

CoSIDA Board of Directors 2011-12 Initiatives

Branding

- 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.
- Conduct a thorough evaluation and analysis of our organizational name - College Sports Information Directors of America - to determine if that brand organizational name is appropriate today for advancing the organization's strategic branding objectives and initiatives
- Finalize "A Need for Transformation" document(s) for our membership and the athletics community at-large that lays out the need for a change in our strategic role and the need for our professionals to thus be seen in a different light
- Continue to develop and refine "value documents" that provide a list of emphasis points as to
 - "Why CoSIDA membership has value"
 - "The value of the CoSIDA Convention"
 - "The value of membership participation and leadership within CoSIDA"
- Continue to build our relationships with the staffs of the NCAA and NACDA so that their daily email blast systems include CoSIDA's organizational/professional news. Our organizational news can thus be directly delivered by them to thousands of folks within other components of the collegiate athletics industry- a key outreach aspect of our strategic branding.

Membership Services

- Develop and implement over the course of the year several specific "Continuing Education" programs for our membership via conference calls/webinars. Make this our best year ever 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.
- Continue to develop a proactive website that a growing number of CoSIDA membership will view as a key place to come for professional development and continuing education based information.
- Continue to develop and implement a "resource and reference library" concept within cosida.com that will provide a place for membership to come to gain information and direction regarding a variety of areas and topics
- 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

Organizational Management/ Leadership Structure

- Evaluate CoSIDA's Board of Directors management structure to determine if its makeup is appropriate today in light of the changes within our profession and its membership.
- Seek to find ways to attract more passionate membership involvement within CoSIDA and increase the number of folks who want to serve?
- Continue to build a more productive and pro-active committee structure that supports CoSIDA's strategic plan and initiatives.
- 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.
- Work with the CoSIDA Division I leadership to fully implement a pro-active management and leadership organizational structure for that divisional group.
- Work with the CoSIDA Division I leadership to find ways to increase the involvement and engagement of that divisional membership group within CoSIDA.
- Continue to build upon the progress and positive leadership role that the University Division and College Division Management Advisory Committee concept has had within the CoSIDA management structure.

Outreach

- Work with our individual SIDA organizations within the CoSIDA organizational umbrella to assist them with building productive working relationships with their respective national NCAA/NAIA offices, AD Associations, Conference Commission Groups and Management Council leadership groups.
- 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 strive 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
- Continue to build appropriate and productive relationships and partnerships with the NCAA senior leadership staff in Indianapolis at all divisional levels.
- Continue to build appropriate and productive relationships and partnerships with the NAIA senior leadership staff in Kansas City.

Convention

- 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.

- Build upon the momentum gained from the 2011 CoSIDA Convention in Marco Island by developing a programming schedule for St. Louis convention in 2012 that once again results in favorable feedback and drives attendance to that convention.
- 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.
- Work to significantly grow Division I involvement within CoSIDA and increase DI attendance at the CoSIDA Convention.
- 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.

Academic All-America Program

- Successfully implement the expansion of the Capital One Academic All-America program for the 2011-12 academic year.

Other

- Evaluate the possibility of establishing an accreditation process and program for CoSIDA.
- Evaluate the possibility of establishing a CoSIDA based awards program that would determine “Communications Department of the Year” designations for respective regions in all divisional classifications. The awards program would follow along the lines of one that NACDA does for district/regional “Athletic Director of the Year.”
- Continue to refine 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.
- Evaluate any possible partnership opportunities between CoSIDA and PRSA as well as CASE.