



CoSIDA Board of Directors' 2010-11 Initiatives

- Continue to aggressively build and enhance CoSIDA's strategic resource mission and value brand ("Strategic Communicators for College Athletics") throughout all levels of the intercollegiate athletics community.
- Develop and implement over the course of the year several specific "Continuing Education" programs for membership via conference calls/webinars. Make this the best year in terms of year-around "continuing education" in the history of the organization.
- Dramatically improve the accuracy of the organizational online directory via an aggressive membership based campaign that makes it clear that the accuracy of this directory can ONLY be achieved if our own membership takes the time to review and update the directory for their school/self.
- Work with our individual SIDA organizations within the CoSIDA umbrella to assist them with building productive working relationships with their respective national offices, AD Associations, Conference Commission Groups and Management Council leadership groups.
- Develop a first-class image and marketing-based document that the organization and its divisional leadership groups can use to pro-actively advance and enhance the profession, the organization and its professionals throughout all levels of intercollegiate athletics.
- Work closely with all appropriate divisional leadership groups to grow CoSIDA membership at all levels, but especially at the NAIA, two-year and Canadian levels.
- Continue to work, via our partnership with NACDA, to build productive relationships and partnerships with all of the Athletic Directors Associations and Conference Commissioner Groups that are aligned within the NACDA umbrella.
- Continue to develop a pro-active website that a growing number of CoSIDA membership will view as a key place to come for professional development and continuing education based information.
- Work with NAIA-SIDA to build a more productive relationship and partnership with NAIA senior staff in Kansas City that is more in-line with such a relationship/partnership that now exist with the NCAA senior staff in Indianapolis.
- Work with the CoSIDA Division I leadership to fully implement, for the first-time ever, a management and leadership organization for that divisional level that is in-line with what already exist for DII, DIII and NAIA-SIDA. This involves the formation of a FBS-SIDA, FCS-SIDA and DI AAA-SIDA organizations.
- Improve the speed and effectiveness of the CoSIDA membership blast email system via appropriate system and software upgrades.
- Form a "CoSIDA Transition Team" that would begin to work with the NACDA staff on a variety of organizational and management matters as it relates to CoSIDA's convention becoming a part of the NACDA convention in Orlando in June of 2013.
- Continue to build a more productive and pro-active committee structure that supports CoSIDA's strategic plan and initiatives.
- Work with the two-year institution community to establish the formation of a national two-year SIDA organization.

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- Continue to strive for CoSIDA to have a high visibility and presence at all appropriate national conventions, national meetings/conferences, national events as well as at important conference and regional meetings.
- Work to significantly grow Division I involvement within CoSIDA and increase DI attendance at the CoSIDA Convention.
- Build upon the momentum gained from the 2010 CoSIDA Convention in San Francisco by developing a programming schedule for Marco Island convention in 2011 that once again results in favorable feedback and drives attendance to that convention.
- Evaluate the possibility of establishing an accreditation process and program for CoSIDA.
- Continue to build appropriate and productive relationships and partnerships with the NCAA senior leadership staff in Indianapolis at all divisional levels.
- Evaluate all managerial, administrative and fiscal-based aspects of the proposed expansion of the Academic All-America program- scheduled to begin for the 2011-12 academic year- and fully implement all appropriate elements for the nomination, selection and awards fulfillment programs by July 1, 2011.
- Continue to build upon the progress and role that the University Division and College Division Management Advisory Committee concept has had within the CoSIDA management structure.
- Develop one page “value documents” that provide a list of emphasis points as to why “CoSIDA membership has value”, “The value of the CoSIDA Convention” and “The value of membership participation and leadership within CoSIDA.”
- Integrate more “professional development” sessions into the annual convention, session that would help membership become better leaders, better managers, better at balancing multiple demands, etc.
- Develop and start to implement a “resource library” within www.cosida.com that will provide a place for membership to come to gain information and direction in a variety of areas and topics.
- Evaluate the possibility of establishing a CoSIDA based awards program that would have the appropriate membership select/determine “Communications and Information Department of the Year” designations for respective regions/districts. The awards program would follow along the lines of one that NACDA does for district/regional “Athletic Director of the Year.”
- Begin the process of developing a “Distinguished Alumni “ document which would provide a thorough list of all of the information and communications directors who have distinguished our profession either by their work within the profession itself or by what they went on to accomplish after leaving our profession. This would provide a list of all of the folks who have achieved much within our profession but those as well who left us and went on to become Athletic Directors, Conference Commissioners, TV executives and even one- Pete Rozelle- who went from being the SID at the University of San Francisco to the Commissioner of the NFL.
- Continue to build our relationships with the staffs of the NCAA and NACDA daily email blast systems so that CoSIDA/professional news can be directly delivered to thousands of folks within other components of the collegiate athletics industry- a key outreach aspect of our strategic branding.
- Continue to strive to close the negative financial gap that exist with our annual convention in terms of per person registration fee and per person cost.
- Continue to strive to make the monthly Board of Directors/divisional leadership initiatives newsletter that goes to the membership be one that is seen as relevant and pro-active in its approach.
- Continue to seek out members who have a “passion” for specific interests and place them in appropriate leadership roles.
- Evaluate any possible partnership opportunities between CoSIDA and the Public Relations Society of America (PRSA).