

THANK YOU, \_\_\_\_\_. THANKS TO EACH OF YOU FOR JOINING US TODAY.

ALSO, A SPECIAL THANKS TO DAN DUTCHER AND HIS STAFF. THE EFFORTS PUT INTO THE IDENTITY INITIATIVE TOOL KIT, INCLUDING THE FORMAT TO ADDRESS EVERY CONSTITUENT WITH SPECIFIC MESSAGING, WAS OUTSTANDING. I PERSONALLY THANK YOU FOR INCLUDING THOSE OF US IN THE SPORTS INFORMATION PROFESSION FOR INCLUDING US IN YOUR PREPARATION AND PRESENTATION.

I AM A SPORTS INFORMATION DIRECTOR, BUT I AM ALSO A MEDIA RELATIONS DIRECTOR FOR ATHLETICS, AND SPORTS COMMUNICATIONS SPECIALIST. I AM FORTUNATE TO WORK AT AN EDUCATIONAL INSTITUTION THAT HAS 215 YEARS OF A RICH HISTORY. IT ALSO HAS OVER 150 YEARS OF AN ATHLETIC HISTORY. FROM OUR FIRST BASEBALL GAME IN MAY OF 1860, TO TODAY, UNION COLLEGE HAS FEATURED EXTRAORDINARY YOUNG MEN AND WOMEN WHO HAVE GRACED OUR CAMPUS AND HAVE NOT ONLY LEFT WITH LEARNING TOOLS AND EXPERIENCES, BUT ALSO HAVE LEFT THOSE BEFORE ME WITH MEMORIES OF THEIR EFFORTS.

OUR STUDENTS HAVE **DISCOVERED** THOSE PURSUITS WITH THEIR PERFORMANCES AND SUCCESSES AS SCHOLAR ALL-AMERICANS, AS ATHLETIC ALL-AMERICANS, AS LEADERS, AS VOLUNTEERS. AND, THEY HAVE **DEDICATED** THEIR POST-COLLEGIATE CAREERS WITH COMPANIES THAT BENEFIT FROM THEIR EDUCATION, FROM THEIR

GROWTH AS PEOPLE WHO ARE DRIVEN, WHO CARE, AND WHO WILL HELP OTHERS SUCCEED BY THEIR PRESENCE.

THESE ARE THE STUDENTS OF UNION COLLEGE, AND THESE ARE THE STUDENTS OF NCAA DIVISION III.

DISCOVER, DEVELOP, DEDICATE....SOUND FAMILIAR? WELL, IT SHOULD. THESE THREE WORDS FROM THE IDENTITY INITIATIVE OPEN THE DOORS TO A WORLD OF WONDERFUL YOUNG PEOPLE WHO COME INTO OUR LIVES, AND EVEN IF FOR ONLY FOUR YEARS, ENRICH EACH OF US IN THIS ROOM AND PROVIDE US WITH THE COMFORT AND ENJOYMENT OF OUR REWARDING WORK.

THESE PAGES ALSO COME TO LIFE WITH THE STORIES OF THE STUDENT-ATHLETES. THE STORIES OF STUDENTS WHOM I WILL NEVER FORGET. A WOMAN OF THE YEAR FINALIST WHO WAS A TWO-TIME ECAC SCHOLAR ATHLETE OF THE YEAR, SHE MENTORED YOUNG WOMEN AT HOME AND IN OUR CAMPUS COMMUNITY WITH BIG BROTHERS/BIG SISTERS, WITH HER DOUBLE MAJOR OF MATH AND PSYCHOLOGY, AND WAS A “FIRST TEAM” RECIPIENT, NATIONALLY AND REGIONALLY, 12 DIFFERENT TIMES INCLUDING THREE SPORTS. A WATSON FELLOWSHIP RECIPIENT WHO DEFINED THE HONOR, AWARDED FOR “UNUSUAL PROMISE,” WHO TRAVELED TO TONGA, THE COOK ISLANDS AND FRENCH POLYNESIA TO PURSUE HIS DREAMS AND BRING THEM TO FRUITION. A STUDENT ATHLETE ADVISORY COMMITTEE LEADER WHO FOUND A WAY TO DESIGN A

BOAT MORE COMPATIBLE AND COMFORTABLE FOR A PHYSICALLY CHALLENGED INDIVIDUAL DURING HER INTERNSHIP AT A YACHT CLUB. A SWIMMER WHO IS WRITING A PLAY ABOUT THE CHALLENGES THAT WOMEN FACE, A PLAY IN WHICH SHE WILL PERFORM AS A YOUNG LADY, AS SOMEONE WHO AS DEVELOPED A FAMILY AND CAREER, AND AS SOMEBODY LATER IN LIFE.

A JUNIOR WHO LED AN EFFORT TO VISIT AN EARTHQUAKE STRICKEN REGION AND BRING NOT ONLY FOOD AND SUPPLIES TO THOSE IN NEED, BUT TO ALSO BRING HOPE TO THESE PEOPLE, HOPE FOR THE FUTURE.

HOW CAN WE FIND THESE FACES, HOW CAN WE LEARN MORE ABOUT THE PERSON BESIDES JUST SEEING A HEAD SHOT ON THE WEB SITE?

THE STUDENT ATHLETE ADVISORY COMMITTEE FEATURES THE BEST AND BRIGHTEST ON EACH OF YOUR CAMPUSES. YESTERDAY, I WAS FORTUNATE TO VISIT WITH THE NCAA NATIONAL SAAC COMMITTEES FOR A JOINT SESSION, TALKING TO THEM ABOUT THE HOW THEY CAN ASSIST THE S.I.D. AND VICE VERSA. THESE SAAC STUDENTS, INCLUDING JESSICA HERE ON OUR PANEL, OPEN THOSE DOORS I ALLUDED TO, AND WILL LET THE S.I.D. KNOW ABOUT THE ATHLETES WHO ARE MAKING THE MOST OF THE “COMPREHENSIVE EDUCATIONAL EXPERIENCES.”

THEY CAN PROVIDE YOU WITH “DID YOU KNOW” TIDBITS THAT CAN BE POSTED ON A SITE, THAT CAN ALSO LEAD TO FEATURES WITH SPECIFIC MEDIA OUTLETS THAT ARE THE BEST FIT FOR THAT FEATURE. MAYBE ONE STUDENT’S PERSONALITY WOULD MAKE HER IDEAL FOR A MORNING F.M. RADIO SHOW...WHILE ANOTHER WOULD BRING A TELEVISION REPORTER TO A LOCAL NURSING HOME...AND YET ANOTHER WOULD PROVIDE A COLUMNIST WITH A UNIQUE FEATURE ABOUT A UNIQUE INDIVIDUAL. MAKE SURE TO INVOLVE YOUR S.I.D. WITH YOUR SAAC GROUP, AND THE RELATIONSHIP WILL BENEFIT THE STUDENTS AND THE S.I.D. IN SO MANY WAYS.

IN ADDITION, YOUR COACHES KNOW YOUR STUDENTS BETTER THEN ANYONE. THEY RECRUIT THEM AS PEOPLE FIRST, THEY KNOW WHAT THEY CAN BRING TO YOUR CAMPUS ACADEMICALLY AS WELL AS ATHLETICALLY. THESE COACHES NEED TO INFORM AND EDUCATE YOUR SPORTS COMMUNICATIONS PROFESSIONAL ABOUT THE STORIES BEHIND THE SCENES, AND THAT PROFESSIONAL WILL TAKE THAT STORY AND “RUN WITH IT.”

KITTY AND HER FACULTY ATHLETIC REPRESENTATIVE COLLEAGUES ARE A TREMENDOUS RESOURCE FOR THE DIVISION III STUDENT ATHLETE IDENTITY. THEIR RELATIONSHIP WITH THE DIRECTOR OF ATHLETICS PROVIDES CONSTANT COMMUNICATION. THEY ALSO HAVE A PULSE ON HOW THE STUDENTS ARE DOING IN THE CLASSROOM, AND THEY KNOW WHICH STUDENTS ARE THE ONES

TRULY INVOLVED. THE F.A.R. PROVIDES A VALUABLE LIFELINE TO DEFINING THE STUDENT ATHLETE THAT DEFINES DIVISION III.

THE MEDIA WANTS MORE THEN JUST THE SCORE. THEY WANT THE SPECIAL INTEREST STORY. THEY WANT TO KNOW ABOUT THE PERSON IN THAT UNIFORM. THROUGH YOUR EFFORTS WE CAN ALL WORK TOGETHER TO DEFINE THAT STORY, DEFINE THAT INDIVIDUAL. WE CAN **DISCOVER** THEIR STORY, AND YOUR SPORTS COMMUNICATIONS PROFESSIONAL CAN **DEVELOP** IT. TOGETHER, ALL OF US WHO **DEDICATE** OUR CAREERS TO THE STUDENT-ATHLETE CAN BE MOST PROUD OF THEM, EVERY DAY.

THANK YOU ALL FOR YOUR SERVICE TO THE STUDENT-ATHLETES OF NCAA DIVISION III, AND THANK YOU FOR YOUR TIME.