



## Monthly Membership E-Newsletter

from the CoSIDA Board of Directors

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### October 1, 2010

**To:** CoSIDA Membership

**Fr:** Larry Dougherty, 2010-11 CoSIDA President; John Humenik, Executive Director; and Barb Kowal, Director of External Affairs

**Re:** Recap of CoSIDA Board of Directors and Divisional Leadership Initiatives for month of September

As we enter the month of October, the Board of Directors and CoSIDA's various divisional leadership groups want to remind each and every one of you to **pay special attention to the nomination deadlines for the Academic All-America program which are now in place for all of the fall programs.** Every year we have a few instances where an SID does not take the time to nominate a deserving student-athlete and/or not meet the respective deadline and thus the deserving student-athletes have to be kept off the ballot due to that time mismanagement.

In some cases that has to then be explained to a coach, AD, the student-athlete, University President and parents. In all cases, that becomes an embarrassing situation for the SID and a difficult position for our leadership group to explain. Please do not put yourself in that position and please don't penalize the student-athletes due to time mismanagement. Take a look at the nomination deadlines and plan appropriately as there will be no exceptions to the posted final deadline dates and time. **View the 2010-11 AAA master calendar for nominations, voting and announcement deadlines here: <http://cosida.com/Awards/allamerica.aspx>.**

### Membership Renewal Numbers

As of September 22nd, a total of 2,490 people had renewed or became new members of CoSIDA for the 2010-11 academic year. That number will continue to grow over the course of the next few months as others take new positions and others register in order to nominate deserving student-athletes for Academic All-America honors. Our all-time record is 2,563 total members in 2009; we had 2,496 in 2010.

Here is a breakdown of our current membership: Division I- 1,308, Division II- 328, Division III- 424, NAIA- 166, Junior/Community Colleges- 27, Canadian- 17, Conference, Associate/Lifetime, etc.- 220. All



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membership benefits and membership payment options are found here:  
<http://cosida.com/About/memberbenefits.aspx>.

## Directory Updates

With the membership renewal process mostly completed, **Secretary Digest Editor Jeff Hodges (North Alabama)** is updating and formatting the CoSIDA e-directory, taking the membership and school profiles which the Board requested be updated as part of the membership renewal process. This CoSIDA 2010-11 Directory will be available online and in a PDF format which can be downloaded. Jeff is hopeful to complete this process by the end of October. We will alert the membership when this is completed, and would then encourage each school to alert their media representatives of the e-directory status and/or distribute the PDF.

**If you need to update your information:** Please visit CoSIDA.com at this link to update all your information: <http://cosida.com/update/index.aspx>.

**- To get "CUSTODIAL STATUS" for your school/staff directory account:** Assign a person to be the "point person" to add/delete/change school and staff information and pay membership dues for the entire staff: On CoSIDA.com, go to the Membership link, select "Update Your Directory Information" and "Request Account Custodian Status" (<http://cosida.com/update/index.aspx>).

## Committee Based

Tam Flarup (Wisconsin), Chair of the Special Awards Committee, has finalized a complete checklist and timeline for the various CoSIDA organizational awards which will be presented in June 2011. Membership information and nomination award criteria are found here: <http://cosida.com/Awards/index.aspx>. Nominations for Special Awards are open year-round.

**Please note that the deadline for CoSIDA Special Awards nominations is TUESDAY, JANUARY 11 - a date significantly earlier than in previous years.** This was done to provide more time to handle various administrative and management aspects of the program. We encourage all CoSIDA members to nominate colleagues they feel deserve consideration for any of our Special Awards.

## Academic All-America® Program

• Deadlines for nominations for soccer, volleyball, and football Academic All-America programs can be accessed by clicking here: [www.cosida.com/Awards/allamerica.aspx](http://www.cosida.com/Awards/allamerica.aspx). If you have questions on the process and CRITERIA for Academic All-America candidates, check the "Nomination Criteria" information mid-way down this page. **Those final nomination deadlines are as follows: Men's and Women's Soccer (close at 6 pm ET on Oct. 12th), Women's Volleyball (nominations**

**close at 6 pm ET on Oct. 19th) and Football (nominations close at 6 pm ET on Oct. 19th).** These deadlines will be strictly adhered to. There will be no extensions and no exceptions if the deadline is missed. Please plan appropriately now to make sure you have information in place to meet the respective deadlines.

**Note: The AAA program is now called "ESPN Academic All-America"; no longer is it the "ESPN the Magazine Academic All-America" program.**



- The Board and the leadership of the Academic All-America Committee want to remind all of its members that CoSIDA's "Academic All-America" mark is federally registered. As such, all CoSIDA members must help the Board and AAA Committee monitor the wrongful use of this registered mark. If you see any other organizations, including coaches associations, using this registered mark, please contact AAA Chair Dick Lipe ([rlipe@bentley.edu](mailto:rlipe@bentley.edu)) and CoSIDA Executive Director John Humenik ([jhumenik@bellsouth.net](mailto:jhumenik@bellsouth.net)) immediately. We will then have our legal counsel, Collegiate Images, follow-up with a letter regarding inappropriate infringement of our federally registered mark and they will be asked to "cease and desist" from future use of that mark. We also ask that information and communications directors be careful in their use of the "Academic All-America" mark. Many times over the course of the year we find that our own membership is using "Academic All-America" in releases that they prepare with regard to student-athletes receiving awards for academic achievement from other organizations when in fact those organizations refer to their awards as "All-Academic", "Scholar- Athlete", "Academic All-Star", etc. **We ask that our own membership be cognizant of only using "Academic All-America" in relation to CoSIDA's program. There are no exceptions.**

- With the planned expansion (four programs- DI, DII, DIII, a fourth to be named that would include NAIA, Canadian, two-year schools) of the Academic All-America program now a full go to start for the 2011-12 academic year, the leadership of the AAA Committee and appropriate divisional leadership from DI, DII, DIII and NAIA will hold joint talks and discussions about implementing the expanded program for the 2011-12 academic year. Much of the discussion will center on putting together districts/regions for each specific division that are unique and appropriate to that division instead of having, as is now the case, one district footprint that is the same for all program.

- **Mark Beckenbach (Ohio Wesleyan)** is the CoSIDA AAA Committee's Associate Chair (Internal Ops) and point person with staff at SIDEARM (CoSIDA's website provider) as it relates to starting the enhancements and expansion to our online nomination and selection process. He will work with CoSIDA's divisional leadership groups in this regard.

## National Organizational Initiatives

### NACDA

- **CoSIDA Executive Director John Humenik and Director of External Affairs Barb Kowal** took part in meetings on Sept. 13-14th at National Association of Collegiate Directors of Athletics (NACDA) offices in Cleveland. These meetings concentrated on continued ways to move the CoSIDA/NACDA partnership moving forward as well as discussing various administrative aspects of the "transition" as it relates to CoSIDA's convention becoming a part of the NACDA Convention beginning in June of 2013. John and Barb reported to the Board that these meetings fully indicated a strong joint philosophical commitment to making things work in a positive manner for CoSIDA and NACDA memberships.

### NCAA

- **NCAA Director of Public and Media Relations Erik Christianson** has worked with **CoSIDA Executive Director John Humenik and CoSIDA divisional leadership (Charles Bloom, Joe Hornstein, Scottie Rodgers, Tom Eiser, Rich Herman, Bill Wagner and Erik McDowell)** to put together a panel session for the NCAA Convention in San Antonio in January that will deal with the "Changing Landscape of Collegiate Sports Communications." Erik asked for CoSIDA's help in identifying folks within the athletics community, at each divisional level, that are current ADs/ Conference Commissioners that began their career as SID's before moving into their current roles. The thinking on the part of Erik and CoSIDA's leadership with regard to this panel is that many of the points/ perspectives



that need to be made at the January convention would be best served by having AD's/Conference Commissioners - with work background in sports information/communications - talk about this since virtually all of the San Antonio attendees will not be communications and information directors but AD's, conference commissioners, Presidents and Faculty Athletic Representatives.



- On Sept. 9th, **Dave Wrath (Augustana)** was appointed by **CoSIDA President Larry Dougherty (Temple University)** to be the CoSIDA Board representative on the NCAA Stats and Records Advisory Board. The appointment is a two-year stint. AnnMarie Person, formerly of the Atlantic 10 Conference, was the CoSIDA Board rep for the past two years. Dave will work with Jim Wright and others at the NCAA on this advisory board.
- On September 16th, CoSIDA and the NCAA jointly announced that CoSIDA's Academic All-America Hall of Fame will now be included within the NCAA Hall of Champions. Find the release, which includes statements from Dick Enberg and Hall of Famers Oliver Luck, Amy Perko, Pat Haden, [HERE](#).

## NAIA

- NAIA-SIDA's Board and the leadership of its Branding Committee has been involved in two NAIA national initiatives; the national launch of the [PLAYNAIA Eligibility Center](#) which started on September 1st and a comprehensive branding initiative campaign for the NAIA that would be introduced at the NAIA national convention next April.
- The efforts by NAIA-SIDA's Board (**President Sam Ghrist of Eastern Oregon**) and the NAIA national communications staff (**led by Director of Communications Chad Waller**) to grow CoSIDA membership within that divisional group has been provided some benefits. As of Sept. 22nd the NAIA membership within CoSIDA stood at 166, 58 more than the 108 last year and 41 more than the all-time NAIA high of 125 in 2009. The current 166 NAIA members come from 110 different schools. CoSIDA's Board of Directors is most appreciative of the effort the NAIA leadership is making to grow membership numbers for current and future years within that membership group.



## Division I-A Athletic Directors Association

- For a third consecutive year, **CoSIDA Executive Director John Humenik** was invited to attend the D1-A AD Association meeting in Dallas on Sept. 27-28. In addition to having the opportunity to meet with ADs it also provides Humenik an opportunity to meet with the leadership and Executive Directors of other national organizations that attend.

## CoSIDA Divisional Based Initiatives

- On Sept. 2nd the NCAA News published a story about the NCAA Division III branding initiative which discussed the role that DIII-SIDA's leadership played in helping with various aspects of the initiative and how the DIII-SIDA membership and community is now prepared to carry out the plan at the campus/local level. **That story can be accessed [HERE](#)** and includes comments from **DIII-SIDA President Bill Wagner (DePauw)**.
- **The Board of Directors of DII-SIDA** held a conference call on Sept. 24th to plan/review several matters and held another conference call on Sept. 29th with **Jill Wilson from the NCAA DII national staff** which focused on the new DII websites and a DII Community Engagement Seminar that is being planned for next June.
- **Rich Herman (Clarion), President of DII-SIDA, and CoSIDA Executive Director John Humenik** will participate on a national conference call Friday, Oct. 8th that is being coordinated by **Mike Racy, Vice President of NCAA DII**. The call will also include **Fran Reidy of the DII Athletic Directors Association and Steve Murray of the DII Conference Commissioners**. On August 24 in Indianapolis, this group discussed specific plans and timelines for 2010-11 DII communications-based initiatives; these initiatives included DII-SIDA's leadership coordinating a "Communications Model for DII" document to assist conference commissioners and AD's in better understanding the role and value that communications and

communications directors can play/should play on a DII campus. This "model" concept approach was previously done at the DII level for an overall athletics department model and a conference commissioner office model.

- **CoSIDA 1st Vice President Tom DiCamillo (PacWest Conference)** will represent the CoSIDA Board at the DII Conference Commissioners meetings in Scottsdale from Oct. 13-16. **Jeff Ligney (Communications Director for the Great Lakes Intercollegiate Athletics Conference)** will represent the DII-SIDA leadership group at these meetings.

- **DII-SIDA President Rich Herman** is working with **NCAA VP for DII Mike Racy** to possibly set up an October DII membership conference call so that Mike and his staff can discuss and review various issues with the DII-SIDA membership on communications-based initiatives for the upcoming year.

## Continuing Education

If you have ideas and suggestions for membership continuing education webinars/conference calls, please contact **Shelly Poe (Ohio State), CoSIDA 3rd Vice President** ([poes@buckeyes.ath.ohio-state.edu](mailto:poes@buckeyes.ath.ohio-state.edu)). Shelly will be responsible for putting together several conference calls and/or webinars throughout the course of the academic year and she would very much like to hear from membership regarding topics, panelists, etc. Shelly is hopeful to announce a possible membership-wide continuing education session to take place in October.

## Marketing/Communications Based

- On Sept. 2nd CoSIDA announced that it had agreed to become an affiliate member of the National Association of Sports Public Address Announcers (NASPAA). [That announcement can be read HERE.](#)

- **Director of External Affairs Barb Kowal** has finalized implementation of a new membership based email system much of which has been introduced throughout the month of September. This new system enables the Board and organization to more effectively communicate with the membership in a variety of ways and enables CoSIDA to compose membership blasts that are more graphically appealing and PR-based. In addition to the monthly Board newsletter this new email software system now enables us to send out each month a specific calendar of events, a weekly "Communications Watch" which provides continuing education and industry news and trends, a "Job and Career Center" blast as well as other important information. We hope that you find them to be a positive step forward in a variety of ways. We strongly encourage you to open up these blasts as they do contain important information and deadline related matter.

- Over the month of September, 36 CoSIDA-based stories appeared on NACDA's Daily Review email blast (in a total of 19 daily email blasts for the month) and four in the NCAA Daily Direct E-mail Blast. Due to this effort, several thousands of university and athletics administrators are being exposed to professional and organizational news that primarily only appeared on the CoSIDA website in the past and was thus only viewed by our membership.

- During the month of September, 46 articles were posted on our organizational website ([CoSIDA.com](http://CoSIDA.com)). In addition, the [CoSIDA Twitter page](#) had 198 tweets/postings, all of an informative nature with breaking news and timely topics for athletic communication professionals.

- **CoSIDA Secretary/Editor Jeff Hodges** will be coordinating a project to compile a list of "Distinguished CoSIDA Alums" and will work with **Dave Wohlhueter (CoSIDA Treasurer and retired from Cornell)**, **Langston Rogers (Ole Miss-retired)** and **Nick Vista (Michigan State-retired)** on this project. This group will put a list of folks, along with thumbnail bio sketches, who have achieved a great deal within our profession or began their professional career as communications/information directors and then went on to become Athletic Directors, conference commissioners, TV executives, etc. The intent of this list is to have such a document that can display the impact so many people within the organization/profession have had on intercollegiate athletics in a number of capacities. If you would like to work with Jeff on this project and/or provide some names/brief bio sketches for consideration, please email Jeff at [sportsinformation@una.edu](mailto:sportsinformation@una.edu).

- **CoSIDA Board members Joe Browning (UNC-Wilmington) and Geoff Hassard (SUNY-Oneonta)** will be coordinating the

process of reviewing, elevating and eventually making recommendations to the CoSIDA Board relative to the possible establishment of a new awards program within CoSIDA that could eventually honor "Communications Offices of the Year" in various regions and divisional classifications. NACDA currently has such a program to honor "Athletic Directors of the Year" in four regions and several divisional classifications within each region (FBS, FCS, 1-AAA, D II, DIII, NAIA, two-year).

The thinking is that it might be appropriate to shine a light on those communications offices throughout the country that are doing the best overall jobs, as determined by their peers. Joe and Geoff are looking to develop a program that would have the communications/information directors within given regional and divisional classifications nominate other schools for "Communications Office of the Year" consideration, based on nomination criteria that seeks to identify and honor offices doing the overall best comprehensive jobs in ways important and admired by peer communications directors from their region. Depending on the review, analysis and approval process, it is possible that this new honors program could be instituted for the 2011-12 academic year with a first group of honorees being chosen and announced in May-June of 2012.

- **Barb Kowal, working with Executive Director John Humenik and CoSIDA Board members**, continues work on a CoSIDA marketing/branding document. This initiative came about as a result of meetings CoSIDA leaders had with the NCAA Branding Department on April 15th in Indianapolis. The NCAA has done such documents for recent DII and DIII branding based initiatives and the NCAA and CoSIDA leadership jointly agreed that doing such a document was an important next step for CoSIDA as it seeks to further develop its strategic resource value and "brand" within the collegiate community - "CoSIDA- Strategic Communicators for College Athletics." This project was one of the things reviewed and approved for implementation during Board of Director meetings in San Francisco. The plan is to have this document fully completed by late fall so that it can be used for a variety of proactive PR ventures with other management and coaches groups by the CoSIDA Board and divisional leadership groups over the course of the rest of the academic year.

- **CoSIDA President Larry Dougherty** is putting together an exploratory committee to investigate accreditation for CoSIDA members. The initial thought is to look into rewarding CoSIDA members for continuing professional development, looking at other organizations, such as the Public Relations Society of America (PRSA) as models.

## Membership Services

On Sept. 9th, CoSIDA and Eclaro Sports officially initiated a joint effort to help sports communications professionals move forward in their careers. Eclaro Sports, an executive search firm, is now compiling a confidential database of sports communications professionals, so that when jobs open, it can match up qualified candidates to the position. All CoSIDA members can opt-in to this totally confidential database if they have any interest in moving up in the profession, whether it be to a Director role, a bigger school, or even to pro sports or corporate communications. The joint plan and goal is to try to help all interested CoSIDA members, from an assistant at the smallest school to a veteran running an office at a BCS school. [Read more about this professional development/job search program and how to become part of the database here.](#)



## Convention Based

- **The 2011 CoSIDA Convention dates have changed - moving from June 27-30 (Monday-Thursday) to June 26-30 (a Sunday-Wednesday program).** The Marriott at Marco Island granted CoSIDA's request for the date change; **this will now enable CoSIDA members to get better car rental rates throughout the new Convention period.** On July 1, the car rental rates throughout Florida will be doubled (or more); thus, by ending the Convention on June 29th instead of June 30th, a CoSIDA member can return a car on June 30th at a significantly reduced rental rate through June.

- **Executive Director John Humenik, Treasurer Dave Wohlhueter and External Affairs Director Barb Kowal** have scheduled planning meetings on Oct. 26-27 in Marco Island with the staff of the Marriott.

- Barb Kowal is finalizing a logo concept for the 2011 CoSIDA Convention which we expect will be released to the

membership and posted on our website by October 18th. The first versions of the logo have been shared with the CoSIDA officers and subsequent logo revisions will be underway for a final proofing.

- **Treasurer Dave Wolhueter** has completed the accounting process on the 2010 CoSIDA San Francisco Convention. That report showed we lost \$9,100. John Humenik provided additional Convention fiscal numbers to the Board which were both positive and negative. The positive is that CoSIDA showed some progress in San Francisco versus numbers from the 2009 San Antonio Convention. In San Antonio, there was an extremely large negative gap between the per per registration fee (\$150) and actual per person convention cost (\$377) - a gap of minus \$227. In San Francisco, that gap was reduced by \$75 per person, but it still stood at a minus \$152; the per person San Francisco convention cost to CoSIDA was \$342, and the convention registration fee was \$190). This large gap continues to be a source of concern to the Board as a significant amount of other organizational money (\$93,000 in the case of the SF Convention - 614 attendees x \$152 gap between registration fee and per person convention cost) must be used to subsidize this deficit. Such a situation results in those funds not being available to support other projects and initiatives.

## Sponsorship and Fund Raising

Assignments for fund raising purposes for the upcoming year as it relates to contacting and working with various clients (about 120 in total) have been made to all appropriate Board and staff members. Due to a new email blast system that Barb Kowal has secured on behalf of the organization, there are some additional sponsor -based inventory that has been developed with regard to that email blast that will be provided to our major level sponsors to enhance their exposure and sponsorship value.

## Survey/Research Based

- **CoSIDA President Larry Dougherty** has arranged with **Dr. Laura Hatfield, an assistant professor of sport management at the University of West Georgia**, to survey CoSIDA members for participation in an online focus group to discuss work family conflict and related theories. Those interested will have the opportunity to respond anonymously to the questions in an online discussion board format administered through an online course delivery system. Each online session will last approximately 15-20 minutes, and can be completed at a person's convenience. The first session took place Sept. 7, and ***the final session will be available Oct. 26***. If you are interested in participating, please contact Dr. Hatfield directly at [lhatfiel@westga.edu](mailto:lhatfiel@westga.edu).

- **Joe Moore, a former SID at Central Missouri who is now a professor in the Communications Department at that school**, came to the San Francisco Convention and conducted a series of meetings with various CoSIDA leadership groups from July 3-6th to gather information and input for his dissertation on "Earned Influence in Collegiate Sports PR: Why Some Have it, and Others Don't." The Board feels that Joe's research work, perhaps the most extensive ever conducted on this particular subject matter, can assist it in the future with regard to possible strategic initiatives. He will be working with the Board, and eventually the membership, on this project throughout the year and his results might be available for a presentation at the 2011 CoSIDA Marco Island Convention in late June.

## Of Note and Your Assistance



If you have any article or feature ideas, submissions or suggestions for the upcoming issues of the monthly CoSIDA E-Digest, please contact **Jeff Hodges, Digest editor** ([sportsinformation@una.edu](mailto:sportsinformation@una.edu)); if you have suggestions for CoSIDA.com content or wish to contribute to our website, please contact **Barb Kowal, CoSIDA Director of External Affairs** ([barbkowal@cosida.com](mailto:barbkowal@cosida.com)).

### Upcoming Membership Calendar of Events/Dates to

**Remember/Nomination & Voting Deadlines** - CLICK on the schedule under the "Quick Links" section of this newsletter (top left) to access important CoSIDA schedule and deadline information for October-December. **Please take not of the Academic All-America nomination and voting schedule which begins on October 1 and the Special Awards deadline of January 11, 2011.** The schedule will be updated online as changes occur.

Thank you for taking the time to read our monthly newsletter, and best of luck as the new academic year approaches. Please do not hesitate to contact any member of the Board of Directors or CoSIDA staff members if you have any questions, concerns or suggestions for our organization.

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