



A G E N D A

The National Collegiate Athletic Association

CoSIDA Membership Teleconference

Telephone Conference
Room 3e2

August 5, 2010
2 p.m. Eastern Time

1. Welcome. (Dutcher/Christianson)
2. Review Division III Identity Initiative. [Supplement No. 1]
 - a. Context.
 - b. Process.
 - c. Strategic Positioning Statement and platform.
 - d. Creative execution: The Three D's – Discover, Develop, Dedicate.
 - e. Financial resources.
 - f. Activation and planning.
 - (1) 2010-11 Calendar. [Supplement No. 2]
 - (2) Toolkit for SIDs. [Supplement No. 3]
 - (3) Communications audit. [Supplement No. 4]
3. Academic All-America initiative.
4. Concept of Sports Information Director (SID) Institute.
5. Other business.
6. Adjournment.