, leagues and organizations, including some Olympic Sports organizations. We will complete a workable portion of the list this fall.

With the Olympic Liaison Sub-Committee no longer in existence, we will work to encourage the overall CoSIDA membership to contribute at various Olympic Sports events.

Objectives for: Goal #3 – Help implement CoSIDA's communications plan

We will take a coordinated approach by working with the Membership Services Committee, the Director of External Affairs and the Secretary (regarding the on-line Directory and CoSIDA Digest) so that our efforts will build off of each other.

We will provide information to CoSIDA.com for use in the on-line CoSIDA Digest and in other locations on the CoSIDA website. We will utilize CoSIDA.com to encourage members to interact with "external" organizations.

The CoSIDA Experts and Speakers Guide will help implement the communications plan by making CoSIDA members more available to talk as experts to other organizations and to the media.

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COMMITTEE ON COMMITTEES

Chair- Debbie Copp (Oklahoma)

email: dcopp@ou.edu

Board Liaison- Mark Fleming (Moravian)

email: sportsinfo@moravian.edu

Short-Term (for the upcoming year)

- 1) Get proposal for the selection of committee chairs sent to Board for its approval
- 2) Send a proposal related to committee structure review to Board for its approval
- 3) Write an amendment to the CoSIDA Constitution concerning who can serve as chair of a committee, get it presented to the Board and, with Board's approval, have it ready to be voted on by the membership at the 2012 Convention
- 4) Create short, easy-to-understand descriptions of the functions of each committee to be added to the website so the membership has a better idea of what the work of the committee is – Plan to use the goal statements as a starting point for this goal

Ongoing/Long-Term

- 1) Make getting involved with the CoSIDA Committee structure less cumbersome
- 2) Review current committee structure and make changes as appropriate and as they support the organization's Strategic Plan
- 3) Continue to recruit diverse membership for the committees that reflects the diversity of membership in the organization

CONVENTION PROGRAM COMMITTEE

Chair- Dennis O'Donnell (Rochester)

email: dennis.odonnell@rochester.edu

Board Liaison- Shelly Poe (Ohio State)

email: poe.45@osu.edu

Objectives:

- Continue striving to meet the ever-changing needs of athletics communications professionals, recognizing that there are different responsibilities and needs at every division and at every institution
- Recruit and assign moderators and speakers for panel discussions, lectures, and table topics. Concentrate efforts to make sure there is diversity in the areas of age, gender, race, divisional representation, and experience.
- The committee will hold conference calls on an as-needed basis, beginning in late summer to start shaping the program, then refining in, and lastly finalizing it to conform to deadlines as required.
- An attempt should be made to work with CoSIDA committees to create an 'experts' list of SIDs who can assist colleagues in a given area (desktop publishing, photography, web streaming, and so on). If a CoSIDA member runs into difficulty with a given area (PhotoShop for example), that member can call a PhotoShop expert for help in solving the problem.
- Additionally, the committee should work with the Third Vice-President to suggest possible topics for continuing education webinars and articles that can be placed on the CoSIDA website.

Goals:

- Develop a theme for each day of the Workshop Program. As many sessions as possible for that day should be tied to that theme.
- Understand that some speakers may not be able to present their topics on a given 'theme' day. Rather than lose the presenter, have them speak on the day that is most closely tied to their topic.
- Utilize the first day of the Convention to present some programming. Sessions can be planned before and after various divisional meetings.
- Recognize that CoSIDA will join with NACDA for the 2012-13 academic year. Sessions for the 2012 workshop should include topics that will help athletics communications professionals to make a smooth transition to NACDA.
- Work in conjunction with the management advisory committees for both the University Division and College Division to ensure that division-specific programming is included.
- As speakers and panels are arranged, utilize the CoSIDA Website and the CoSIDA on-line Digest to publicize the Convention Program in hopes of encouraging the membership to attend the Convention.

- Under the current structure, some major sponsors of CoSIDA will speak at a panel. Work with the sponsor to suggest topics.
- The NCAA is expanding its request for immediate submission of box scores. The most challenging sport to input into in-game statistics is volleyball. (Same-day reporting for volleyball will start in 2012-13.) Structure a panel to teach volleyball stats – both kept by hand and input into the computer.
- In conjunction with CoSIDA's Director of External Affairs, develop a method by which the membership can evaluate the current Workshop Program and suggest possible topics for programming in succeeding years.

GOODWILL AND WELLNESS COMMITTEE

Chair- Sam Atkinson (Gallaudet)

email: sam.atkinson@gallaudet.edu

Board Liaison- Cindy Fotti (Columbia College) email: cnfott@ccis.edu

Goals/Objectives

1. Wellness

- In 2011-12 we have added "Wellness" to our committee and our mission
- To help promote this new name change we will be doing features on SIDs that have taken drastic steps to change their wellness for the better. By eating better, exercising more and losing weight in the process. We will write-up stories on these SIDs to share their stories and tips to our membership to help motivate them.
- We will also have an occasional feature on eating habits or workout routines that will be posted on the CoSIDA website under the CoSIDA Cares section.

2. Coordinate Community Service Project in St. Louis, Mo., during the annual CoSIDA Convention

- After a year hiatus the community service project will return in 2012 at the CoSIDA Convention in St. Louis, Mo. It will be our third-ever service project dating back to 2009.
- Promote the service project throughout the year on the CoSIDA website, CoSIDA Digest, e-mail newsletter, social media platforms
- Continue to increase the number of volunteers for the service project

3. Run a clothing/fund raising drive in St. Louis, Mo., during the annual CoSIDA Convention plus raise funds for charity of choice

- For the third year in a row we will run a clothing donation drive for a local charity in the St. Louis area during our annual convention.
- Work with Young CoSIDA to create a raffle to raise funds for the charity selected. Last year, Young CoSIDA had a record \$900 for its raffle alone. We raised \$1,600 total for St. Matthew's House in Fla.
- We will promote these events through the CoSIDA network of sites.

4. CoSIDA 5K run/walk

- We are building off the success of the first-ever 5K run/walk in Marco Island, Fla., where we had 96 participants. We are already in the planning stages to host another 5K run/walk in St. Louis. We are planning on working with Washington University of St. Louis.

5. CoSIDA Cares Web Page

- Create a web page with a directory of contact and links to the various coaches' associations and the information about their annual service or benefit events
- Here we also want to make our membership aware of other SIDs that might be going through hard times (health, natural disaster, etc.).

6. Increase media attention for CoSIDA through service projects, goodwill initiatives year around

- Help get CoSIDA positive media attention through the work done by the Goodwill Committee and other CoSIDA members making an impact at their school, conference, regional or national level
- Work with the NCAA to promote these stories to a broader audience

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JOB SEEKERS COMMITTEE

Chair- Lawrence Fan (San Jose State) email: lawrence.fan@sjsu.edu
Board Liaison- Mark Fleming (Moravian) email: sportsinfo@moravian.edu

Objectives

1. Continue working in concert with Barb Kowal, Director of External Affairs, on transactions and information in the Career Center segment of www.cosida.com.
2. Remain a resource for members, future members, full-time and fixed-term professionals who have employment-related issues.
- 3.

Goals

1. Determine the best possible experience for job seekers and employers at the 2012 Workshop in St. Louis.
2. Continue enhancing the Committee's Job Seekers Primer. The Primer was originated in spring 2007 prior to the CoSIDA Workshop. Since then, the Primer has grown and now includes more than 20 written articles by committee members on job-related activities.
3. Seek endorsement from the Board of Directors leading to participation in the 2012 NCAA Student-Athlete Career Forum.

MEMBERSHIP SERVICES COMMITTEE

Chair- Blake Timm (Pacific- Oregon) email: timibr@pacificu.edu
Board Liaison- Dave Walters (Guilford) email: dwalters@guilford.edu

1. Provide Editorial Assistance for the CoSIDA Directory

- Work directly with Director of External Affairs (Barb Kowal) and Director of Internal Operations (Will Roleson) to develop and execute plan to follow-up on membership updates of directory information.
- After Sept. 15, use committee members to make direct contact with membership to make directory updates. Committee will begin with conference contacts using e-mail and phone communication. After that, additional follow-up will be made with individual schools (this will allow us to update schools for which there is no CoSIDA member in the shop).
- Enlist the help of the Allied Organizations Committee to update information in section of directory that pertains to national sports governing organizations, bowls, media, etc.

2. Continue Development of Membership Resource Library

- Work with Barb Kowal on the development of the architecture of the library portion of the site.
- Committee members will assist with identifying relevant items for inclusion in the library. This includes searching through the CoSIDA.com archives, monitoring the @CoSIDANews Twitter feed and the CoSIDA Communications Watch.
- Work to solicit items for inclusion in the library from other segments of the membership.

3. Develop Online Help Center for Online Membership Questions

- This is a project in development where Blake Timm is working directly with Barb Kowal, Mark Beckenbach and Will Roleson on creating an FAQ section for frequently asked questions on the CoSIDA site, including instructions on changing passwords, paying dues, updating directory information and Academic All-America troubleshooting.
- If a member is still unable to get the answer to their question, it will be directed to an e-mail link where it can send their query to the appropriate contact. General web questions would go to Barb, questions regarding membership dues and directory would go to Will while AAA questions would be directed to Mark.
- Providing easy-to-follow, step-by-step answers to common questions should reduce the amount of time Barb, Will & Mark spend answering them.

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NEW MEDIA/ TECHNOLOGY COMMITTEE

Chair- Chris Syme

email: 2cksyme@gmail.com

Board Liaisons - Joe Browning (UNC- Wilmington) email: browning@uncw.edu / and

Barb Kowal, CoSIDA Director of External Affairs email: barbkowal@cosida.com

1. Work on compiling a list of Facebook pages for CoSIDA members. Use CoSIDA subscription to SurveyMonkey to contact membership to begin a data base and also gather statistics on how many schools use Facebook, how many pages they maintain and other possible questions related to Facebook that will provide current data on Facebook's use among CoSIDA members.
2. Monitor and initiate discussions on the LinkedIn group--cross promote on Twitter and through committee emails. Propose finding a couple guest bloggers for CoSIDA website on LinkedIn and possibly do a phone webinar on LinkedIn.
3. Compile a "public" list of Twitter feeds for CoSIDA members. Also, gather information on Twitter similar to Facebook as described in #1. This should probably be at least two different lists--one for department news feeds and another for personal SID accounts.
4. Initiate an ongoing campaign to get all CoSIDA schools with Facebook pages to "claim" their venue locations on Facebook Places and/or Foursquare and possibly do an ongoing "series" on the CoSIDA website of how to make the most of geolocation apps.
5. Do an ongoing series for the website of what is new and current with social media. Emphasis on apps and tools. Review-oriented. Work with Barb Kowal to gather names of guest bloggers from membership.
6. Help the ongoing ed (webinar) committee line up educational seminars on new media.
7. Collect a data base of school social media policies to reference for membership. Function as a resource for schools hoping to adopt strategic plans and policies for new media.

PUBLICATONS CONTEST COMMITTEE

Chair- Chad Grubbs (Hardin-Simmons)

email: cgrubbs@hsutx.edu

Board Liaison- John Paquette (Big East Conference) email: jpaquette@bigeast.org

- After two years of changes in the new era of media guide production, the 2011-12 Publications Contest Committee is hoping to get back to stability. We have had huge number swings in the last few years but now that we know where it is going we know more of what to expect. With that in mind we have a made one major change for the upcoming year.
- We have condensed contests that did not have at least 10 entrants this past year into an at-large contest. We will have a fall, winter and spring at-large similar to the Academic All-America Committee. This will help streamline the contests and make it more of a reward to win a contest with 25 or more entrants, rather than one with two or three entrants.
- An on-going initiative is to complete all contests. While we always try our best every year we have one or two contests that coordinators drop the ball on. We are trying even more personal contact with coordinators from the chair and vice-chairs. It was better this past year but we still have two contests out there.
- An objective of the committee is to make sure that we are communicating with our people. A renewed emphasis for this year of getting the grade sheets back to entrants. I think this has been an area that has been hit and miss and we will emphasize the importance of this feedback, not only for winners but for the improvement of those books that did not win. This is an educational wing of our committee.
- We have also set concrete deadlines for releasing of results. A specific date may lead to less calls and e-mails of when results will be released.
- The goal of the new ideas is to streamline the entire process from entry, contest judging and announcing of results.

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SCHOLARSHIP COMMITTEE

Chair- Carol Hudson, Jr. (Old Dominion) email: chudson@odu.edu

Board Liaison- Ed Hill (Howard) email: ehill1950@aol.com

1. Update and make needed corrections to the three CoSIDA scholarship applications and send to Barb Kowal to post on the website.
2. In an effort to address the low amount of applications this past year, the committee will do the following:
 - Two to three feature items for the website such as where are they now /how this scholarship has helped me.
 - Work with Ed Hill on reaching out with reminders to HBCU and small colleges.
3. Develop and formalize information needed for possible online application process where applicants can apply, upload items and the committee can vote on line. Would like the board to consider this. Will work with Barb Kowal on this
4. In an effort to expand the scholarships reach – would like the board to consider the prospects for adding the following:
Increase the funding to the three scholarships
 - The Phil Langan graduate internship from \$10,000 to \$12,000
 - The Fred Nuesch-Dave Wohlhueter Undergraduate Scholarship from \$2,500 each to \$3,000 each.
 - The Wylie Smith and Langston Rogers Post Graduate Scholarships from \$5,000 each to \$7,000 each.
5. Down the road, establish a scholarship for the child of a sports information professional. Considering most SID's don't make a great deal of money. But additional funds should first go to upgrading our current list of scholarships.

SPECIAL AWARDS COMMITTEE

Chair- Tam Flarup (Wisconsin) email: tjf@athletics.wisc.edu

Board Liaison- Nick Joos (Baylor) email: nicholas_joos@baylor.edu

Goals

1. Provide the structure by which members of CoSIDA and its media and business affiliates may be honored nationally for meritorious deeds or contributions.
2. Maintain a permanent chair committee structure for the special awards committee along with board liaison for awards oversight.
3. Committee should serve as a sounding board for review of possible additions to the CoSIDA awards program.
4. Assist with awards programs at annual convention.

Objectives

1. Provide online nomination forms and directions for CoSIDA membership.
2. Solicit awards nominations by contacting members via email blasts to the membership and through divisional or conference correspondence and through the Digest. Encourage committee members to nominate.
3. Inform nominators of expired nominations (three-year eligibility) that the nominations are no longer eligible in case they care to re-nominate.
4. Communicate with Hall of Fame members who may or may not be members of CoSIDA regarding current nominations and voting deadlines. Provide access to non-members to vote online or by mail if unable to vote online.
5. Maintain the timetable for awards nominations, voting and announcements to be completed by March 1, 2012. Awards will be presented at the 2012 CoSIDA Convention in St. Louis.
6. Provide media attention for members and for CoSIDA by announcing awards in a timely, scheduled fashion between March 1 and June 15 via the Digest, in local media, and national newsletters. Arrange for news releases written (by committee members or by nominators) for the website and Digest.
7. Provide recognition at the honoree's school by writing letters of recognition to the school administrator and athletic director
8. Secure photos and video of CoSIDA and Academic All-America honorees to produce the Hall of Fame videos for the gala awards presentation.
9. Order and proof the awards and arrange for transport to the convention hotel.
10. Insure the appropriate awards are at each convention awards presentation.

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WRITING CONTEST COMMITTEE

Chair- Wade Steinlage (William Penn) email: steinlagew@wmpenn.edu

Board Liaison- Ed Hill (Howard) email: ehill1950@aol.com

The Fred Stabley Sr. Writing Contest has a long and deep tradition with the CoSIDA membership. While many of the other committees are designed to promote and recognize student-athletes, the writing contest is one of the few contests that allow us to recognize and honor our peers. The following are the goals and objectives of the committee that support the CoSIDA Board of Director's initiatives:

Objective: To recognize and promote great writing within the CoSIDA organization.

Goals:

1. Improve the number of entries.

Over the past several years, the number of entries in all divisions has decreased significantly. Last year's deadline date change also lowered the numbers.

Proposed Solution: Begin publicizing the award in early fall, allowing members several months to collect writing samples. Frequently notify members of deadlines. Detail importance of the program in news releases on CoSIDA's website and in email blasts. New this year, we will also put reminders in the divisional (NCAA Division 1-3, NAIA, NJCAA) monthly newsletters.

2. Clarify the blog/interview category.

Proposed Solution: Members need to better understand what samples will qualify and hopefully this will improve the numbers in this category. Within the contest guidelines, we will have a link to the 2011 winner. We want to be inclusive, so we will make it clear that any entries that do not fit cleanly into other categories will be allowed in the blog/interview category.

3. Continue use of social media to publicize the contest.

Proposed Solution: With a committee member dedicated to our own Facebook account, we look to have another avenue to distribute information to the masses. We also hope to have interviews from past winners (either written or as a video), describing, in their words, what it takes to write an award-winning story