



2010-11 STATED GOALS AND OBJECTIVES FOR CoSIDA COMMITTEES

(As provided by the respective Committee Chair)

Academic All-America Committee

Chair- Dick Lipe (Bentley)

Board Liaison – Dave Wrath (Augustana) / John Humenik

- Continue to strive to maintain the CoSIDA Academic All-America program as the preeminent scholar-athlete program in college athletics.
- Examine all aspects involved in dividing the College Division into three separate programs (Div. II, Div. III and NAIA/Canada/2yr/other) and have all systems in place by June 2011 for implementation for the 2011-12 academic year. The committee leadership will work with the appropriate organizations (including the various college division management organizations, and SIDEARM) to formulate policies and address various issues that might develop.
- Continue efforts to restore the "Life's Playbook" program and re-involve members of the Academic All-America Hall of Fame, along with others who have been integral in the program's success over the years (including Chuck Lee, Dick Enberg, John von Stade and Katie Hyde).
- Develop a timeline to complete the selection of the Academic All-America Hall of Fame Class of 2011 by mid-February, and work with the Board and the Director of External Affairs to formulate plans for the Hall of Fame Gala well in advance of the Marco Island convention.
- Work with CoSIDA's Director of External Affairs to improve the Academic All-America portion of the website, including the posting of bios for the members of the AAA Hall of Fame.
- The Associate Chair for External Relations and Coordinator of New Media will work toward providing video testimonials to Director of External Affairs as part of enhancing web site and the announcement of Academic All-America teams.
- Monitor any inappropriate usage of the Academic All-America terminology, including the use of regular google searches, and perform appropriate follow-up.
- Make greater use of social messaging, including Twitter and Facebook, to communicate news about the Academic All-America program.
- Associate chair and vice chair need to stress to both national and district coordinators the importance of sticking to the established deadlines, and that if they anticipate a problem, it is essential that they communicate that to the person above them on the chain of command.
- Encourage national coordinators to maintain regular communication with their district coordinators, reminding them of duties, which will be spelled out in the Committee Manual.
- Have all awards distributed within two-to-three months of conclusion of program in each sport.
- Post updated version of all-time database to the CoSIDA website on a regular basis during the course of the year. Work with CoSIDA Director of Communications on possibility of converting database from Access to a searchable online version. Prepare reports on an annual basis showing which schools have had the most Academic All-America selections all-time, in particular sports, in this decade, etc.
- Prepare and disseminate press releases announcing the selection of each national team, and prepare other press releases as appropriate over the course of the year, such as which Academic All-Americans are competing in bowl games or the NCAA basketball tournament, a significant achievement by an Academic All-America (such as a first-round draft pick) and other items of interest
- The associate chairs and members of leadership committee will work towards establishing relationships with all divisional groups (Div. I, Div. II, Div. III, NAIA, Canadian schools and two-year institutions) in order to help increase membership numbers.

Allied Organizations Committee
Chair- Robert McKinney (Willamette)
Board Liaison- Kent Brown (Illinois)

Goals

1. Create a CoSIDA Experts and Speakers Guide
2. Help members of CoSIDA interact with outside organizations
3. Help implement CoSIDA's communications plan

Committee goals will contribute to the following goals in the CoSIDA Strategic Plan:

- Improve the self-image of CoSIDA
- Elevate and enhance the organization within the collegiate athletics community and outside organizations
- Establish an efficient communications plan

Objectives for: Goal #1 – CoSIDA Experts and Speakers Guide

1. Create a list of topics that are likely to have experts within CoSIDA. The topics should cover a wide range of issues of importance to internal and/or external groups and organizations.
2. Potential topics include: sports writing, social media, strategic planning, strategic messaging, crisis planning, communications planning, football bowl games, national awards promotion and publicity, hosting NCAA championships, Olympic sports, publications, website development, on-line use of video, etc.
3. Gather information about qualified experts within CoSIDA who can discuss the selected topic areas
4. Develop ways to highlight the CoSIDA experts in print and on-line. Create templates that will provide key information in a way that is easy to use.

Objectives for: Goal #2 – Help members of CoSIDA interact with outside organizations

1. Submit a list of updated links and corrections to the Resource Links page on the CoSIDA website (<http://www.cosida.com/About/links.aspx>). Periodically check the links to make sure that they are current (submit additional updates as needed). Suggest new links that should be added to the existing list.
2. Develop a list of contacts for NCAA Championship events in 2010-11 so that CoSIDA members can call or e-mail to volunteer to help at those events. We will begin expanding the list to include other major sporting events at the amateur and professional levels.
3. Develop a list of public relations/media relations contacts with professional teams, leagues and organizations.
4. The Olympic Liaison Sub-Committee will continue to facilitate the involvement of CoSIDA members at various

Objectives for: Goal #3 – Help implement CoSIDA's communications plan

1. We will take a coordinated approach by working with the Membership Services Committee and the Director of External Affairs so that our efforts will build off of each other.
2. We will provide information to CoSIDA.com for use in the on-line CoSIDA Digest and in other locations on the CoSIDA website. We will utilize CoSIDA.com to encourage members to interact with "external" organizations.
3. The creation of the CoSIDA Experts and Speakers Guide will help implement the communications plan by making CoSIDA members more available to talk as experts to other organizations and to the media.

Committee on Committees

Chair- Debbie Copp (Oklahoma)

Board Liaison- Anne Abicht (St. Cloud State)

- 1) Make getting involved with the CoSIDA Committee structure less cumbersome**
 - a) Continue to make improvements to the web-based committee option including trying to find a way to make volunteering for a committee something that can be done through website
- 2) Review current committee structure and make changes as appropriate and as they support the organization's Strategic Plan**
 - a) Plan to have a semi-annual call with all committee chairs to learn of the committee needs, etc.
 - b) Work with co-chairs of Writing Committee and chair of Publications Committee to continue to offer meaningful contests that recognize the unique talents of our group's members, ones that celebrate the contributions we make to our schools in ways that no other department employees do
 - c) Continue review of the existing committees and recommend changes as needed to the Board
- 3) Continue to recruit diverse membership for the committees that reflects the diversity of membership in the organization**
 - a) Work to have committee members on the Committee on Committees be people who can come to the annual convention where the majority of recruiting volunteers happens
 - b) Continue, as chair, to be actively involved with FAME and BCSIDA
- 4) Strengthen and enhance the committee structure**
 - a) Encourage current Committee on Committee members to think about what committees might need to be added in the future
 - b) Encourage current committee chairs to look at future needs
 - c) Use web-based committee system to enhance interaction between Committee on Committees and the other committees
 - d) Conduct quarterly e-mail "meetings" of our committee and explore the possibility of a conference call for our committee on a semi-annual basis
 - e) Review the membership of the Committee on Committees and ensure that the people who are serving on the committee are still committed to and engaged with our task

Ethics Committee

Chair- Bob Noss (Wright State)

Board Liaison- Bob Lowe (Greensboro College)

Over the past couple years, the CoSIDA Ethics Committee has set forth to make itself smaller, thus allowing itself the chance to include members that are committed to the overall goals of the committee and the charge given it by the Board of Directors.

Over the past year, we were charged to re-write the long-standing Code of Ethics to make it more applicable to today's CoSIDA. That new code has been approved by the Board and we look forward to seeing it in everyday use through the website.

The committee has also established a new annual awards to honor the original author of the Code of Ethics - The Bud Nangle Ethics and Integrity Award. This will honor members or non-members that have shown strength in the eye of controversy.

Both of these have been sent onto to Barb with the proper information and forms for the new award. The new code is online and we look forward to seeing these used by the membership

As a committee, we would like to see these two initiatives sent by email to all CoSIDA members in the near future.

As for the upcoming year, we hope to continue to advertise these two attained goals through advertisements on email and websites. I will ask the committee members to touch base and start a dialogue with other public relations, coaches and sports organizations to alert them and their individual ethics committees of the proactive initiatives of the CoSIDA Ethics Committee. Also, I would like to step down from the committee following the 2010-11 year. Due to staff cuts and a growing family, I feel it is time for a change. I intend to continue to be active in CoSIDA and continue to serve on the University Management Committee and help Tom Eisner with the I-AAA issues. - Bob Noss

Goodwill Committee

Chair- Sam Atkinson (Gallaudet)

Board Liaison- Edward Hill (Howard)

1. Set-up online presence on CoSIDA.com for “CoSIDA Cares”

- Create and set-up a new section to CoSIDA.com that is focused on “CoSIDA Cares”
- The new web section will be devoted to CoSIDA’s great works in the community. The section will serve as a home for the CoSIDA Goodwill Committee. Here the committee will use the venue to promote national coaches’ association service/benefit initiatives like Dig Pink, PinkZone, Strikeout Cancer, etc.
- Create a web page with a directory of contact and links to the various coaches’ associations and the information about their annual service or benefit events
- Appoint a CoSIDA Goodwill Committee member to serve as a Publicity Manager
- The new Publicity Manager will be in-charge of collecting news stories about national or local collegiate programs/schools conducting community service projects or raising funds for a worthy cause. The story links will then be posted on the CoSIDA Cares web page. We hope this will help pay tribute to those school/programs working hard in the community but also help motivate others to do the same.
- The new CoSIDA Cares web section will also be an archive of previous Goodwill Committee service projects, donation drives, etc.

2. Coordinate Community Service Project in Marco Island, Fla., during the annual CoSIDA Convention

- Hold 3rd annual CoSIDA Goodwill Committee Service Project in 2010 in Marco Island, Fla.
- Need to be creative with this service project, looking into different avenues, possible water/beach cleanup, helping the National Fish and Wildlife (Ten Thousand Islands) or the Everglades, to learning about marine biology and helping marine wildlife.
- Promote the service project throughout the year on the CoSIDA website, CoSIDA Digest, e-mail newsletter
- Continue to increase the number of volunteers for the service project

3. Run a clothing/fund raising drive in Marco Island, Fla., during the annual CoSIDA Convention plus raise funds for charity of choice

- Building off the momentum from the first CoSIDA Goodwill Committee Clothing Drive in San Francisco we would like to conduct another donation drive in 2011 in Florida
- Work with Young CoSIDA and BCSIDA to create a raffle to raise funds for the charity selected

4. Try to include Health and Wellness into the committee

- This is a new topic brought to the committee’s attention in San Francisco. The thought behind this is to include Health and Wellness into the Goodwill Committee’s charge. At the past conventions a popular topic is Health and Wellness as a SID and effect on families, etc. We need to explore this more this coming year but we would like to see how we could incorporate this into the Goodwill Committee.
- The new Health and Wellness component opens the opportunity to add a different type of activity at the annual convention, such as a run/walk to kick-off the conference to get SIDs moving.
- An additional component would alert the CoSIDA membership when one of our own is going through a health issue or natural disaster if that member asks for help.

5. Increase media attention for CoSIDA through service projects, goodwill initiatives year around

- Help get CoSIDA positive media attention through the work done by the Goodwill Committee and other CoSIDA members making an impact at their school, conference, regional or national level
- Work with the NCAA to promote these stories to a broader audience

Job Seekers Committee

Chair- Lawrence Fan (San Jose State)

Board Liaison- Rob Knox (Kutztown)

Objectives

- 1.) Continue working in concert with Barb Kowal, Director of External Affairs, and the Board of Directors on integrating the Committee's email service and Career Center segment of www.cosida.com.
- 2.) Remain a resource for members, future members, full-time and fixed-term professionals who have employment-related issues.

Goals

- 1.) Provide necessary support should the organization participate in the 2011 NCAA Student-Athlete Career Forum.
- 2.) Further enhance the Committee's Job Seeker Primer. The Primer was originated in Spring 2007 prior to the CoSIDA Workshop. Since then, the Primer has grown and now includes 20 written articles by committee members on job-related activities.
- 3.) Continue dialogue with agencies such as the National Football League to provide members with employment options in the sports communications field.
- 4.) Determine the best possible experience for job seekers and job holders at the 2011 Workshop in Marco Island, Florida.

Membership Services Committee

Chair- Blake Timm (Pacific)

Board Liaison- Geoff Hassard (SUNY Oneonta)

1. Provide Editorial Assistance For The CoSIDA Directory

- Work directly with Director of External Affairs (Barb Kowal) to develop and execute plan to follow-up on membership updates of directory information.
- After Sept. 15, use committee members to make direct contact with membership to make directory updates. Committee will begin with conference contacts using e-mail and phone communication. After that, additional follow-up will be made with individual schools (this will allow us to update schools for which there is no CoSIDA member in the shop).
- Enlist the help of the Allied Organizations Committee to update information in section of directory that pertains to national sports governing organizations, bowls, media, etc.

2. Develop Online Help Center For Online Membership Questions

- This is a project in development where Blake Timm is working directly with Barb Kowal and Mark Beckenbach on creating an FAQ section for frequently asked questions on the CoSIDA site, including instructions on changing passwords, paying dues, updating directory information and Academic All-America troubleshooting.
- If a member is still unable to get the answer to their question, it will be directed to an e-mail link where it can send their query to the appropriate contact. General web questions would go to Barb, while AAA questions would be directed to Mark.
- Providing easy-to-follow, step-by-step answers to common questions should reduce the amount of time Barb & Mark spend answering them.
- The framework was developed at the San Francisco Convention and can be viewed at www.cosida.com/help/index.aspx.

3. Develop Online Membership Resource Library

- Work to populate the Membership Resource Library framework that was included in the CoSIDA.com redesign.
- Develop the site architecture for this portion of the site, including use of keywords, HTML vs. PDF issues and the process by which members can submit articles for the library.

New Media/Technology Committee

Chair- Chris Syme, Montana State

Board Liaison- Joe Browning (UNC- Wilmington and Barb Kowal- CoSIDA)

Personal Action Goals for Committee Members

1. Take an active role in personal social media to network with others in the field and set a professional example in the new media field. To accomplish this, committee members should create a LinkedIn account (if not already on) and join the CoSIDA group and create a personal Twitter feed. These are the two main social systems we will use to develop personal and community professionalism and networking.
2. It is our goal to take an active part in discussion boards such as LinkedIn's CoSIDA group, the SID Board, and blogs related to new media.
3. It is our goal to become active curators of relevant information that can be pushed out through personal social media and CoSIDA channels.
4. It is our goal to become more involved in the bigger picture using our personal resources to further new media in our departments, our institutions and our communities.

Action Goals for the Committee

1. Assist www.cosida.com in developing content for the resource center, the new blog, the YouTube Channel, and webinars.
2. Develop the discussion board on LinkedIn as a place for discussion topics for SIDs. Get a graphic link on the CoSIDA website to the discussion board on LinkedIn to further encourage CoSIDA members to become involved.
3. Begin the discussion of the possibility of web streaming next year's convention for revenue generation or, at the very least, recording the audio for podcasts with PowerPoint presentations to be uploaded to a share site such as Slideshare.
4. Generate content for a series of basic "how-to's" for use on www.cosida.com which include basic information for SIDs in need of resources and help. Concentrate on the small department angle.
5. Creation of a social media "center" at www.cosida.com –this could possibly be an arm of the resource center or the trends, tips and tools section, but a highly visible location.
6. Become a resource center of speakers and presenters that can present on the subject of new media at venues outside CoSIDA such as NACDA, PRSA, NCAA, NAIA and others.

Program Committee

Chair- Dennis O'Donnell (Rochester)

Board Liaison- Joe Hornstein (Central Florida)

Objectives:

- Strive to meet the ever-changing needs of athletics communications professionals, recognizing that there are different responsibilities and needs at every division and at every institution
- Recruit and assign moderators and speakers for panel discussions, lectures, and table topics. Make sure there is diversity in the areas of age, gender, race, divisional representation, and experience.
- Work hand-in-hand with other appropriate CoSIDA committees to create an 'experts' list of SIDs who can assist colleagues in a given area (desktop publishing, photography, web streaming, and so on). If a CoSIDA member runs into difficulty with a given area (Photoshop for example), that member can call a Photoshop expert for help in solving the problem.

--- continued --

Goals:

- Develop a theme for each day of the Workshop Program. All sessions for that day should be tied to that theme.
- Recognize that CoSIDA will join with NACDA for the 2012-13 academic year. Sessions for both the 2011 and 2012 workshops should include topics that will help athletics communications professionals to make a smooth transition to NACDA.
- Work in conjunction with the management advisory committees for both the University Division and College Division to ensure that division-specific programming is included
- As speakers and panels are arranged, utilize the CoSIDA Website and the CoSIDA on-line Digest to publicize the Workshop Program in hopes of encouraging the membership to attend the Convention.
- When speakers are in place for panel discussions, lectures, and table topics, brief them on the objectives to be addressed and provide details on the audience (speaking to a very specific group as opposed to a general session)
- Have outside speakers use their professional expertise in their specialty to provide information in regard to professional development.
- In conjunction with CoSIDA's Director of External Affairs, develop a method by which the membership can evaluate the current Workshop Program and suggest possible topics for programming in succeeding years.

Publications Contest Committee

Chair- Chad Grubbs (Hardin Simmons)

Board Liaison- Anne Abicht (St. Cloud State)

This is an important time in the history of the CoSIDA Publication Contests. Not so many years ago the media guide was the backbone of the entire sports information operation, today it is just another tool we use to promote our programs. It has taken a lesser role in some shops and with the great cost containment issues the current economic situation has us in, many people have gone away all together. Our numbers were down almost 30 percent over the 2008-09 school year and we expect with the new Division I legislation that the numbers will fall even more. With that in mind we have made the following changes to the committee.

- We still want to reward the people in our business and we will be doing some discussions with the writing committee to possibly expand ideas with that committee. Included in that will be possibly contests for -- game notes, promotional pieces, schedule cards, etc, and also contests for different elements of media guides – outlook, bios, history, coaches section, etc.
- We are going to have just two divisions. Much like the Academic All-American program we will have the College and University Divisions. This will make winning an award a bigger deal. We had several contests with less than 10 entries in them this year and, while it is a great thing for those that win fewer people are getting awards with fewer entries.

2010-11 Goals

- Get Every Contest Completed – as much as I would like this to be the case every year it seems for some reason (usually coordinators leaving in the middle of the year) we are unable to complete a contest. Usually if someone leaves in the middle of the year they are not thinking about the contest and it just gets put to the side. Sometimes they take the entries, sometimes they leave them behind. This year we had eight coordinators leave their position in the middle of the year, all but one of those were able to be handled.
- Communicate – Many of the minor problems that go on in the contest can be solved by communication. We are in a profession of communication; we have to be able to communicate with others in our profession.
- Be Flexible – We are in a period of changing times. We have to be able to adjust to certain situations in which we may not have control on the fly.
- Be Timely – We need to stick close to deadlines. I understand that things happen and a few days are usually not a problem. We can't be getting results from fall contests in May. It puts everyone behind schedule.

Scholarship Committee

Chair-Carol Hudson (Old Dominion)

Board Liaison- Chris Day (Adams State)

1. Have multiple reminders emailed throughout the year on the scholarship deadlines, starting in September. Make more of a push to get more Division II, III and NAIA schools to apply.
2. This year's suggested Scholarship deadlines: Phil Langan Graduate Internship Grant
 - Tuesday, April 12, 2011, Wylie Smith and CoSIDA Post Graduate Scholarships, Tuesday, April 19, 2011
 - Fred Nuesch-Dave Wohlhueter Undergraduate scholarships, Tuesday, May 10, 2011
3. Increase publicity on the scholarships through the CoSIDA website. Do a note or story on past scholarship winners who are in the business. Maybe a "What has This scholarship meant to me." Even include current recipients.
4. Requested additional funding to the three scholarships-possibly through corporate sponsorships. The Phil Langan graduate internship from \$10,000 to \$12,000 The Fred Nuesch-Dave Wohlhueter Undergraduate Scholarships from \$2,500 each to \$3,000 each. The Wylie Smith and CoSIDA Post graduate Scholarships from \$5,000 each to \$7,000 each.
5. Request to have applications completed on line, and develop a way for committee members to vote online as well. Also need a way for applicants to upload all of their information to include examples of their work like brochures, pdf's, etc. This past year all application distribution and voting was done by email.
6. Keep list of scholarship recipients updated so we can track who moves into our profession full-time and those who do not, as well as track schools who have received the Phil Langan Graduate Internship to see if a full-time position has been established.

FOR THE FUTURE- Establish a scholarship for the child of a sports information professional, considering most SID's do not make a great deal of money. But additional funds should first go to upgrading our current list of scholarships.

Writing Contest Committee

Chair- Wade Steinlage (William Penn)

Board Liaison- John Paquette (Big East Conference)

The Fred Stabley Sr. Writing Contest has a long and deep tradition with the CoSIDA membership. While many of the other committees are designed to promote and recognize student-athletes, the writing contest is one of the few contests that allow us to recognize and honor our peers.

The following are the goals and objectives of the committee that support the CoSIDA Board of Director's initiatives:

Objective: To recognize and promote great writing within the CoSIDA organization.

Goals

I. Improve the number of entries. Over the past several years, the number of entries in all divisions has decreased significantly.

Proposed Solution: Begin publicizing the award in early fall, allowing members several months to collect writing samples. Frequently notify members of deadlines. Detail importance of the program in news releases on CoSIDA website and email blasts. Utilize Facebook and Twitter accounts (either through current CoSIDA accounts or developing new accounts) to also help distribute information to the masses.

II. Move deadlines up to include national contest winners as part of CoSIDA's Annual Workshop.

Proposed Solution: Move all deadlines up at least one month to allow time for national judges to view entries during late May and early June. Time should still be available for awards to be made prior to the convention. Deadlines may need to be moved depending on each year's Workshop. If an entry is written after the deadline, it will be allowed to be submitted for the following year's contest. If an entry that is written prior to the deadline is not submitted, it will not be allowed for the following year.

III. Add or revise categories to include entries for social media such as blogs, interviews, etc.

Proposed Solution: Review each category's entries over the past few years to determine which categories can be removed or combined or if new categories can be added.

IV. Develop a large pool of regional and national judges.

Proposed Solution: Have current committee members produce a list of judges that can be used each year. Using well-known writers/editors from newspapers/magazines/other will give more credibility to the award. The committee may call on retired CoSIDA members to serve as judges as well.