



## **2009-10 CoSIDA Board of Directors and Divisional Leadership Strategic Initiatives Review**

### **MARKETING/ PR BASED**

- ✓ As part of its overall strategic efforts to better reposition CoSIDA and the profession within the collegiate community, as well as “build its resource/value brand”, a new strategic- based CoSIDA logo and branding platform was developed and introduced in November. “Strategic Communicators for College Athletics” was introduced as our strategic mission and strategic resource value to the collegiate community
- ✓ A complete redesign of our website was launched in mid-June. The basic intent of the redesign was to make sure that it assisted with helping advance now, and the near-future, multiple aspects of the Board’s overall strategic plan that was implemented in the summer of 2008.
- ✓ The Board’s leadership continued to work diligently on relationship building with other groups in the collegiate community in order to be more visible and to build upon its stated strategic objective of having other groups see us as a organization/profession/membership that wanted to be a pro-active resource in assisting them and college athletics in general in dealing with multiple communications-based issues and challenges (a more specific breakdown of this activity with several groups is included later in this summary)
- ✓ Our growing relationships with the NCAA and NACDA led to several dozens of stories being included as part of their daily email blast systems that reached several thousands of university administrators on various topics. Stories that were only reaching our own internal membership in the past were now being directly presented to various affiliated communities, a key component of the organizational strategic plan
- ✓ In April a CoSIDA leadership group met with NCAA representatives from the Communications and Branding divisions to review and discuss CoSIDA branding-based initiatives
- ✓ Due to our relationship with NACDA, “CoSIDA Corner” become a regular part of NACDA’s “Athletics Administration” magazine that reaches thousands monthly within the university community. It provided, and will continue to provide, our leadership with an important opportunity to discuss on a monthly basis a topic/issue/challenge of our choosing with this community in a pro-active manner, something that was not taking place in the past
- ✓ “Being visible” is a key component of the Board’s strategic marketing objectives. In addition to conference meetings and championships CoSIDA was represented at these special national gatherings
  - Div. 1A Athletic Directors Assoc.- Dallas in Sept
  - Knight Foundation Forum- Miami in October
  - National Football Foundation Gala- New York in December
  - ESPN College Football Awards Show- Orlando in December
  - BCS National Championship Game- Pasadena in January
  - American Football Coaches Assoc. Convention- Orlando in January
  - NCAA Convention- Atlanta in January
  - NACDA Mid-Year Meeting- Marco Island in January
  - Final Four- Indianapolis and San Antonio
  - CoSIDA/NCAA joint meetings - Indianapolis in April
  - Canadian InterUniversity Sports Conference- outside Montreal (June)
  - ECAC-SIDA Annual Convention- North Falmouth, MA (June)
  - NACDA Annual Convention- Anaheim (June)

- ✓ As part of meetings with the NCAA in mid- April, the CoSIDA leadership group spent time visiting with the NCAA branding and communications departments to discuss CoSIDA's branding initiatives, branding logo and branding mission statement ("Strategic Communicators for College Athletics"). General feedback was that CoSIDA has made a big leap forward in repositioning itself within the college community and enterprise of intercollegiate athletics as a result of these efforts.
- ✓ This past October CoSIDA announced a partnership with the V Foundation for Cancer Research and other collegiate administrative organizations in promoting and raising cancer research awareness in conjunction with celebrating National College Football Day, the sixth annual to be held on Saturday, Nov 7<sup>th</sup>. National College Football Day, originated by the AT&T Cotton Bowl to honor the first-ever college football game played between Princeton and Rutgers on Nov. 6<sup>th</sup>, 1869, took on charitable partner- The V Foundation for Cancer Research in 2006- to help gain awareness and funding for cancer research via this celebration event. CoSIDA now joins groups like the American Football Coaches Association, the National Association of Collegiate Football Officials, and the Football Writers Association of America in commemorating the annual birthday of college football while supporting the fight against cancer. CoSIDA's Board approved this relationship at its meetings in San Antonio this past June.

## RELATIONSHIP BUILDING- Affiliated Organizations

### ✓ NCAA

- Leadership continued to work closely with Erik Christianson of NCAA Communications Department to build working relationships with various divisional leadership groups within the national office as well as chairs of appropriate cabinets
- Continued to jointly work on initiatives, issues and challenges that involved a role of positioning communications directors as "strategic resources"
- CoSIDA leadership was proactive in dealing with the NCAA Div. 1 Recruiting Cabinet as it related to their discussion of the printed media guide as well as a review of "communications" issues in the recruiting realm at D1 level.
- The "pro/con" analysis document that the DI leadership of CoSIDA prepared for the DI Recruiting Cabinet's discussion of the proposals related to "printed guides" in June of '09 was also provided to all members of the D1 Legislative Council in Feb. 2010 prior to that group making a final decision on these proposals in April. That cabinet has also indicated their interest in working with CoSIDA as it relates to their upcoming review of issues as it relates to "communications with potential student-athletes".
- CoSIDA leadership sought, and received, an opportunity to provide an advisory group that worked with the D1 Amateurism Cabinet with regard to discussions dealing with the commercialization of student-athletes at that divisional level. They worked with this cabinet to help draft a list of specific things schools can and cannot do relative to the use(s) of student-athlete likenesses
- CoSIDA and DIII-SIDA leadership jointly worked with the NCAA DIII leadership in Indy to enable DIII-SIDA to become involved in discussions with regard to a branding initiative campaign within DIII. As a result, DIII-SIDA Board was asked to be a strategic advisory board to the NCAA DIII in this regard
- CoSIDA and DII-SIDA leadership jointly worked with the NCAA DII leadership at the national office to enable the DII-SIDA Board to become a strategic advisor with regard to branding and communications-based issues at that divisional level
- Worked closely with Gary Brown of NCAA News to get numerous CoSIDA based stories published and placed on daily e-mail blast
- CoSIDA was represented at the annual NCAA convention in Atlanta this January. At that event specific meetings were held with DII, DIII NCAA leadership groups
- Eric McDowell- Chair of CoSIDA's College Division Management Advisory Committee- participated on an April conference call with the leadership of the NCAA's Educational Affairs Department and the NCAA's national Student-Athlete Advisory Committee. He followed that up with a personal visit with Maricela Stukie of the NCAA Educational Affairs department on April 15<sup>th</sup> while he was in Indianapolis as part of a CoSIDA leadership group that was conducting joint meetings with several NCAA staff.
- A joint meeting of CoSIDA Board and divisional leadership was put together with appropriate NCAA staff in Indianapolis on April 15-16 to discuss ways to further our growing working relationship to help each other achieve objectives while jointly working on appropriate issues and challenges
- A meeting took place in Indianapolis on April 14<sup>th</sup> between CoSIDA leadership and the NCAA Corporate Affairs Group relative to that NCAA division helping CoSIDA advance its Academic All-America program
- CoSIDA leadership has worked closely with Erik Christianson to help position the NCAA in a very prominent role at this year's CoSIDA Convention in San Francisco. The NCAA will be one of the sponsors for our Hall of Fame Gala event on July 6<sup>th</sup>. Also that day, Erik Christianson will lead a panel discussion for

our full membership that will deal with the unveiling of a strategic planning model that Erik and his staff have been working on which they believe can be used at the campus level to help communications directors think and plan in a more strategic approach. In addition, Mike Racy and Dan Dutcher- VP for NCAA II and III- will hold discussions with CoSIDA's DII-SIDA and DIII-SIDA leadership and membership

## ✓ **NACDA**

- NACDA's Daily Email Blast provided the opportunity for dozens of CoSIDA based stories to be sent to thousands of university administrators on a regular basis, something that was not the case prior to our current partnership relationship with them
- CoSIDA President now has a dedicated monthly column- CoSIDA Corner- that appears in the NACDA monthly magazine- Athletics Administration- that goes to over 10,000 athletics and university administrators nationwide. Provides us with a regular communications vehicle we did not have to directly reach this group with regard to our thoughts on various issues and challenges.
- CoSIDA- John Humenik- was invited, and participated, in NACDA's annual Mid-Year meeting which includes the Presidents/Executive Directors of all of the management organizations in collegiate athletics. We did not have this participatory opportunity prior to the Board's approval in Dec. of 2008 of a CoSIDA/NACDA partnership. This meeting provides a valued opportunity for CoSIDA to discuss its strategic objectives, how it might be of aid to other specific groups and vice-versa. It plays a significant role in helping to place CoSIDA as a valued resource partner within the collegiate community
- John Humenik attended the annual NACDA convention in Anaheim in mid June to provide an update to the various NACDA affiliate leadership groups on progress as it relates to various strategic initiatives
- Relationships built via the NACDA partnership enabled CoSIDA to continue to develop strategies with regard to working jointly with each of the respective groups affiliated with NACDA such as AD Associations, Conference Commissioner Groups, Marketing Directors, Compliance Directors, etc. The opportunities to build mutually beneficial relationships that have resulted from the partnership have proven to be a valuable addition and component to CoSIDA's strategic advancements.

## ✓ **NAIA**

- A letter was sent to Rick Stephens- Chair of the NAIA Conference Commissioners- in August asking that when appropriate that organization call upon NAIA-SIDA as a resource. Rick said he appreciated this outreach and would indeed do that if/when appropriate
- Chad Waller of the NAIA national office sent out a link to all NAIA AD's, Conference Commissioners and SID's that provided a recap of a continuing education session that CoSIDA held in February dealing with "Alternative Options to the Printed Guide".

## ✓ **Athletic Directors Associations**

- John Humenik received an invitation to the DIA- Athletics Directors meeting in Dallas (late September) for the second consecutive year and he was also granted the opportunity to address that group and answer questions as it related to communications-based issues
- John Humenik, working with Rich Herman- President of DII-SIDA, was successful in setting up a monthly conference call between DII-SIDA and DII-Athletic Directors Assoc.
- John Humenik, Rich Herman, Eric McDowell and Bill Wagner received an invite to attend the DII-ADA reception at the NCAA Convention in Atlanta in mid January
- At the annual NACDA Mid-Year Meeting in January, John Humenik had the opportunity to address the Presidents of AD Associations from all of the divisional levels within college athletics
- In June, CoSIDA received an invitation from Dutch Baughman- Executive Director of the Division I-A Athletic Directors Association- to become part of the CHAMPS National Board of Advisors, one of that organization's national program. In addition to that general invitation, CoSIDA was also asked at that time to specifically become a part of a national task force within that Board of Advisors that, " Will focus on and discuss the key issues impacting student-athletes, establish guidance on those issues, and present that broader perspective to the Div. I-A Athletics Directors."
- Eric Schoh, a VP for DII AD Association, will represent that group at the CoSIDA Convention in San Francisco
- Began the process of looking into the possibility of us doing a monthly E-newsletter presented specifically by CoSIDA to the ADA/Conference Commissioner groups for the benefit of helping AD's/Commissioners better understand and deal with communications-based issues/challenges

## ✓ **Conference Commissioners Groups**

- Jim Naumovich (DII), Chris Martin (DIII) and Rich Stephens (NAIA), Chairs for each of those respective Conference Commissioner Groups, responded in a positive way to CoSIDA request last July that they work more closely with us on communications-based issues and challenges
- Jim Naumovich, Chair of the DII Conference Commissioners, provided an opportunity at the NCAA Convention in Atlanta in January for John Humenik and Rich Herman to address that group
- Julie Rupert of the DII Conference Commissioners Group joined in May a regular conference call put together by Mike Racy- VP of DII at the NCAA- which includes reps from DII ADA, DII Management Council, DII-SIDA and CoSIDA
- Rich Herman worked with Jim Naumovich to send out a letter to all DII Conference Commissioners asking that they consider using some of their respective NCAA conference grant money dedicated for professional development to be used to send communications and information directors to the CoSIDA convention in the future.
- Julie Ruppert, representing the DII Conference Commissioners, plans to attend the CoSIDA Convention in San Francisco

## ✓ **National Center for Spectator Sports Safety and Security**

- Seminar was presented at CoSIDA Convention in San Antonio that concentrated on the need for Communications Directors to be significantly involved in this training and on-site organization
- Worked with Executive Director, Lou Marciani, to put together a joint letter from NCS4/CoSIDA that went to all members of CoSIDA in November discussing need for training relative to dealing with issues of safety and security and to encourage participation in such training sessions that take place around the nation. One of purposes of letter was for communications directors to present it to others within athletics departments to encourage them to include SIDs within this discussion
- Lou worked within NACDA leadership to express the need for CD to be included as part of the “team” that needed to be trained to deal with such issues

## **SPECIFIC DIVISIONAL BASED LEADERSHIP INITIATIVES**

### ❖ **Division I**

- ✓ For the second consecutive year CoSIDA- John Humenik- was invited to attend and speak at the Division IA Athletics Directors Conference in Dallas in late September.
- ✓ CoSIDA (John Humenik) continues to have a representative that participates on a monthly call with the NCAA, BCS and PR Directors for all FBS conferences
- ✓ In November a letter was sent to Petrina Long (UCLA), Chair of the Division I Recruiting Cabinet, requesting that CoSIDA be represented and be used as a resource with regard to that Cabinet’s recent announcement that it will be closely reviewing the Division I Recruiting Model over the next year, including an examination of “communications” as it relates to that process. That request was granted in December and CoSIDA is currently waiting for direction on how it might be of assistance
- ✓ In November a letter was sent to Mike Rogers, Faculty Athletic Representative at Baylor University who serves as Chair of the Division I Amateurism Cabinet requesting that CoSIDA be represented and used as a resource with regard to that Cabinet’s recent announcement that this group would be seeking to draft legislation proposals for the 2010-11 cycle that would specifically seek to delineate what institutions can and cannot do with student-athlete names and likenesses in regard to commercial activity. That opportunity was granted in December and a conference call was conducted in January of 2010 with a CoSIDA DI appointed committee
- ✓ In February CoSIDA’s “pro/con analysis” document with regard to the discussion of “printed media guides” was passed along to the D1 Legislative Council to assist them in their deliberations.
- ✓ In February, the Univ. Division Management Advisory Committee (one rep from each of the DI conferences) decided to move forward, based on the success taking place with specific divisional SIDA groups within the CDMAC umbrella- especially DII and DIII-SIDA- with a restructuring of that committee that would more closely align with the CDMAC. It was proposed that FBS-SIDA, FCS-SIDA and DI-AAA SIDA leadership groups be formed that jointly work within the UDMAC leadership umbrella to advance overall CoSIDA/DI strategic objectives but also specifically concentrate on those divisional specific strategic objectives and building appropriate relationships with the three respective AD Associations.
- ✓ On April 15-16 a few DI members of the CoSIDA Board (Justin Doherty, Larry Dougherty), as part of a joint CoSIDA leadership group that went to Indianapolis to hold joint meetings with appropriate NCAA staff, held some specific

meetings with NCAA D1 leadership staff (David Berst, Wally Renfroe, Chuck Wynne, Michelle Hosick, Bob Williams and Erik Christianson) with regard to objectives and initiatives

- ✓ In June, CoSIDA received an invitation from Dutch Baughman- Executive Director of the Division I-A Athletic Directors Association- to become part of the CHAMPS National Board of Advisors , one of that organization's national program. In addition to that general invitation, CoSIDA was also asked at that time to specifically become a part of a national task force within that Board of Advisors that, " Will focus on and discuss the key issues impacting student-athletes, establish guidance on those issues, and present that broader perspective to the Div. I- A Athletics Directors."

## ❖ **Division II, III, NAIA**

- ✓ At the 2009 convention in San Antonio the CoSIDA Board and respective divisional leadership groups put together a list of specific goals and objectives with regard to advancing "College Division initiatives" and visibility for the 2009-10 year. With that in mind
  - In July-August the Board's leadership sent individual letters to Presidents/Chairs of various leadership groups within DII, DIII, NAIA (AD Association, Commissioner Group, NCAA/NAIA staff liaisons) relative to our organization in general, and each specific divisional leadership group (DII-SIDA, DIII-SIDA, NAIA-SIDA) in particular, expressing our desire to be involved as a resource in discussions that involved communications-based issues/challenges and/or impact on its people at each respective level.
  - **DII level initiatives/ results** – July-August pro-active approach resulted in DII Athletics Directors Association, the DII Conference Commissioners and the NCAA DII leadership in Indianapolis agreeing that there was a benefit to both groups in working at building better relations.
    - ✓ Jason Galeska, NACDA staff liaison with DII-ADA, worked with John Humenik to get a discussion about CoSIDA wanting to work more closely with the DII-ADA on the agenda for that group's meeting in August.
    - ✓ ADA discussion in August regarding CoSIDA request resulted in the DII ADA and DII-SIDA agreeing to hold a monthly teleconference between Rich Herman (President of DII-SIDA) and Eric Schoh (3<sup>rd</sup> VP of DII ADA). This started in Sept.
    - ✓ Rich Herman- President of DII-SIDA- joined John Humenik and Eric McDowell- Chair of the College Division Management Advisory Committee- in attending the NCAA Convention in Atlanta in mid January. At that event
      - Mike Racy- VP for NCAA DII- met with this leadership group to discuss specific ways to enhance a working relationship for the betterment of both groups
      - At the invitation of Jim Naumovich- Chair of the DII Conference Commissioners- this leadership group had the opportunity to make a presentation to that group about CoSIDA's strategic initiatives to help all divisional groups within college athletics by being a resource group in dealing with communications-based issues.
      - At the invitation of the DII Athletics Directors Association leadership the CoSIDA contingent attended a private reception for the DII Athletic Directors at which time discussions were held about some putting together a joint DII-III NCAA membership seminar for next year's NCAA convention which would feature former SID's/Communications Directors who are now DII and DIII AD's and Conference Commissioners. That group would discuss the need/value/role of communications directors from a AD and Commissioner perspective
      - Rich Herman, Eric McDowell and Bill Wagner – President of DIII-SIDA- met with Roberta Page of NCAA Championships on score reporting and printed program issues in hopes of assisting the communications directors who have concerns in this area
      - Rich Herman, Eric McDowell and Bill Wagner – President of DIII-SIDA- and John Humenik met with Erik Christianson of NCAA Communications to strategize about joint ways for the NCAA to work with/help communications directors at the DII and DIII levels and ways that those communications directors could help the NCAA Communications staff better carry out initiatives at the DII and DIII levels.
  - ✓ As a result of meetings held at the NCAA Convention in Atlanta in January, Mike Racy- VP of DII at the NCAA- put together a Feb. 23<sup>rd</sup> conference call that included DII-SIDA, DII-ADA, DII Management Council, DII NCAA representation to discuss the need for this combined group, including a rep from DII Conference Commissioners group, to meet regularly to discuss and advance DII communications initiatives. That call led to the following:

- DII-SIDA being acknowledged as a key component moving forward with regard to advancing NCAA DII national communications and branding initiatives
  - DII-SIDA's Board being asked to serve, when necessary, as a strategic advisory board to NCAA DII staff, DII-ADA, DII Management Council and DII Conference Commissioners
  - DII-SIDA's Board being asked to review/amend the checklist that has been put into place by NCAA DII national staff relative to things that SID's can/should do at the campus level to carry out the DII branding initiatives
  - DII-SIDA's Board being asked to compile a communications-based model for use by AD's and SID's at the DII level that would try and mirror such a model that has been developed by the DII-ADA
- ✓ An April 9<sup>th</sup> conference call was setup as a result of a group desire on the Feb. 23<sup>rd</sup> call to continue to discuss joint efforts to advance communications-based initiatives at the DII level. That call between NCAA DII office, DII ADA, DII-SIDA and DII Management Council reps concentrated on further discussions regarding the desire to have DII-SIDA Board work on a specific checklist of things that schools could do to assist the NCAA DII branding initiative- "I Choose DII"- and an overall communications-based model for use at the DII level. Plan was developed to roll-out the checklist at the CoSIDA Convention in San Francisco in July and the overall communications-based model early in 2011.
  - ✓ Rich Herman – President of DII-SIDA- represented that membership group at joint CoSIDA/NCAA meetings in Indianapolis on April 15-16<sup>th</sup>. In addition to participating in several joint sessions he also met separately with NCAA DII leadership- Mike Racy, Teri Steeb and Stacey Osborn on specific DII objectives and initiatives
  - ✓ On May 4<sup>th</sup> Mike Racy coordinated a conference call- which added Julie Ruppert representing the DII Conference Commissioners to a group that included reps from ADA (Eric Schoh), Management Council (Bob Fortosis), DII-SIDA (Rich Herman) and CoSIDA (Eric McDowell and John Humenik). Purpose of call was to continue to refine the "tool kit" that will be presented to the DII membership at CoSIDA convention to assist them in strategically carrying out the DII branding and communications initiatives.
  - ✓ On May 5<sup>th</sup> Mike Racy informed Rich Herman and John Humenik that, "The Division II Presidents Council has agreed to add the following language to their new Athletics Oversight Summary tool that will be shared with all Division II presidents this summer. It covers about 15 key athletic dept strategies or functions that CEOs must be engaged and it offers suggested questions/topics that CEOs should follow to visit with athletic department staff on a regular basis. Strategic Communications- Discuss the athletics department's efforts in communicating the Division II student-athlete experience. ·What efforts has the athletics department taken to promote the student-athlete experience at our institution? ·Does the athletics department work with the university relations office to enhance our strategic communications efforts? ·What are the specific performance measurements we are using to evaluate the effectiveness of our sports information/communications director in telling our athletics department's story?"
  - ✓ On May 11<sup>th</sup> Jim Naumovich- Chair of the DII Conference Commissioners- sent out a letter, prepared by Rich Herman, to all conference commissioners at the DII level asking that they consider now, and in the future, the use of some of the NCAA conference grant money that is allocated for professional development purposes be used to send DII communications and information directors to the CoSIDA convention.
  - ✓ Rich Herman and John Humenik, at the invitation of Commissioner Julie Ruppert, addressed the PR Directors for the Northeast 10 Conference on May 25<sup>th</sup> in Springfield, MA
  - ✓ Due in large part to the productive working relationships built with the DII management community, Mike Racy – VP of DII at the NCAA, Eric Schoh of the DII AD Assoc., Bob Fortosis of the DII Management Council and Julie Ruppert of DII Conference Commissioners Group have decided to come to the CoSIDA Convention in San Francisco in July to discuss various strategic initiatives and the importance of DII-SIDA and DII membership in executing strategic objectives.
- **DIII level initiatives/results**- July-Augusts pro-active approach resulted in DIII Commissioners Group as well as NCAA DIII leadership in Indianapolis responding to our request and that led to other things
    - ✓ Jointly the CoSIDA Board and leadership of DIII-SIDA in August of '09 asked the NCAA DIII leadership groups to include DIII-SIDA as part of any national discussion group that would be dealing with the branding identity campaign that was being developed within DIII. That approach eventually resulted in a Nov. conference call between DIII-SIDA leaders and DIII

leadership in Indy in preparation for presenting this to NCAA DIII leadership (Presidents and AD's) at NCAA convention in Atlanta in Jan of '10.

- ✓ November conference call resulted in DIII-SIDA being asked to become a strategic advisory group to the NCAA Division III staff on carrying out various tactical and communications aspects of the branding initiative
- ✓ As a result of this November conference call, Bill Wagner- President of DIII-SIDA - was asked by the NCAA DIII leadership in Indy if he would come to Atlanta for the NCAA convention to participate in the discussion/ presentation of this branding campaign with Presidents/AD. At that convention
  - Bill Wagner, Eric McDowell- Chair of CoSIDA's College Division Management Advisory Committee- represented CoSIDA/DIII-SIDA at the branding initiative unveiling that was attended by several hundred NCAA DIII membership from around the nation
  - Bill, Eric and John Humenik personally met with Dan Dutcher- VP of NCAA DIII- at the NCAA Convention and that meeting reaffirmed a joint commitment to work on improving and developing a long term relationship that would benefit both the NCAA DIII leadership at the national headquarters as well as DIII-SIDA
  - At the invitation of the DII Athletics Directors Association leadership the CoSIDA contingent, including Bill Wagner of DIII-SIDA, attended a private reception for the DII Athletic Directors at which time discussions were held about some putting together a joint DII-III NCAA membership seminar for next year's NCAA convention which would feature former SID's/Communications Directors who are now DII and DIII AD's and Conference Commissioners. That group would discuss the need/value/role of communications directors at the DII-III level from a AD and Commissioner perspective
  - Bill Wagner, Eric McDowell and Rich Herman – President of DII-SIDA- personally met with Roberta Page of NCAA Championships on score reporting and printed program issues in hopes of assisting the communications directors who have concerns in this area at the DII and DIII divisional levels
  - Bill, Eric McDowell, Rich Herman and John Humenik met with Erik Christianson of NCAA Communications to strategize about joint ways for the NCAA to work with/help communications directors at the DII and DIII and ways that those communications directors could help the NCAA Communications staff better carry out initiatives at the DII and DIII levels.
- ✓ DIII-SIDA leadership held conference calls with NCAA DIII leadership in late January to continue to provide thoughts and directions with regard to the DIII branding initiative
- ✓ John Humenik, Bill Wagner and Eric McDowell sent a letter to Dan Dutcher- VP for DIII at the NCAA- on April 12<sup>th</sup> that inquired about the possibility of the NCAA setting up a "DIII Communications Director Institute" similar to what is being put into place in terms of a "DIII Faculty Athletic Representative Institute,". Was expressed that such an "Institute" for communications directors would enable the NCAA to train such folks in "best practices and strategies" to carryout communications and branding initiatives at the DIII level in a more effective manner at the campus and conference levels.
- ✓ Bill Wagner represented DIII-SIDA at a joint CoSIDA/NCAA meeting in Indianapolis on April 15-16<sup>th</sup>. In addition to taking part in several group sessions, Bill, along with Eric McDowell, also met with several members of the NCAA DIII leadership staff to jointly plan relative to objectives and initiatives
- ✓ On May 3rd Azure Davey of the NCAA DIII staff, who serves as a liaisons to the Division III Membership Committee wrote Bill Wagner and Eric McDowell and said, " One of the things we're charged with is upkeep and general maintenance of the Institutional Self-Study Guide (ISSG). In taking a look at the ISSG and thinking about a couple of concepts you voiced in recent conversations in Indianapolis with Dan Dutcher and Leah Kareti, I'd suggest adding a couple of questions to the ISSG that are along the lines of providing adequate SID staffing so that all teams receive equal/adequate coverage. I'd also suggest adding some other SID-related items (e.g., professional development, etc.). Please take a look at the following questions as well as the attached 2009-10 ISSG and let me know your thoughts and feedback. Here are the questions I've produced to date: \* Does the institution provide adequate sports information staffing and resources such that each sport designated as a part of the institution's intercollegiate athletics program receive equal and adequate coverage? \* College Sports Information Directors of America (CoSIDA) Workshop? Most recent dates of attendance; List of individuals by title. \* Does the institution provide a method for ensuring/monitoring/evaluating adequate sports information staffing and resources for each sport designated as a part of the institution's intercollegiate athletics program?" Bill provided this for feedback to DIII-SIDA Board.

- ✓ Due in large part to the productive working relationship that has been established, Dan Dutcher- VP of DIII at the NCAA- has decided to come to the CoSIDA Convention in San Francisco to meet with the DIII-SIDA leadership and membership.
- **NAIA** - the national office in KC (Chad Waller) and the Conference Commissioner Assoc. (Rich Stephens) responded that they would welcome more NAIA-SIDA direct involvement
  - ✓ In February Chad Waller sent out to all NAIA AD's, Conference Commissioners, SID's an extensive recap of "Alternatives to the Printed Guide" conference call/webinar that CoSIDA coordinated on the subject
  - ✓ John Humenik and Chad Waller agreed in March to hold some joint conferences and meetings in San Francisco to better determine a specific strategy/approach to get the NAIA-SIDA leadership and membership more engaged with the NAIA national office and other leadership groups at that divisional level.

❖ **Following is a list of some other things done to encourage relationship building with divisional groups in the athletics community**

- ✓ At the urging of the NCAA, a joint meeting of CoSIDA Board and divisional leadership met with appropriate NCAA staff in Indianapolis in April to discuss various issues/challenges and continue to build a strong working relationship
- ✓ Board and divisional leadership groups invited leadership of AD/Commissioner groups to participate on teleconferences with appropriate CoSIDA divisional leadership/membership
- ✓ Board encouraged divisional leadership groups within CoSIDA to schedule teleconferences/webinars for benefit of respective divisional groups
- ✓ CoSIDA was invited to NACDA's mid- year meeting which provided an opportunity for CoSIDA to address respective divisional and management groups for a dozen-plus other organizations in collegiate athletics.
- ✓ The Univ. Division Management Advisory Committee determined in February that the formation of three specific SIDA Boards (FBS- SIDA, FCS-SIDA, DI-AAA – SIDA) was appropriate so that each of those respective groups could work on building better productive relationships with the AD Associations in each of those divisional groups and focus better on specific issues/challenges within each of those various divisional groups. Each of these three SIDA groups would continue to work within the UDMAC organizational umbrellas to advance general DI objectives and needs.
- ✓ CoSIDA Board, Academic All-America Committee, DII-SIDA and DIII-SIDA Boards are currently working with the NCAA DII and DIII national leadership to significantly expand the AAA awards program within the college division community.
- ✓ CoSIDA- John Humenik- attended the annual NACDA Convention held in Anaheim in mid June. He provided updates to various NACDA affiliated groups on several CoSIDA strategic initiatives.

**ORGANIZATIONAL- Overall Management/Administration Related**

- ✓ Constitution updated/revised as a result of many things that took place over course of 2008 and 2009.
- ✓ Detailed checklists, timelines, responsibilities continued to be developed to improve overall management and efficiency
- ✓ Newly-created Director of External Affairs post (Barb Kowal) gave organization a point person for three primary areas- communications, identity/branding/marketing, all-around convention coordination- for first time in history
- ✓ Continued growth of Executive Director role and development of duties associated with this new post resulted in more positive movement relative to divesting officer positions on Board from convention and fund-raising related matters
- ✓ Executive Director role continued to evolve into one that enabled the Board/leadership to get and stay bettered focused on desired strategic objectives and initiatives
- ✓ Board's stated objective of creating a more "federated management structure" and developing specific invested leadership groups within the organization continued to expand.

- ✓ Board continued to “centralize” functions in areas of fund-raising, sponsorships, communications, web-related, convention management
- ✓ The College and University Division Management Advisory Committee concepts- now in 2<sup>nd</sup> year- continued to blossom into a key leadership role within the organizational structure
- ✓ DII, DIII and NAIA-SIDA leadership groups grew their profiles and leadership roles within the organization and respective collegiate divisional communities.
- ✓ Based on the success that DII and DIII-SIDA organizations had achieved in advancing strategic objectives with other management groups at those levels, CoSIDA’s DI leadership group -Univ. Division Management Advisory Committee- determined it was best to form three specific SIDA organizations within that divisional level; FBS-SIDA, FCS-SIDA and DIII SID. All three would have Boards (one rep from each of the respective conferences that makeup that division) with a Presidents. The Presidents would then be part of the Executive Committee for the UDMAC
- ✓ Organization’s “Code of Ethics” revised/updated
- ✓ Continued the process of evaluating VP and Past President posts to assign duties responsibilities that would better ensure that each is spending more time on organizational/professional issues and needs rather than primarily convention based
- ✓ Corporate partner TRZ worked with leadership groups to provide additional and expanded alternative formats for conference calls

## COMMITTEE RELATED

- ✓ All committees were closely evaluated throughout the year in terms of level of production, leadership, proper name, etc.
- ✓ All committee chairs were requested to provide to Board leadership- prior to start of new year- a specific set of goals and objectives to be executed in the upcoming year
- ✓ All committee stated goals and objectives for 2009-10 year related specifically as to how would they advance the organizational strategic plan
- ✓ Committee chairs and appropriate Board liaison held monthly calls to review goals/objectives and status
- ✓ Each committee chair made a presentation to full Board on a conference call during the middle of the year relative to status on carrying out goals and objectives
- ✓ An organizational chair position was established for Special Award so that there would be more consistency within that committee from year to year and help divest the 3<sup>rd</sup> VP of several organizational duties in that regard

## ACADEMIC ALL-AMERICA PROGRAM

- ✓ The NCAA agreed that its Hall of Champions in Indianapolis should provide a plaque listing CoSIDA’s Academic All-America Hall of Fame members.
- ✓ The Board determined that in order to enhance the annual AAA Hall of Fame induction ceremony at the CoSIDA Convention it should become part of an overall “Hall of Fame Gala” banquet and induction ceremony combined with CoSIDA’s Hall of Fame induction
- ✓ ESPN agreed to renew their corporate support for the Academic All-America “teams programs” for another year. The contract now runs until June 30<sup>th</sup>, 2011.
- ✓ ESPN passed on the opportunity for exclusive sponsorship rights for the Academic All-America Hall of Fame and as a result CoSIDA has regained the full ability to seek a separate corporate partner for this aspect of the program
- ✓ Collegiate Images, representing CoSIDA, handled several infringement matters as it related to CoSIDA’s registered “Academic All-America” mark. The College Swim Coaches Association of America, after infringing on CoSIDA registered mark for several years, agreed to officially change their program’s name to “All America Scholars” thus accepting CoSIDA’s registered mark
- ✓ In April a CoSIDA leadership contingent visited the NCAA for various joint-based discussions. One of the things discussed was a possible partnership between CoSIDA, the NCAA and the NCAA corporate partners program to perhaps permit the NCAA to use CoSIDA’s Academic All-America program properties as inventory to attract a prominent corporate partner to support the AAA program and mission.
- ✓ An evaluation process has been put into place to review the possibility of expanding the AAA awards program so that more college-division student-athletes could be honored

## MEMBERSHIP BASED

- ✓ A monthly email membership based letter from President/Executive Director is sent out to specifically update membership on Board/leadership group activities and initiatives put into place over the course of a given month
- ✓ Regular weekly blast emails were instituted – One that deals with professional development and another dealing with organizational/business aspects of organization

### ■ WEBSITE RELATED

- ✓ Naming Barb Kowal as Director of External Affairs has resulted in a vastly improved site in multiple ways (daily content, membership services, blast emails, sponsorship support, educational aspects, membership benefit, marketing/branding)
- ✓ Full redesign, for first time in several years, was completed in mid June. It will play a large role in advancing and enhancing various strategic objectives
- ✓ Content on web was vastly improved to drive more regular traffic and it also resulted in others-like the NCAA and NACDA- reviewing our site on a regular basis to pick up stories for posting on their respective sites and daily email membership blasts.
- ✓ A significant increase in amount of content posted that related to professional and educational-based development
- ✓ A CoSIDA Twitter account was established that enabled a great number of postings in the area of “news” for our communications-based membership
- ✓ Working with corporate partner TRZ, members conference calls became available via our website at no cost to the membership
- ✓ Technology Committee was renamed “New Media Committee” and an emphasis was placed on building its role and function with the organization for membership value

### ■ CONTINUING EDUCATION BASED

- ✓ Several continuing educational webinars / conference calls were conducted
  - January- Alternatives to the Printed Guide
  - February- The Campus Pulse: Emerging Trends for Communications Professionals"
  - May- Joint NFL PR Directors/CoSIDA membership call to talk about “best practices/solutions” in dealing with various issues/challenges that both groups are dealing with.

## SPONSORSHIP / FUND RAISING

- ✓ As part of a organizational restructuring at the Board level due to the retirement of Ed Carpenter, John Humenik was asked to take over full coordination of sponsorship/fund-raising aspects for the organization
- ✓ IMG, on behalf of CoSIDA as part of an agreement to have them assist CoSIDA with fund-raising efforts, prepared a sales kit presentation and emailed/mailed it to several dozens of organizations/firms that have not been associated with CoSIDA and solicited sponsorship support
- ✓ ESPN extended its contract one year to support the Academic All-America program. Their support of the “teams program” was to expire on June 30, 2010 but was extended to June 30, 2011. ESPN did, however, pass on maintaining specific rights to the “AAA Hall of Fame” property and as a result, those rights now are exclusively owned by CoSIDA and it is now free to find a separate corporate partner for that program
- ✓ CoSIDA’s contract with ICS/Sidearm to be our web administrator/management team was extended until 2014
- ✓ CoSIDA’s contract with Collegiate Images to have it represent/protect CoSIDA with regard to infringement issues associated with the Academic All-America registered mark was extended for one year
- ✓ ASAP Sports, as part their sponsorship, became “CoSIDA official instant transcript provider.”
- ✓ For the second consecutive year, and the only two years in CoSIDA history, the organization raised over \$295,000 in direct cash support (sponsorships/partnerships/exhibitor fees)
- ✓ For the second consecutive year, and the only two years in CoSIDA history, the organization raised over \$405,000 in combined cash sponsorships, trade out services and exhibitor fees.

## FISCAL BASED

- ✓ John Humenik worked with Dave Wohlhueter to compile decade-long financial data and reporting charts/forms for the Board so that they would have better understanding/background for decisions made in the fiscal based areas
- ✓ Board conducted an extensive decade long study/review of our convention from a fiscal standpoint. That study showed that per person costs associated with running this annual event had grown significantly from \$110 per person in 1999 to over \$325 in 2009 and that the cost per person for the 2009 convention in San Antonio was now more than twice (\$320) the registration fee (\$150 in San Antonio). This evaluation demonstrated to the Board that our convention financial model is significantly out of step with actual convention based costs resulting in the convention draining significant amounts of sponsorship and membership dues to make up the gap between actual per person costs and convention registration fee. As a result the Board will be challenged to determine ways to close the significant gap between actual per person costs and actual per person registration fee
- ✓ Board continued to make progress with regards to eventually developing a budgetary process for upcoming years
- ✓ CoSIDA's contract with ICS/Sidearm Sports to be our web administrator/management team was extended to 2014
- ✓ Our contact with ESPN to support the Academic All-America program was extended to June 30, 2011. It was scheduled to expire on June 30, 2010. This one year extension has ESPN agreeing to our current contract terms to support the "teams program" rights for the AAA program but they passed on maintaining the rights to the specific AAA Hall of Fame rights. As such, those rights now revert back to CoSIDA and it is free to seek an additional corporate partner to support that program
- ✓ Dave Wohlhueter and John Humenik worked with the management of San Antonio Marriott Riverwalk to reduce our penalty for the 2009 convention (for not meeting guarantees for total reserved room nights and food/beverage) from \$59,000 to \$28,000.
- ✓ Dave Wohlhueter and John Humenik were successful in renegotiating our contact with the San Francisco Marriott Marquis to greatly reduce our financial liability for the 2010 convention as it related to guaranteed total room nights (reduced from 2385 to 1735). Over 1900 room nights were sold. As such, if the room nights had not been significantly reduced, we would have owed for over 400 room nights- which was the case in San Antonio last year
- ✓ TRZ, a long-time corporate partner- provided several additional conference call alternatives to our leadership groups and the membership as it related to toll-free and web-based phone lines to conduct business and continuing education sessions
- ✓ Contracts were signed with NACDA hotels for future conventions in Orlando (2013-15) and Dallas in (2016). Each of those four contracts significantly reduced CoSIDA's financial risk for our annual convention in comparison to the contracts that it had signed over the past few years as well as for 2011-12 conventions. All of CoSIDA's recent convention contracts had food/beverage guarantees that were \$100,000- plus. Food/beverage guarantees for our newly signed joint convention contracts with NACDA are zero- greatly reducing financial risk for the organization compared to now. In addition, our guaranteed room night block for the 2013-16 conventions has also been reduced from what we had been guaranteeing and thus also reducing our future fiscal risk at the conventions in that regard. Basically if we sell 1700 total room nights for the CoSIDA Conventions at NACDA in 2013-16 we will fully meet our guarantee as we have no F/B guarantee to be concerned about.

## SURVEY / RESEARCH BASED

- ✓ **University of New Hampshire Based** - On Feb. 17<sup>th</sup> Dr. Heather Barber of the Univ. of New Hampshire provided John Humenik a first-draft of an executive summary of a CoSIDA membership-wide survey which she and her staff at UNH coordinated in April 2009. Over 800 members of our organization participated in that project which dealt with a membership-wide and divisional specific data collection survey, which included a professional background questionnaire, as well as two questionnaires examining work-related pressures that are being experienced by sports information/communications personnel. Barber presented the results of this research project to the College Sports Research Conference which was held at the Univ. of North Carolina in late April. She will now work with the CoSIDA leadership to put together a document to present to the Board and membership
- ✓ **University of Central Missouri Based** - John Humenik continued to work with Joe Moore, a former SID at Central Missouri who is now a professor in the Communications Department at that school. He is doing a dissertation on "Earned Influence in College Sports PR- Why Do Some Have it and Others Don't?" Board feels that Joe's work in this regard- which includes background research, discussions with various leadership throughout college sports, our divisional leadership, survey result, etc. -will be helpful to the Board /organization in the future as it relates to shaping further strategic decisions about repositioning/improving our position/standing within the overall community. Joe is attending SF Convention to talk/gather info for his work.