



# Monthly Membership E-Newsletter

from the CoSIDA Board of Directors

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CoSIDA Monthly Newsletter  
Presenting Corporate Partners



## December 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 November.

We hope everyone had a wonderful Thanksgiving holiday, and had the opportunity to spend some quality family time. As we know it is a busy time in our profession with the change of seasons, it has been an even busier time here within our organization. As you look over this update, you can tell CoSIDA has much to be thankful for this year.

## CoSIDA Record Membership Growing, Tops 2700

On the Nov. 29th CoSIDA Officer's call, **Secretary Jeff Hodges** informed the group that the CoSIDA membership for the 2010-11 academic year has surpassed the 2,700 mark. As of Nov. 29, CoSIDA's membership stands at a record 2,706 - over 200 more than last year's figure (2,497) and 143 more than the previous membership record of 2,563 which was established in the 2008-09 academic year.

## 2010-11 CoSIDA Directory: Online, PDF versions

Secretary/Digest Editor **Jeff Hodges** has updated and released the CoSIDA 2010-11 Directory. It is available in both an online version as well as a PDF version that can be downloaded. We would encourage each school to contact and alert their respective media agencies and representatives to make them aware of the online version as well as distribute the PDF version. This PDF version of the 2010-11 CoSIDA Directory was compiled based on information provided to CoSIDA by individual institutions/organizations as of October 1, 2010.

**PLEASE NOTE: If there are inaccuracies, it is due to those schools/organizations not following up with repeated requests by CoSIDA to**



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**update their directory information prior to the release of this document. If you find inaccurate information for your school/organization we ask you to please go to [CoSIDA.com](http://cosida.com) and do the following:**

- select the Membership link; at the pull-down menu, select "Update Your Directory Information"

- individuals can update their personal information here; to update your school/organization information, you MUST be the custodian of your account

- If you don't have custodial status, you can request that information on the page noted above. If you require assistance, use this link:

<http://cosida.com/contact.aspx> .

## Latest E-Digest

The November issue of CoSIDA's E-Digest can be accessed here: <http://www.cosida.com/news.aspx?id=2979>.

Each monthly E-Digest is available in a PDF version only. The December issue of the E-Digest is expected to be released at mid-month.



## Academic All-America® Program

• **Capital One**, which first approached CoSIDA in September about the possibility of becoming the entitlement rights holder for the Academic All-America® program, had several of its senior executives provide and discuss a revised sponsorship proposal with **CoSIDA President Larry Dougherty** and **Executive Director John Humenik** on November 17. This in-person meeting took place in New York City. There was a good deal of progress made at that meeting in terms of CoSIDA getting a better feel for Capital One's commitment to the Academic All-America® program's core mission and objectives, while providing CoSIDA with a marketing plan and vision for AAA program advancement.

At that meeting, Capital One presented its overall marketing strategy for the intercollegiate community and emphasized that the Academic All-America program® would fill a void that has existed relative to their interest in having a "academic component" as part of their marketing strategy. There were several aspects of the overall Capital One proposal, primarily relating to a demonstrated vision and investment into the Academic All-America Hall of Fame component, which resulted in Humenik/Dougherty asking at that time for a more detailed plan and vision. Both groups felt that the Nov. 17 meeting was significantly productive and resulted in getting CoSIDA and Capital One jointly aligned in the philosophical aspects of a possible partnership. Both



parties agreed to move quickly to see if that partnership could be put together.

On Nov. 22, Capital One provided its third proposal for entitlement rights to Humenik/Dougherty and that was forwarded to the full CoSIDA Board of Directors and the AAA senior leadership staff. On Nov. 23, President Dougherty then called a "special session" conference call for the Board and those AAA committee members at which the executives from Capital One presented their latest proposal and conducted a Q&A session.

At the conclusion of that call, the CoSIDA Board voted unanimously to approve and accept in principle Capital One's latest proposal for AAA program entitlement rights. The Board instructed Humenik to enter into full contract discussions with the Capital One management team with the desired hope of finishing the contract and getting approval and appropriate signatures on both sides by the end of December. If jointly approved, the Capital One contract would begin with the 2011-12 academic year and extend for three years. The transformation of the naming of the Academic All-America® program from ESPN to Capital One could begin early in the 2011 year if details in that regard could be jointly worked out between ESPN, Capital One and CoSIDA.

• 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](mailto:rlipe@bentley.edu) and **CoSIDA Executive Director John Humenik** ([jhumenik@bellsouth.net](mailto: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.**

## Working With National Organizations

### • NACDA

• **CoSIDA Corner for December:** Appearing in the NACDA Athletics Administration Magazine's December issue is the [third "CoSIDA Corner" column](#) of the academic year. This was penned by CoSIDA Third VP **Shelly Poe (Ohio State University)** and can be accessed [HERE](#) at CoSIDA.com as well. Poe, whose primary responsibility as 3rd VP is to coordinate CoSIDA's continuing education program throughout the year, talks about that role and her plans for the year.

This year **CoSIDA President Larry Dougherty** chose to rotate authors for this monthly column. "CoSIDA Corner" has become a key part of CoSIDA's strategic plan and outreach as 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.

• For the third consecutive year **Executive Director John Humenik** has been invited to attend the annual NACDA Mid-Year Affiliates Meeting which will be held in Marco Island from Jan. 29- 31st. The meeting includes the Executive Directors/Presidents of all of the various management groups within the NACDA umbrella. Prior to CoSIDA's partnership agreement with NACDA in December of 2008, CoSIDA was the only management group in intercollegiate athletics that was not a part of this annual meeting.

### • NAIA

- NAIA-SIDA's Board and the leadership of its Branding Committee continue to be involved in four primary NAIA national initiatives: the national launch of the [PLAYNAIA Eligibility Center](#); the [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. (NAIA membership has grown from 110 in 2009-10 to 181 at this point for 2010-11).



- The NAIA National Administrative Council has recently 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.

## • NCAA

- Plans are being finalized with **Erik Christianson - NCAA Director of Public and Media Relations** - as it relates to a CoSIDA contingent attending the annual NCAA Convention in San Antonio from January 12-14. Erik has worked out arrangements that will result in President Larry Dougherty (Temple), DII-SIDA President, Rich Herman (Clarion), College Division Management Advisory Committee Chair Eric McDowell (Union-NY), and CoSIDA Executive Director John Humenik having their convention registration covered by the NCAA as well as several hotel room nights. This group is putting together a series of meetings with NCAA divisional staffers as well members of AD Associations and conference commissioner groups from the various NCAA divisions.

- NCAA Director of Public and Media Relations **Erik Christianson** also played a significant role in a association-wide seminar being presented at the NCAA Convention on January 12th which will deal with "The Evolution of Sports Information and Athletics Communications."



- **Eric McDowell (Union- NY)**, has been extended, and accepted, an invitation from **NCAA VP of NCAA Division III Dan Dutcher** to be on a NCAA Convention panel in San Antonio on Jan. 13. Topics to be discussed are the implementation and activation of the DIII branding identity tool- kit, something that the leadership of DIII-SIDA played a large role in helping to develop.

## Convention Based



- **The 2011 CoSIDA Convention takes place Sunday-Wednesday, June 26-30. The site is the Marriott Marco Island Beach Resort in Marco Island, Florida. See more Convention information [HERE](#). PLEASE NOTE: Online Convention registration, online Marriott Beach Resort hotel reservations under the CoSIDA block, and shuttle service reservations to and from the Fort Myers airport will be activated in mid-January.** For your planning purposes, the room rate per night at this luxurious resort hotel will be \$149.50 per night; again, in order to receive this rate, you will use the CoSIDA room reservation system which will be activated in mid-January.

- You can see early information on the 2011 CoSIDA Convention and view the Marco Island convention logo release here: <http://www.cosida.com/news.aspx?id=2725>.

- CoSIDA's Board of Directors is pleased to announce an arrangement with the Marco Island Marriott Beach Resort and Naples Transportation and Tours (NT&T), Naples, FL, to provide a free shuttle transportation system to and from the Fort Myers airport for all CoSIDA convention attendees - and their family members - on two days around the Convention. Free transportation will be provided on Saturday, June 25, from Southwest Florida International Airport (RSW) to Marco Island (a 45-mile trip) from 10 a.m.-7 p.m.; and on Thursday, June 30th, from the hotel to the airport (from 4 a.m. until noon). Those are the only two days that the free shuttle system will be provided. CoSIDA attendees will be able to plug in their arrival and departure times via an NT&T online reservation system that will

be provided starting in mid-January. The transportation company will provide appropriate shuttles to meet folks in the baggage claim area on arrival and coordinate departures on the 30th. You can read more about this service here:

<http://www.cosida.com/news.aspx?id=2969>.

- CoSIDA's leadership is also working with the Marco Island Marriott Beach Resort and Hertz to provide a special car rental rate for CoSIDA attendees that would enable attendees to reserve a rental car in advance for a one way trip from Southwest Florida International Airport in Fort Myers to the Marriott. CoSIDA attendees would drop the car off at the Marriott upon arrival the same day, and also reserve in advance a car pickup at the hotel on their departure day to return to Fort Myers airport. More details on the car rental rates are forthcoming.

- **Director of External Affairs Barb Kowal and Treasurer 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 (convention, hotel, shuttle system for June 25th and June 30th ) will be available to the CoSIDA membership by mid- January.

- **Barb Kowal** chaired a planning teleconference call of the **Hall of Fame Gala Committee** on November 19. At the 2011 Convention, induction of the CoSIDA Hall of Fame Class of 2011 as well as the new members of the Academic All-America Hall of Fame will be inducted during a formal dinner and ceremony on Tuesday, June 28. Members of the HOF Gala Committee are: Board members **Jeff Hodges (North Alabama), Rob Knox (Kutztown) and Joe Browning (UNC Wilmington); John Humenik; Kowal;** and Academic All-America Committee Chair **Dick Lipe (Bentley University)** along with AAA Committee associate chair/external operations **Bernie Cafarelli (Notre Dame)** and vice chair/marketing & Hall of Fame operations **Jim Seavey (Massachusetts Maritime Academy)**.

## CoSIDA Divisional/Group Leadership Based Initiatives

- On Nov. 3, **Scottie Rodgers (Ivy League), Chair of the Football Championship Subdivision Management Advisory Committee (FCS MAC)**, conducted the first conference call of the Board of Directors of that group which includes one representative from each of the conferences within that subdivision.
- On Nov. 4, **Eric McDowell (Union, NY), Chair of the College Division Management Advisory Committee, and DII-SIDA President Rich Herman (Clarion)** coordinated a conference call with **NCAA Division II Vice President Mike Racy** for the DII-SIDA membership. Topics discussed included: Division II's vision for D-II SIDA; what's new in 2010-11 for D-II institutions; the role of athletic media relations and communications professionals in activating and publicizing the NEW NCAA D-II identity initiatives and branding campaign; promoting the D-II Strategic Positioning Platform and D-II PR/branding toolkits; D-II public website and members-only website; the D-II Community Engagement/Game Environment experience and websites; and allocation of new spending for 2011-12 and 2012-13 to support a separate Division II Academic All-America program as administered by CoSIDA. If you missed that call you can listen to an audio playback of that conference [HERE](#).
- On November 4, 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.
- **DII-SIDA President Rich Herman (Clarion) and CoSIDA Executive Director John Humenik** participated on a national conference call on Nov. 23 that was coordinated by **Mike Racy, Vice President of NCAA DII**. The call also 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. 24 as it related to specific DII plans and timelines for various communications-based initiatives for the 2010-11 academic year.

These plans included having DII-SIDA's leadership coordinate the development of a "Communications Model for DII" document to 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 Nov. 23rd conference call primarily focused on a review of the second draft and developing a third draft of this model which would

be discussed on a future conference call - in either December or January. Mike Racy indicated to Rich that when a third draft is developed, Rich will then take that to the DII-SIDA Board for their input. Rich, John as well as **Dennis Jezek ( Barry) and Greg Going (Bowie State)**, 1st and 2nd VP respectively of DII-SIDA, have been invited to attend and participate in a DII Community Engagement Seminar in Indianapolis June 1-2, 2011. Part of that event will be a presentation by DII-SIDA to DII Presidents and AD's on the DII Communications Model.

- **Scottie Rodgers (Ivy League), Chair of CoSIDA's Football Championship Subdivision (FCS MAC)**, will represent that CoSIDA leadership group at the first ever "FCS Summit" in early January which takes place around the FCS national championship game in Frisco, TX.

## Marketing/Communications Based

- **Barb Kowal and John Humenik** continue to work 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 first draft of the internal based document was presented to the full committee on Nov. 8 and all members of the group were asked to review and provide their feedback/thoughts to Barb Kowal and John Humenik. That was done and a third draft is now being developed with the plan to get that back to the SBC by Thursday, Dec. 2.

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 Comm.)**, **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.

- Recently CoSIDA's leadership developed a "Communications Watch for Today's AD" newsletter concept that was adapted from its "Communications Watch" newsletter that goes out weekly to CoSIDA members. The idea is to take several of the article links that are provided weekly to CoSIDA members, determine which of those are appropriate for the AD group, then provide them to the athletic directors to assist them with "continuing education" as it relates to communications-based issues and challenges. This idea first surfaced in discussions between John Humenik and the leadership of the D 1-A Athletic Directors Association and that group's **Executive Director Dutch Baughman**. The concept was approved in late October by Baughman and since then two "Communications Watch for Today's AD" have been provided and blasted out to the D1-A ADA via Baughman.

Since then John Humenik, working with the various other divisional Presidents/Chairs within CoSIDA, has encouraged each of them to work with the Presidents of the their respective AD and Conference Commissioner groups to get this specific newsletter distributed to their divisional AD's.

- **John Humenik** has begun discussions with the leadership of NACMA to determine if they would like to receive CoSIDA's weekly "Communications Watch" newsletter and distribute to their membership since many of the issues/challenges facing communications directors are also being jointly dealt with by marketing directors.

- Over the month of November, 28 CoSIDA-based stories appeared on NACDA's Daily Review email blast. There were a total of 20 NACDA daily email blasts in November. Additionally, 17 CoSIDA-based features/stories were circulated on the NCAA Daily News Direct emails. 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 November, 32 articles were posted on our organizational website ([CoSIDA.com](http://CoSIDA.com)). In addition, the CoSIDA Twitter page ([www.twitter.com/CoSIDAnews](http://www.twitter.com/CoSIDAnews)) had 352 tweets/postings, all of an informative nature with breaking news and timely topics for athletic communication professionals.
- 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 have provided a first draft of thoughts/concepts to the Board and are now working on a second draft. 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 would focus on identifying and honoring those offices that are doing the best overall comprehensive jobs in a variety of ways that are important and admired by their peer 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 2012.

- **Jeff Hodges (North Alabama)** continues to coordinate the CoSIDA "Distinguished CoSIDA Alums" project. Hodges is working with **Dave Wohlhueter (CoSIDA Treasurer and retired from Cornell)**, **Langston Rogers (Ole Miss-retired)** and **Nick Vista (Michigan State-retired)** to compile a list of professionals (with bio sketches) who have achieved a great deal within our profession or who began their professional career as communications/information directors and 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/bio sketches for consideration, please email Jeff at [sportsinformation@una.edu](mailto:sportsinformation@una.edu).

## 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 hopes to announce a possible membership-wide continuing education session to take within the next month.

## 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>.

## Sponsorship and Fund Raising

- **Tony Alba of the Fiesta Bowl** has informed John Humenik that they will be glad to be one of the headline sponsors for

the "Bowl Beach Bash" that will be held on the beach at the Marco Island Marriott Beach Resort on the evening of June 29, the final scheduled event of the 2011 convention

## Your Assistance Needed

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:** [CLICK HERE](#) or 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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