

May 10th, 2011

Dear Colleagues,

Joe Moore, a former NCAA Division II sports communications director and current doctoral student at Colorado State University, is conducting an important research study on strategic influence in college sports public relations. Joe visited with the CoSIDA Board as well as several of the divisional leadership groups at the CoSIDA convention in San Francisco last July and his study has been fully endorsed by all of CoSIDA's leadership groups.

Joe's research could provide important insights into our profession and its people. It could provide us with important information and future strategic direction as to how we may better gain more influence for our practitioners and help our profession and organization achieve our objective of enhancing the image of the profession and the professional. Your participation is thus paramount to this project and its purpose. The more feedback Joe receives helps him provide our leadership with more relevant and strategic based information and direction.

The CoSIDA board feels that this is perhaps the most significant study every undertaken with regard to our lack of strategic influence within the athletics community and strongly encourages you to participate in a survey that investigates this situation in college athletics that has impacted our profession and its people in a negative way for several decades. You will be receiving this survey from CoSIDA within the next day or two. Participation will take approximately 15 to 20 minutes. Your participation in this research is voluntary and your responses will be anonymous. If you decide to participate in the study, you may withdraw your consent and stop participation at any time without penalty.

Results will be summarized in general for our profession/organization and will also be reported for divisional groups. At no time will the responses of individuals be reported. It is not possible to identify all potential risks in research procedures, but the researchers have taken reasonable safeguards to minimize any known and potential, but unknown, risks.

A link for this online survey will be e-mailed to you by CoSIDA within the next day or two. Thank you in advance for your consideration of this request and your hopeful, and important, participation.

Sincerely,

Larry Dougherty, 2010-11 CoSIDA President
John Humenik, CoSIDA Executive Director

