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Monthly Membership E-Newsletter

from the CoSIDA Board of Directors

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CoSIDA Monthly Newsletter
Presenting Corporate Partners



November 2, 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 October

As we are all in the tail end of our fall seasons and transitioning to the winter one, we wanted to take this time to share some exciting CoSIDA news that has happened over the past month.

Membership Renewal: CoSIDA sets record

On the Oct. 14th CoSIDA Board of Directors conference call **Secretary/Digest Editor Jeff Hodges** reported that CoSIDA's membership for the 2010-11 year stood at a record 2,643. The previous record was 2,563 for the 2008-09 year and the membership for last year, 2009-10, was 2,497. For 2010-11 the CoSIDA membership, from a divisional standpoint, appears as follows: Division I (1379), Division II (371), Division III (451), NAIA (181), two-year institutions (31), Canadian (17), Affiliated (215). All membership benefits and membership payment options are found here: <http://cosida.com/About/memberbenefits.aspx>.

Directory Updates

With the membership renewal process significantly 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 early

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November. 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..

- 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>).

Board Decision: Membership Dues for 2011-12

On Oct. 14th in a unanimous vote during their monthly conference call, the CoSIDA Board of Directors increased yearly membership dues, effective with the 2011-12 academic year, from \$75 to \$95. For associate members, dues will go from \$80 to \$105; student dues (\$25.00) will remain the same. Even with the increase, CoSIDA's annual association membership dues remains one of only two in collegiate athletics - along with CEFMA (Collegiate Events and Facility Managers Association which was formed just two years ago) - to be below \$100. All the other management groups in collegiate athletics have annual membership dues that range from \$100 to \$395. Two-thirds of the organizations have annual dues that stand at \$150 or higher.

Latest E-Digest

The October issue of CoSIDA's E-Digest can be accessed by clicking here: <http://www.cosida.com/news.aspx?id=2926>. Each monthly E-Digest is available in a PDF version only. The November issue of the E-Digest is expected to be released around mid month.

Committee Based

• Writing Contest

Contest Chair Wade Steinlage (William Penn) and Vice Chair Mark Adkins of Wartburg College are working with their assigned Board of Directors liaison, **John Paquette (Big East Conference)** to adjust deadlines for submission for this CoSIDA

contest. The judging has been stretching into the summer due to late spring deadlines so they will likely come forward with a recommendation to advance the final deadline for submissions to late March. Any story that a SID would want to submit that was written after this deadline would then be eligible for submission the following March. They are also planning to finalize timelines/deadlines and get those to Barb Kowal so she can pass along to membership. This group is also looking for folks who want to judge and they are also approaching some retirees who might have the interest to read, evaluate and judge submissions for different award categories.

• Special Awards

Tam Flarup (Wisconsin), Chair of the Special Awards Committee, has finalized a checklist and timeline for the various CoSIDA awards to be presented in June 2011 during the Marco Island Convention. 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 Special Awards deadline for nominations is TUESDAY, JAN. 11 - a date significantly earlier than in previous years. This was done to provide more time to handle administrative and management aspects of the Special Awards programs. We encourage all CoSIDA members to nominate colleagues they believe deserve consideration for any of our Special Awards.

• Academic All-America® program

Capital One, via ESPN, has approached CoSIDA about possibly becoming the "entitlement rights holder" for the Academic All-America® programs beginning in 2011. Capital One, ESPN and Capital One's marketing agency - Fishbait - held several conference calls with **Executive Director John Humenik** in late September/ early October and Capital One then provided its initial proposal to take over the entitlement rights. Upon review by CoSIDA's officers and AAA leadership Humenik and **CoSIDA President Larry Dougherty** informed Capital One on October 4th that there were several elements to the proposal that were not acceptable in its current form and they requested that Capital One provide a second revised proposal. On Oct. 13, Capital One informed Humenik that they would submit a second proposal in early November for CoSIDA's consideration.

The 2010 fall Academic All-America® teams will be announced on the following dates:

Men's Soccer (University & College Division Teams) - Tue., Nov. 16
Women's Soccer (University & College Division Teams) - Thur., Nov. 18
Women's Volleyball (University & College Division Teams) - Mon., Nov. 22
Football (University and College Division Teams) - Tue., Nov. 23



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

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

• **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.

• The Board and Academic All-America® Committee leadership remind CoSIDA members that CoSIDA's "Academic All-America®" mark is federally registered. As such, CoSIDA members must help the Board and AAA Committee monitor the wrongful use of this registered trademark. If you see any other organizations, including coaching associations, using this

registered trademark, immediately contact AAA Chair Dick Lipe (Bentley University) at rlipe@bentley.edu and CoSIDA Executive Director John Humenik (jhumenik@bellsouth.net). We will have our legal counsel, Collegiate Images, follow up with a letter regarding infringement of our federally registered mark and they will be asked to "cease and desist" from future use of that mark. Many times during the year we find that our own membership is using "Academic All-America" in releases that they prepare for student-athletes receiving academic achievement awards from other organizations - when in fact those organizations refer to their awards as "All-Academic," "Scholar-Athlete," "Academic All-Star," etc. ***We ask that CoSIDA members be cognizant of only using "Academic All-America®" in relation to CoSIDA's program. There are NO exceptions.***

CoSIDA Divisional Based Initiatives

- On October 7th **FAME (Female Athletic Media Relations Executives)** held their first teleconference of the new academic year which was coordinated by **President Natalie Ciccone of the Pac -Ten Conference**. Among the things discussed were future calls, convention programming ideas, making sure deserving candidates were nominated for CoSIDA 2011 awards and Board/leadership posts. FAME will be producing a quarterly newsletter to be posted on CoSIDA.com and sent to all women and interested members in CoSIDA and has established a [FAME Facebook page](#).

- **John Humenik and Barb Kowal** worked with **Dutch Baughman, Executive Director of Division I-A Athletic Directors Association**, on adapting CoSIDA's new weekly "Communications Watch" newsletter for CoSIDA membership (with articles/surveys/commentary/tips on PR and communications "best practices", professional development and continuing education) to a version entitled "Communications Watch for Today's AD." The version for the AD's would provide links on communications-based issues/challenges that should be/would be of interest to AD's. This adapted issue for the AD's would be monthly while the one to CoSIDA's membership would remain a weekly outreach. Dutch approved this idea/concept for his group on Oct. 28 and it was emailed to the entire DIA ADA membership.

- On Oct. 6, **Rich Herman (Clarion), President of DII-SIDA, Dennis Jezek (Barry) and Greg Going (Bowie State)**, the 1st and 2nd VP respectively of DII-SIDA, along with **CoSIDA Executive Director John Humenik**, were invited to attend and participate in a DII Community Engagement Seminar in Indianapolis next June 1-2. Part of that event will be a presentation by DII-SIDA on a DII Communications Model that leadership group is now working on with representatives from NCAA DII, DII-AD Assoc. and DII Conference Commissioners Group.

- On Oct. 7, three members of the CoSIDA Board [**John Humenik, Charles Bloom (SEC) and John Paquette (Big East)**] participated on a conference call of the National Communications Directors which included reps from the NCAA, BCS, CoSIDA and the conference PR Directors for all of the Football Subdivision conference.

- **Rich Herman (Clarion), President of DII-SIDA, and CoSIDA Executive Director John Humenik** participated on a national conference call Friday, Oct. 8th coordinated by **Mike Racy, Vice President of NCAA DII**. The call included **Fran Reidy of the DII Athletic Directors Association and Steve Murray of the DII Conference Commissioners**.

This group began discussions in Indianapolis on Aug. 24th as it related to specific DII plans and timelines for various communications-based initiatives for the 2010-11 academic year. These plans included the DII-SIDA's leadership coordinating the development of a "Communications Model for DII" document that would assist conference commissioners and ADs in better understanding the role and value that communications and communications directors can play/should play on a DII campus. This "model" concept approach previously was done at the DII level for an overall athletics department model and a conference commissioner office model. The Oct. 8th conference call primarily focused on a review of the first draft and developing a second draft of this model which would be discussed on a November conference call. Mike Racy indicated to Rich that when a third draft is developed- likely in Dec./Jan.- Rich will then take that to the DII-SIDA Board for their input.

- **CoSIDA 1st Vice President Tom DiCamillo (PacWest Conference)** represented the CoSIDA Board at the DII Conference Commissioners meetings in Scottsdale from Oct. 13-16.
- **DII-SIDA President Rich Herman** worked with **NCAA Vice President for Division II Mike Racy** to set up a DII membership conference call on Thursday, Nov. 4 at 3 pm ET. Specifics on this membership call, including call-in options and submission of questions, are here: <http://cosida.com/news.aspx?id=2931>.
- On Oct. 27th, **Eric McDowell (Union, NY), Chair of the College Division Management Advisory Committee (CMAC)**, had a conference call with the full CMAC Board. They reviewed various initiatives within each divisional leadership group - DII, DIII, NAIA, Canadian, reviewed the timelines for nominations for 2011 CoSIDA Awards, talked about the status of the Academic All-America expansion that will start in 2011 and discussed some preliminary convention-based programming matters.
- **DIII-SIDA President Bill Wagner (DePauw)** reports that the NCAA Divisional III national staff has finalized and distributed a "branding toolkit" which DIII-SIDA's leadership group helped develop from a conceptual standpoint over the past year. This has been sent recently to the Presidents, Athletics Directors and communications/information directors at all Division III schools and DIII conference offices. This "branding toolkit" aims to help the NCAA DIII national office and the DIII institutions tell its story and distinguish its identity and brand within the intercollegiate community. The comprehensive kits provides "talking points" to the various ambassadors at DIII institutions: Athletics Directors and Athletic Department administration, coaches, Presidents/Chancellors, VP's who have oversight responsibility for athletics, Faculty Athletics Reps, sports communications/information directors, campus communications directors, student-athletes and Conference Commissioners. The toolkit provides a list of talking points that should be presented to various audiences, on and off the campus, with suggestions as to ways to communicate these messages to different audiences.

National Organizational Initiatives

NACDA

- The first "CoSIDA Corner" column of the academic year, penned by President Larry Dougherty, appeared in the October issue of NACDA's *Athletics Administration Magazine*. Read that column [HERE](#).

This year President Dougherty is moving forward with a plan that will rotate authors for this monthly column. The second "CoSIDA Corner" was authored by **Eric McDowell (Union College NY), Chair of the CoSIDA College Division Management Advisory Committee (CMAC)**. McDowell's column, on the value of in-person relationship building and the importance, outreach and influence of CoSIDA's management structure to both athletic communicators and student-athletes, is available on CoSIDA.com [HERE](#).

Each issue of *Athletics Administration Magazine* is sent to over 10,000 university and athletics administrators, with CoSIDA's voice, thoughts and expertise being shared with these key constituents. This, along with the NACDA daily email-blast, provides CoSIDA incredible exposure with all of the other groups within collegiate athletics, something that it did not have prior to CoSIDA's 2008 partnership arrangement with NACDA. *Athletics Administration* is published each October, November, December, February, March, April, June and August.

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. This panel 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 who began their career as SID's before moving into their current roles. The thoughts behind this panel structure is that this topic - a changing communications landscape - can be best presented to the NCAA



audience of AD's, Conference commissioners, Presidents, faculty athletic representatives, etc., by fellow AD's/conference commissioners with career backgrounds in sports information/communications.

NAIA

• NAIA-SIDA's Board and the leadership of its Branding Committee has been involved in four primary NAIA national initiatives this fall: the national launch of the PLAYNAIA Eligibility Center, PLAYNAIA Facebook Faceoff, a comprehensive branding initiative campaign for the NAIA that would be introduced at the NAIA national convention next April and an effort to significantly grow the NAIA membership segment within CoSIDA (membership has grown from 110 in 2009-10 to 181 at this point for 2010-11). NAIA-SIDA's efforts to grow CoSIDA membership has resulted in a significant increase in the number of nominations received from NAIA membership to the fall Academic All-America programs. Total nominations from NAIA members for the sports of soccer, volleyball and football grew from 231 in 2009 to 714 in 2010, an increase of over 200%. The entire CoSIDA Board is most appreciative of NAIA-SIDA's efforts as it relates to this accomplishment.

• **President Sam Ghirst (Eastern Oregon)** and the NAIA-SIDA Board had a conference call on Oct. 14. Among the items discussed/reviewed were the continued efforts of NAIA-SIDA to work with the NAIA national staff on a branding based initiative, how to use the annual NAIA convention in April to advance NAIA-SIDA and the role of communications/information directors within that community, a possible seminar presentation on "communications" at the NAIA national convention in April and advance planning for the NAIA-SIDA convention in late June in conjunction with the CoSIDA convention time period.

• The NAIA National Administrative Council has informed NAIA-SIDA's leadership that it has voted to have a sitting member of NAIA-SIDA on that council beginning in 2012. The NAC initiates operational policies for conferences, association of independents and national competition, national statistical services, national awards and event management.



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). 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 November.

Partnerships

• **Eclaro Sports**, an executive search firm, is continuing to work with CoSIDA and its membership to compile 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: <http://cosida.com/news.aspx?id=2873>.

• On Oct. 5, **Pete Kowalski of the United States Golf Association (USGA)**, a former CoSIDA President, called John Humenik to discuss an initiative that would have the USGA working with CoSIDA to solicit those in the CoSIDA membership interested in staffing various USGA events. Pete proposed this to the USGA management which has cut back on staff and is also not getting the type of local/community media based staffing needs met, due to the use of new technologies which CoSIDA members are proficient in. Kowalski reached out due to his experiences with CoSIDA when CoSIDA had this type of arrangement with the U.S. Olympic Committee. The idea would be for Pete/USGA to compose a letter directing our membership to a particular website where they could choose the event and fill out a form if they are interested in staffing

an event. CoSIDA's role would be to make our membership aware of this. In return, Pete agreed that due to CoSIDA's help with getting the word out on this that they would become a sponsor at some level for our annual convention. Pete indicated that he was hopeful of providing a full presentation in this regard to the Board at some point in late November/early December.

- In late October, CoSIDA entered into an electronic licensing relationship with **EBSCO Publishing**, the world's largest intermediary between publishers and libraries as well as the most prolific aggregator of full text journals, magazines and other sources. EBSCO Publishing will now include CoSIDA and contents from its E-Digest and CoSIDA.com in its extensive database of publications and website available to libraries and researchers. As such, someone who is researching topics like athletic public relations, collegiate athletics, collegiate communications and communicators would be directed to CoSIDA content that is in the EBSCO Publishing data base.

Marketing/Communications/PR Based

- **Director of External Affairs Barb Kowal and John Humenik** are now working with the CoSIDA Strategic Branding Committee (SBC), chaired by **First Vice-President Tom DiCamillo (Pac West Conference)**, to finalize the copy and concept for a "branding and image based document" that will represent and present CoSIDA and our profession. The SBC is a group of leaders representing all of the various groups within CoSIDA. It was convened last fall to finalize CoSIDA's new logo and new strategic branding statement (CoSIDA- Strategic Communicators for College Athletics). On Oct. 22nd, this group had a conference call to discuss the first draft of this document and a decision was made to move forward with two versions- a internal document to be used by our membership to assist them with advancing their role and understanding of that important role within the athletics department and university structure; and a external document which would be used with the other management and coaching organizations to advance an overall understanding of our key professional role within the overall enterprise of intercollegiate athletics. A draft of the internal based document is now being prepared and is scheduled to be presented to the full committee by Nov. 8.

The Strategic Branding Committee is composed of the following CoSIDA leaders: **Eric McDowell (Chair of the College Division Management Advisory Committee)**, **Charles Bloom (Chair of the University Division Management Advisory Committee)**, **Rich Herman (President of DII-SIDA)**, **Bill Wagner (President of DIII-SIDA)**, **Sam Ghrist (President of NAIA-SIDA)**, **Joe Hornstein (Chair of the FBS- Management Advisory Committee)**, **Scottie Rodgers (Chair of the FCS Management Advisory Committee)**, **Tom Eiser (Chair, D1-AAA Management Advisory Committee)**, **Natalie Ciccone (President of FAME)**, **Rob Knox (President of BCSIDA)**, and **Nick Joos (Chair of the Senior Athletics Communicators Council)**. This group will continue to review and refine the copy for this marketing/image based document and then move it into finalize the layout and design.

- **Director of External Affairs Barb Kowal** has fully implemented a new membership based email marketing/PR system. This new system enables the Board and organization to more effectively communicate with the membership in a variety of ways. The new system has enabled CoSIDA to develop membership blasts that are more graphically appealing and PR based and provide opportunities for us to aid our corporate partners in garnering needed membership based exposure.

The monthly membership letter from the Board comes out on the first or second day of each month; "Communications Watch" is a weekly feature that will come out each Wednesday/Thursday; the monthly calendar/schedule will be sent to members during the last week of each month; and the Career Center and Save The Date newsletters will be sent based on need. We hope that you have/will find these new membership based email blasts to be a positive step forward in a variety of ways. We strongly encourage you to view these emails when you receive as they do contain important information and deadline related matter.

- Over the month of October, 34 CoSIDA-based stories appeared on NACDA's Daily Review email blast (in a total of 22 daily email blasts for the month) and three 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 October, 48 articles were posted on our organizational website (CoSIDA.com). In addition, the [CoSIDA Twitter page](#) had 209 tweets/postings, all of an informative nature with breaking news and timely topics for athletic communication professionals.

• **CoSIDA Secretary/Editor Jeff Hodges** continues to coordinate a project to compile a list of "Distinguished CoSIDA Alums" and is working 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 is compiling a list of professionals (along with their bio sketches) who have achieved a great deal within our profession or who began their professional career as communications/information directors and then went on to become Athletic Directors, conference commissioners, TV executives, etc. The list will demonstrate the impact so many people within the 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 e email Jeff at sportsinformation@una.edu.

• **CoSIDA Board members Joe Browning (UNC-Wilmington) and Geoff Hassard (SUNY-Oneonta)** are coordinating the process of reviewing, elevating and eventually making recommendations to the CoSIDA Board for the possible establishment of a new CoSIDA awards program to honor "Communications Offices of the Year" in various regions and divisional classifications. Joe and Geoff provided a first draft of thoughts/concepts during the October monthly Board conference call. 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 to shine a light on those communications offices throughout the country doing the best overall comprehensive jobs, as determined by their peers. Joe and Geoff are looking to develop a program where communications/information directors within given regional and divisional classifications nominate other schools within their respective region for "Communications Department/Office of the Year" consideration. Nomination criteria: identify and honor those offices that are doing the best overall comprehensive jobs in a variety of ways that are important and admired by the region's communications directors. That nomination list would then be voted on by divisional based committees of communications and information professionals to determine the various recipients within each respective division. 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 2011.

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 site is the Marriott Marco Island Beach Resort.**

• **Executive Director John Humenik, Treasurer Dave Wohlhueter and External Affairs Director Barb Kowal** attended planning meetings on Oct. 26-27 with the staff of the Marriott Marco Island Beach Resort. We will be announcing soon some exciting benefits that are close to being finalized with the staff at the Marco Island Marriott Beach Resort and we anticipate that CoSIDA's membership will be able to start making plans (hotel rooms, convention registration, etc.) in mid-January. Keep an eye out for convention based information to assist you in your planning over the course of the next few weeks.

• Barb Kowal and Dave Wohlhueter are working with Brian Binette of Sports Systems, CoSIDA's official convention online registration system provider, to review, update and prepare the convention online registration system for activation around mid January for the Marco Island Convention. We anticipate that all of the online reservation and registration systems will be available to the CoSIDA membership by mid- January.

Sponsorship and Fund Raising

Over the course of October several members of the Board of Directors made initial contact with various clients (about 120 total) for fund raising purposes for the 2011 convention and 2011-12 academic year. Executive Director John Humenik is coordinating the organization for the fund-raising effort and is personally responsible for dealing with 55 potential clients. Larry Dougherty, Joe Hornstein, Shelly Poe, Justin Doherty, Nick Joos, Charles Bloom John Paquette, Kent Brown, Joe Browning, Barb Kowal, Dave Wohlhueter and Jeff Hodges are other members of the Board who will be working other assigned clients .

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 system that will be provided to our major level sponsors to enhance their exposure and sponsorship value over the course of the year.

Survey/Research Based

· **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 3-6 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.

· **Dr. Laura Hatfield, an assistant professor of sport management at the University of West Georgia,** reports that her CoSIDA online focus group to discuss work family conflict and related theories is coming to a conclusion. We would like to thank the 25 CoSIDA members who gave up their time to participate in this study.

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); 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).

Upcoming Membership Calendar of Events/Dates to Remember: CLICK on the schedule under the "Quick Links" section of this newsletter (top left) to access important CoSIDA schedule and deadline information for November-January. **Please take note of the Academic All-America nomination and voting schedule 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. 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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