

## 2010-11 CoSIDA Board of Directors and Divisional Leadership Strategic Initiatives Review

### MARKETING/ PR BASED

- ✓ As part of its overall continued strategic efforts to better reposition CoSIDA and the profession within the collegiate community, as well as “build its resource/value brand”, CoSIDA’s branding statement- “Strategic Communicators for College Athletics” continued to be emphasized in all ways possible
- ✓ Value of “CoSIDA Membership and Involvement” piece was finalized and used as part of the membership renewal process for 2010-11 year.
- ✓ Value of “CoSIDA’s Convention” document was finalized in December and used a part of the marketing and promotion for the annual convention in Marco Island
- ✓ A complete and full redesign of our website was launched in June of 2010 and then refined over the course of July and August and fully introduced on Aug. 15th. The basic intent of the redesign was to make sure that it assisted with helping advance now, and the near-future, multiple aspects of the Board’s overall strategic plan , including being a place where our membership wanted to come for variety of reasons with continuing education aspects being of prime importance
- ✓ CoSIDA purchased in August a new membership email marketing based system with Constant Contact that enables it to provide news, newsletters and other documents in a vastly improved graphic and marketing/PR manner which was able to also be delivered in a faster and more reliable manner.
- ✓ In late October CoSIDA entered into an electronic licensing relationship with EBSCO Publishing, the world's largest intermediary between publishers and libraries as well as the most prolific aggregator of full text journals, magazines and other sources. EBSCO Publishing will now include CoSIDA and contents from its E-Digest and cosida.com in its extensive database of publications and website that is available to libraries and researchers. As such, someone who is researching topics like athletic public relations, collegiate athletics, collegiate communications and communicators would be directed to CoSIDA content that is in the EBSCO Publishing data base
- ✓ In late December CoSIDA announced that Capital One had agreed to become the “entitlement rights holder” for all aspects of CoSIDA’s Academic All-America program for the next three academic years. The Board believes that this relationship and partnership will provide significant visibility and goodwill for CoSIDA throughout the entire collegiate community and thus provide a significant marketing/PR boost for it as it relates to the overall positioning, branding and marketing of CoSIDA as it relates to advancing various strategic initiatives.
- ✓ CoSIDA’s “Communications Watch” membership newsletter became an important marketing/PR piece for CoSIDA over the course of the year for both our membership and other groups within the intercollegiate community. It became a prominent part of the organization’s “continuing education” objectives with membership but also a key outreach component for positioning CoSIDA as a “strategic resource” to the intercollegiate community at-large.
  - Was sent on a weekly basis to al 2,700-plus members of CoSIDA
  - In late October, at the urging of Dutch Baughman- Executive Director for the D1-A AD Association- the membership weekly version was adapted to a monthly “Communications Watch for Today’s AD” version to assist AD’s with continuing education in the areas of communications as well as issues/challenges facing collegiate sports in that regard. On a monthly basis this adapted version is sent to Dutch and he then blasted it out to that group’s entire membership. It was also sent to Presidents/Chairs of our various divisional leadership groups and they sent it to their respective ADA contacts.
  - John Humenik worked with Clay Stoldt, a former SID at Wichita State who is now the Chair of the Department of Sports Management at that school, to distribute this weekly newsletter to department chairs/professors at sports management/administration/communications programs throughout the country.
  - John Humenik worked with Matt Walker, Chair of the Industry Relations Committee for the North American Society of Sports Management, to get this weekly newsletter distributed to that membership

- ✓ Throughout the year, a group within CoSIDA's leadership worked on developing a "Distinguished Alumni" document that not only listed those people within our profession who had distinguished careers but also those people who began their careers as SID's and moved into prominent roles as AD's, Conference Commissioners, Executive Directors of Bowls, television.
- ✓ As a way of shining a spotlight on schools that are doing an outstanding overall comprehensive job in the areas of athletics communications a "Communications and Information Office of the Year Award" concept has been discussed throughout the 2010-11 academic year by the CoSIDA Board. Modeled after NACDA's "AD of the Year Awards", it would seek to honor four regional recipients in each of CoSIDA's divisional leadership groups (FBS, FCS, 1-AAA, DII, DIII, and NAIA). These discussions are ongoing.
- ✓ The Board's leadership continued to work diligently on relationship building with other groups in the collegiate community in order to be more visible and to build upon its stated strategic objective of having other groups see us as a organization/profession/membership that wanted to be a pro-active resource in assisting them and college athletics in general in dealing with multiple communications-based issues and challenges (a more specific breakdown of this activity with several groups is included later in this summary)
- ✓ Our growing relationships with NACDA and the NCAA led to several dozens of stories being included as part of their daily email blast systems that reached several thousands of university administrators on various topics. Stories that were only reaching our own internal membership in the past were now being directly presented to various affiliated communities, a key component of the organizational strategic plan
- ✓ Due to our relationship with NACDA, "CoSIDA Corner" became a regular part of NACDA's "Athletics Administration" magazine for the second year. That publication reaches thousands monthly within the university community. It provided, and will continue to provide, our leadership an important opportunity to discuss on a monthly basis a topic/issue/challenge of our choosing with this community in a pro-active manner, something that was not taking place in the past
- ✓ "Being visible" is a key component of the Board's strategic marketing objectives. In addition to attending or participating in conference calls at/for conference meetings, CoSIDA was represented at these special national gatherings
  - DII National Leadership Group- in Indianapolis on August 24<sup>th</sup> which included DII AD Assoc, DII Conference Commissioners, DII Management Council and DII-SIDA as well as CoSIDA
  - Meetings with NACDA senior staff in Sept. at their national office in Cleveland
  - Div. 1A Athletic Directors Assoc.- Dallas in Sept
  - Division II Conference Commissioners meetings- Scottsdale, AZ in October
  - National Football Foundation Gala- New York in December
  - ESPN College Football Awards Show- Orlando in December
  - Football Championship Subdivision Summit- Frisco, TX in January
  - BCS National Championship Game-January in Phoenix
  - NCAA Convention- January in San Antonio
  - NCAA Communications Summit- January in Indianapolis
  - NACDA Mid-Year Meeting- Marco Island in January
  - Men's Final Four- April in Houston
  - Women's Final- April in Indianapolis
  - NAIA Convention- April in Kansas City
  - NCAA Division II Community Engagement- June in Indianapolis
  - ECAC-SIDA Convention- June in Rochester
  - NCAA Student-Athlete Career Forum- June in Indianapolis
  - NACDA Annual Convention- June in Orlando
- ✓ As part of meetings with the NACDA staff in Cleveland in mid September, CoSIDA's leadership discussed how NACDA could help CoSIDA advance its strategic brand with its daily blast email to the full university community and a higher profile at the NACDA Convention
- ✓ For the second consecutive year CoSIDA had a partnership with the V Foundation for Cancer Research and other collegiate administrative organizations in promoting and raising cancer research awareness in conjunction with celebrating National College Football Day, the 7<sup>th</sup> annual which was held on Nov. 6<sup>th</sup>. National College Football Day, originated by the AT&T Cotton Bowl to honor the first-ever college football game played between Princeton and Rutgers on Nov. 6<sup>th</sup>, 1869, took on charitable partner- The V Foundation for Cancer Research in 2006- to help gain awareness and funding for cancer research via this celebration event. CoSIDA now joins groups like the American Football Coaches Association, the National Association Collegiate Football Officials, and the Football Writers Association of America in commemorating the annual birthday of college football while supporting the fight against cancer.

## RELATIONSHIP BUILDING- National Governing Organizations

### NCAA

- ✓ CoSIDA's leadership continued to work closely with Bob Williams and Erik Christianson of NCAA Communications Department to build working relationships with various divisional leadership groups within the national office as well as chairs of appropriate cabinets
- ✓ Continued to jointly work on initiatives, issues and challenges that involved a role of positioning communications directors as "strategic resources"
- ✓ Over the course of the year there were 23 combined personal meetings/teleconference meetings between CoSIDA Board/Divisional leadership groups with NCAA management staff
- ✓ Over the course of the year there were eight personal/teleconference presentations by NCAA staff to CoSIDA membership
- ✓ In August, the NCAA DII and DIII management structures approved funding for specific DII and DIII Academic All-America programs within CoSIDA's AAA program. This begins with the 2011-12 academic year.
- ✓ In September/October John Humenik worked with Erik Christianson to finalize a panel/seminar session at the 2011 NCAA convention in San Antonio that would deal with the changing nature of communications and communications directors at the campus level with AD's/Commissioners who began career as information and communications directors. Humenik worked with Christianson, as well as the University and College Division Management Advisory Committees, to provide names of folks within the ranks who started careers as information/communications directors and have moved into AD/Commissioner roles
- ✓ In September CoSIDA and the NCAA jointly announced that plaques honoring CoSIDA's Academic All-America Hall of Famers would be hung within the NCAA Hall of Champions
- ✓ CoSIDA and DII-SIDA leadership continued to jointly work together with the NCAA DII leadership in Indy to keep DII-SIDA involved in all appropriate communications-based discussions.
- ✓ CoSIDA and DII-SIDA leadership reps were invited by Mike Racy, DII NCAA VP, to participate on a committee that was specifically put together to develop a "Model Strategic Communications Document for DII."
- ✓ CoSIDA and DIII-SIDA leadership continued to jointly work with the NCAA DIII leadership at the national office to keep the DIII-SIDA Board involved in all appropriate discussions with regard to communications-based issues at that divisional level
- ✓ Worked closely with Gary Brown of NCAA News to get numerous CoSIDA based stories published and placed on online NCAA News and daily e-mail blast
- ✓ CoSIDA was significantly represented at the annual NCAA convention in San Antonio this January with CoSIDA Board and divisional leadership reps. NCAA/CoSIDA worked jointly to present an association-wide panel on "The Evolution of Sports Information and Athletics Communications". At the convention specific meetings took place with various NCAA divisional staff, the communications staff, as well as divisional AD Association and Conference Commissioner Boards.
- ✓ CoSIDA was invited to attend a first-ever "Communications Summit" that was held January 26-27 in Indianapolis. CoSIDA participated with the conference PR Directors for all of the FBS conferences. Several NCAA senior management staffers discussed the importance of the role of communications directors in carrying out important strategic objectives for the NCAA, their conferences and schools.
- ✓ On May 24<sup>th</sup> CoSIDA's Board and divisional leadership took part in a conference call with NCAA representatives from Rules Administration, Statistics and Championships about trying to improve communications and the decision making process so that communications/information directors can be and should be brought into the conversation early if a discussion is taking place with regard to something that will be/could be impacting them either directly or indirectly. CoSIDA emphasized that its federated divisional management structure would enable the NCAA to not only get feedback on a general manner with regard to some topic/issue but also specifically by dealing with the respective leadership of the appropriate divisional leadership boards.
- ✓ CoSIDA and DII-SIDA was asked to attend and be a part of discussions at the DII Community Enhancement function in Indianapolis in early June.
- ✓ CoSIDA leadership has continued to work closely with Erik Christianson to help position the NCAA in a very prominent role at the CoSIDA Convention in Marco Island as was the case for the San Francisco convention.

### NACDA

- ✓ NACDA's Daily Email Blast provided the opportunity for several dozens of CoSIDA based stories to be sent to thousands of university administrators on a regular basis, something that was not the case prior to our current partnership relationship with them
- ✓ CoSIDA's President/leadership members now have a dedicated monthly column- CoSIDA Corner- that appears in the NACDA monthly magazine- Athletics Administration- that goes to over 10,000 athletics and university administrators nationwide. Provides us with a regular communications vehicle we did not have to directly reach this group with regard to our thoughts on various issues and challenges.

- ✓ CoSIDA reps- John Humenik and Barb Kowal- visited NACDA headquarters office in Cleveland in Sept. to talk about ways to further grow our joint relationship and also began discussion relative to various “transition” matters as it relates to the CoSIDA Convention becoming a part of the NACDA Convention in June of 2013.
- ✓ CoSIDA- John Humenik- was invited, and participated, in NACDA’s annual Mid-Year meeting which includes the Presidents/Executive Directors of all of the management organizations in collegiate athletics. We did not have this participatory opportunity prior to the Board’s approval in Dec. of 2008 of a CoSIDA/NACDA partnership. This meeting provides a valued opportunity for CoSIDA to discuss its strategic objectives, how it might be of aid to other specific groups and vice-versa. It plays a significant role in helping to place CoSIDA as a valued resource partner within the collegiate community
- ✓ John Humenik attended the annual NACDA convention in Orlando in mid June to provide an update to the various NACDA affiliate leadership groups on progress as it relates to various strategic initiatives
- ✓ Humenik and Tom DiCamillo, 1<sup>st</sup> VP, represented CoSIDA at some presentations and meetings at the NACDA Convention with two-year divisional leadership groups. Tom did a presentation to NATYCAA (National Assoc. of Two Year Athletic Administrators) on the value of Communications/Information Directors to the two year community.
- ✓ CoSIDA 2<sup>nd</sup> VP Joe Hornstein participated on a panel at the NACDA June Convention that dealt with “Emerging Technologies”
- ✓ Relationships built via the NACDA partnership enabled CoSIDA to continue to develop strategies with regard to working jointly with each of the respective groups affiliated with NACDA such as AD Associations, Conference Commissioner Groups., Marketing Directors, Compliance Directors, etc. The opportunities to build mutually beneficial relationships that have resulted from the partnership have proven to be a valuable addition and component to CoSIDA’s strategic advancements.

## **NAIA**

- ✓ Over the course of the year there were two combined personal/teleconference meetings between NAIA-SIDA/CoSIDA leadership with the NAIA national management staff
- ✓ John Humenik had meetings with Chad Waller and Amanda Dahl of the NAIA national office at the CoSIDA Convention in San Francisco on July 5<sup>th</sup> and 7<sup>th</sup> to discuss ways for CoSIDA in general to be helpful to NAIA-SIDA/NAIA Communications Dept
- ✓ Eric McDowell, Bill Wagner and Rich Herman- CoSIDA’s College Division leadership group, had meetings with Chad Waller, Amanda Dahl and NAIA-SIDA Board in San Francisco on July 6<sup>th</sup> to discuss things that had been done within DII and DIII to build/enhance relationships with those respective communities and trying to use some of that experience to take a more pro-active approach in that regard within NAIA community this year.
- ✓ On July 12<sup>th</sup> NAIA-SIDA put into place a specific plan to encourage CoSIDA membership growth within the NAIA and 2- make the NAIA community aware of the Academic All-America expansion within the college division community and the benefits to the NAIA of that expansion. Specific letters were sent to the Athletic Directors, Sports Information Directors and Faculty Athletic Directors with regard to these matters.
- ✓ On July 21 John Humenik, Larry Dougherty and Eric McDowell sent a joint letter to the NAIA senior management staff in Kansas City strongly encouraging that group to include NAIA-SIDA as part of a “resource and advisory group” with regard to the planning and implementation phases of NAIA’s branding initiative. Indicated that this was done with DII and DIII-SIDA groups with NCAA senior staff with branding initiatives in DII and DIII last year and was considered, by the NCAA, to be a most productive and appropriate inclusion and it has led to the building of a joint-relationship/partnership that is good for all concerned. Indicated that this type of productive relationship is something that could be developed within the NAIA senior staff if NAIA-SIDA was included more in appropriate communications-based discussions.
- ✓ On July 22<sup>nd</sup> Sam Ghrist, President of NAIA-SIDA, and Ron Smith, Chair of NAIA-SIDA’s Branding Committee, sent a joint letter to the senior staff at the NAIA national office in Kansas City indicating their strong interest and desire in become a “resource and advisory group” to the senior staff as it relates to the branding initiative and all communications-based issues within the NAIA community. Said that they felt they could provide the same successful support as was the case with DII-SIDA and DIII-SIDA groups with the branding initiatives within those NCAA divisions.
- ✓ On July 23<sup>rd</sup> Jim Carr- CEO and President of NAIA- responded back to the CoSIDA and NAIA-SIDA leadership that he, and the entire NAIA senior staff, fully support a significant involvement for NAIA-SIDA within the branding initiative process moving forward.
- ✓ A August 9<sup>th</sup> conference call with the NAIA national office leadership, NAIA-SIDA Board, NAIA-SIDA Branding Committee and CoSIDA leadership resulted in a solid joint commitment to have NAIA-SIDA become a more prominent resource group within the NAIA leadership structure and NAIA national communications and marketing based initiatives
- ✓ On August 9<sup>th</sup> NAIA-SIDA was asked by Jim Carr, NAIA CEO and President, to get directly involved in helping with two initiatives- the launch, on Sept. 1<sup>st</sup>, of a PLAYNAIA eligibility center and an overall NAIA branding initiatives that the NAIA national staff will roll-out in April of 2011 at their national convention.
- ✓ The NAIA-SIDA Board and NAIA national communications office were very proactive in encouraging membership growth at the NAIA level within CoSIDA. NAIA membership grew from 108 to 181, setting the all-time high mark for NAIA (125 in 2009 was previous high). This group also worked to significantly grow the number of Academic All-America nominations that were being placed by NAIA schools.
- ✓ Executive Director John Humenik participated on a NAIA-SIDA Conference call in October that discussed trying to get a seminar/panel presentation on a communications based topic at the NAIA national convention in April.

- ✓ In October the NAIA National Administrative Council informed NAIA-SIDA's leadership that it would consider a request from NAIA-SIDA for it to have a sitting member of NAIA-SIDA on that council beginning in 2012. The NAC initiates operational policies for conferences, association of independents and national competition, national statistical services, national awards and event management
- ✓ In October NAIA-SIDA distributed a PowerPoint presentation dealing with "New Media Technologies" to all of the AD's and communications/information directors within that national group to assist them in this regard as it relates to "continuing education."
- ✓ "Communications Watch for Today's AD" newsletter was developed at request of Division IA AD Assoc, but Chad Waller in early November, forwarded the initial newsletter to Jim Abbott- President of NAIA- ADA -recommending Jim review and pass along to NAIA-ADA and Jim did in fact do that moving forward.
- ✓ John Humenik and Eric McDowell- Chair of the College Division Management Advisory Committee- were invited in Feb to do presentations at the NAIA national convention in Kansas City in mid April
- ✓ In February-March John Humenik worked with the leadership of NAIA-SIDA to get a Board rep from that group to address the National Assoc. of Two-Year College Athletic Administrators (NATYCAA) to provide a speaker for that group's convention in June on "Dealing with Social Media with Limited Resources". Michael MacEachern of the NAIA-SIDA Board agreed to do this presentation on June 16th
- ✓ While attending the annual NAIA national convention in Kansas City on April 16-18 John Humenik and Eric McDowell did special presentations for the NAIA general membership, NAIA AD Assoc. and NAIA Conference Commissioners and also held, along with members of NAIA-SIDA, a private meeting with Jim Carr (CEO) and Lori Joseph of (Director of Marketing) of the NAIA senior management team.
- ✓ On April 19<sup>th</sup> the NAIA membership approved that the President of NAIA-SIDA would have a seat on the NAIA National Administrative Council beginning in 2012. The NAC initiates NAIA operational policies for conferences, association of independents and national competition, national statistical services, national awards and event management

## **RELATIONSHIP BUILDING- Other National Management Groups**

### **ATHLETIC DIRECTORS ASSOCIATIONS**

- ✓ Over the course of the year there were thirteen (13) combined personal/teleconference meetings between CoSIDA/divisional leadership groups and AD Association groups within collegiate athletics
- ✓ Over the course of the year there were five combined personal/teleconference presentations by ADA groups to CoSIDA's divisional membership
- ✓ DII AD Association VP -Fran Reidy- agreed to participate on a committee to develop a DII Model Strategic Communications document. CoSIDA, DII-SIDA, DII Conference Commissioners as well as NCAA DII national staff reps also participated.
- ✓ In July Greg Burke, President of FCS-ADA, and Scottie Rodgers, Chair of FCS-MAC, had a joint call to talk about how those two groups could jointly work together. They agreed to do so at that time on a "Legends" project that would focus around the FCS Championship Game in Frisco, TX in early January.
- ✓ NAIA-SIDA, working with the NAIA AD Assoc., had a letter sent out to all NAIA AD's on July 21<sup>st</sup> that talked about the recently announced CoSIDA Academic All-America expansion within the college division and what that meant for the NAIA in a positive way and that is also means that there is a need to significantly grow CoSIDA membership within the NAIA to fully take advantage of all aspects of the Academic All-America program awards process. Letter encouraged AD's to make sure that their SID/school was a CoSIDA member as that is a prerequisite for being able to nominate for AAA program.
- ✓ CoSIDA and DII-SIDA leadership were included in a meeting in Indianapolis in August with Mike Racy, DII VP at the NCAA, representatives of DII AD and Conference Commissioner groups to discuss communications based initiatives within DII this year, including the development a "DII Communications Model" document for eventual presentation to DII Presidents and AD's.
- ✓ In October, John Humenik and Rich Herman, President of DII-SIDA, along with DII-SIDA VP's Dennis Jezek and Greg Goings, received an invitation to attend and present a panel discussion on the development of a DII specific Communications Model in Indianapolis in early June as part of the DII Community Enhancement event.
- ✓ John Humenik received an invitation to the DIA- Athletics Directors meeting in Dallas (late September) for the third consecutive year and he was also granted the opportunity to address that group and answer questions as it related to communications-based issues
- ✓ In late October CoSIDA's weekly "Communications Watch" was adapted, with the encouragement/ approval of Dutch Baughman- Executive Director of the D1A AD Assoc- to "Communications Watch for Today's AD". On a monthly basis CoSIDA adapted its membership based "Communications Watch" issue into another AD specific newsletter with links on communications based issues/challenges that would be/should be of interest to AD's. This was provided to Dutch and he then blasted out to that group's membership.
- ✓ The "Communications Watch for Today's AD" concept continued to gain more popularity and as the year progressed it was provided to the leadership of other AD Assoc. who in turn emailed to their respective memberships.

- ✓ At the NCAA Convention in San Antonio in January CoSIDA Board/divisional leadership reps made personal presentations to the Board of Directors of DII AD Association as well as to the Executive Director of the D1-A AD Association.
- ✓ At the annual NACDA Mid-Year Meeting in January, John Humenik had the opportunity to address the Presidents/Executive Directors of AD Associations from all of the divisional levels within college athletics.
- ✓ Gary Broadhurst- 1<sup>st</sup> VP for the National Association of Two Year Colleges Athletics Administrators (NATYCAA)- approached John Humenik at the NACDA Mid-Year Affiliates Meeting on Jan. 31<sup>st</sup> and then on Feb. 8<sup>th</sup> via a letter about CoSIDA's help in providing a speaker for their convention at the NACDA Convention in mid June in Orlando to discuss "Coordinating a Social Media Program with Limited Resources." Humenik then began to work with the leadership of NAIA-SIDA and DIII-SIDA in this regard to see if they could provide a speaker and Michael MacEachern on the NAIA-SIDA Board agreed to do on June 16<sup>th</sup>. Broadhurst also indicated to Humenik that he would appreciate CoSIDA's help with regard to a presentation to his group in Orlando in June on trying to help them convince their school's President of the need for a full time communications/information director at the two-year level. Tom DiCamillo agreed to do that, also on June 16<sup>th</sup>. Humenik then also worked with Mark Krug- Communications Director for the National Junior College Athletics Assoc- to setup a meeting in Orlando on June 16<sup>th</sup> to better discuss how CoSIDA can work with that group to help grow appreciation for the need for communications directors in the two-year community and growing CoSIDA membership at that divisional level.
- ✓ Executive Board of the DII-ADA approved the DII Model Strategic Communications document in mid March.
- ✓ John Humenik and Eric McDowell- Chair of the College Division Management Advisory Committee- met with the leadership of the NAIA-ADA during their visit to the NAIA national convention in Kansas City on April 17<sup>th</sup>.
- ✓ John Humenik and Dutch Baughman- Executive Director of D1A ADA- arranged for a "Division I Roundtable Discussion" for CoSIDA's DI membership on May 9<sup>th</sup> which dealt with the perspectives of the leadership of both groups as it relates to current communications-based issues and challenges. Dutch, based on how well this call went, has suggested that both groups seek to hold these on a quarterly basis- which CoSIDA has agreed to.

### **CONFERENCE COMMISSIONERS GROUPS**

- ✓ Over course of year there were nine combined personal/teleconference meetings with CoSIDA/divisional leadership groups and Conference Commissioner groups
- ✓ Over course of year there were two personal/teleconference presentations by conference commissioner groups to CoSIDA membership
- ✓ Steve Murray of the DII Conference Commissioners attended a Aug. 24<sup>th</sup> meeting in Indianapolis that also included CoSIDA and DII-SIDA reps in addition to DII ADA and Mike Racy, VP of DII at the NCAA. The group discussed DII communications-based initiatives for the upcoming year, including the establishment of a "DII Model Strategic Communications Document" for presentation to DII Presidents and AD's.
- ✓ Tom DiCamillo, CoSIDA's 1<sup>st</sup> VP, represented the organization at the DII Conference Commissioners Group meeting in Arizona on Oct. 13-16.
- ✓ At the NCAA Convention in San Antonio in January CoSIDA/DII-SIDA reps made a personal presentation to the Board of Directors of the DII Conference Commissioners
- ✓ On March 16<sup>th</sup> the DII Conference Commissioners Group approved/endorsed the "DII Model Strategic Communications Document"
- ✓ DII Model Strategic Communications Document that was jointly worked on by DII-SIDA, CoSIDA, DII ADA and DII Conference Commissioner reps was presented to , and approved, by the DII Management Council in mid-April.
- ✓ John Humenik and Eric McDowell- Chair of the College Division Management Advisory Committee- met with the leadership of the NAIA- Conference Commissioners during their visit to the NAIA national convention in Kansas City on April 17<sup>th</sup>

### **NACMA**

- ✓ In early December John Humenik and Kurt Esser- President of NACMA this year- held initial discussions with regard to the need for CoSIDA and NACDA to build a better joint relationship since communications and marketing directors work so closely together and jointly on many of the issues and challenges facing collegiate athletics due to new media and technologies. At that time there was agreement that we needed to discuss further some things and it was agreed that a meeting should be held at the annual NACDA Mid-Year Conference in Marco Island in late January.
- ✓ John Humenik met with the full Board of Directors of NACMA in Marco Island at the NACDA Mid Year Affiliates Meeting on Jan. 30<sup>th</sup>. Among the things discussed were; CoSIDA becoming part of the NACDA Convention in 2013 and the types of things that could be done jointly with our two groups, the possibility of some joint "continuing education" sessions over the course of the year and perhaps CoSIDA making its weekly "Communications Watch" membership newsletter available to NACDA membership.

# SPECIFIC DIVISIONAL BASED LEADERSHIP INITIATIVES

## Division I

- ✓ In July, a new DI management structure was approved that resulted in the formation of three specific DI Management Advisory Committees that would fall within the “umbrella” of the University Management Advisory Committee (UDMAC). There would now be a Chair of Football Bowl Subdivision MAC, Football Championship Subdivision MAC and 1-AAA Subdivision MAC. Each of the three groups would have a advisory group that had one rep from each of the conferences that make-up that particular sub-division
- ✓ Over course of year there were four personal/teleconference meetings with DI ADA groups and CoSIDA leadership
- ✓ Over course of year there was one personal/teleconference meeting with D1 CoSIDA membership
- ✓ In July there was a conversation between FCS-ADA and FBS- MAC Chair Scottie Rodgers about a joint based effort to use the FCS national football championship weekend in January to honor “legends” of that divisional group
- ✓ In August a joint letter went out to DI membership from Larry Dougherty- President, Charles Bloom- Chair of Univ. Division Management Advisory Committee, and Executive Director John Humenik that presented the new DI management structure and the reasons for its implementation- namely to get more of the DI membership engaged and involved in DI communications-based issues and within CoSIDA
- ✓ For the third consecutive year CoSIDA- John Humenik- was invited to attend and speak at the Division IA Athletics Directors Conference in Dallas in late September.
- ✓ Working with Dutch Baughman, Executive Director of D1A AD Assoc., CoSIDA’s “Communications Watch” weekly continuing education/professional development newsletter for membership was adapted in October to a monthly format- “Communications Watch for Today’s AD”- with links/stories geared toward helping AD’s learn more about communications-based issues/challenges/trends, etc. The first monthly newsletter from CoSIDA to these AD’s went out on Oct. 31<sup>st</sup>. That was sent to the D1-A ADA group each month.
- ✓ CoSIDA (John Humenik) continues to have a representative that participates on a monthly call with the NCAA, BCS and PR Directors for all FBS conferences
- ✓ Scottie Rodgers – Chair of the Football Championship Subdivision Management Advisory Committee(FCS MAC) attended the first “FCS Summit” in Frisco, TX in January which was a part of the FCS Football Championship weekend.
- ✓ John Humenik met with all of the FBS conference PR directors that were in attendance at the BCS national championship game in Phoenix to talk about CoSIDA-D1 matters, including the need to have them more engaged in their profession and professional organization.
- ✓ John Humenik and Larry Dougherty had a meeting with Dutch Baughman- Executive Director of D1-A AD Association- at the NCAA Convention in San Antonio in January. The meeting primary revolved around ways for CoSIDA to continue to be a resource to Dutch’s membership and ways that there could be more “joint conversations” about issues/challenges facing both groups. Dutch indicated that the “Communications Watch for Today’s AD” newsletter we provide them has been received in a positive manner and is viewed as a being “very credible.” Dutch was told about our establishing a “Reference/Resource Library” for our members and he indicated that he wanted to make his membership aware of that as well and he felt that would indeed be another positive thing for CoSIDA as it related to his group. There was agreement about trying to setup a conference call between CoSIDA’s DI leadership and some of the leadership of D1-A ADA to discuss some topics of joint concern/importance for the benefit of our DI membership.
- ✓ At the NACDA Mid-Year Affiliates Meeting in late January in Marco Island John Humenik had the opportunity to visit with the Executive Directors/Presidents of each of the three Division 1 AD Associations.
- ✓ John Humenik addressed ConSIDA (Division I conference PR Directors) at the Final Four in Houston on April 2<sup>nd</sup> to review CoSIDA matters. Barb Kowal also did this at the Women’s Final Four in Indianapolis.
- ✓ Immediate Past President Justin Doherty penned a letter to the entire DI membership in April regarding their need to get more actively involved in our professional organization and convention attendance.
- ✓ The first D1-A ADA/CoSIDA D1 membership roundtable discussion took place on May 9<sup>th</sup>. Based on how well it went, D1-A ADA Executive Director Dutch Baughman suggested that this joint conference call take place on a quarterly basis- which CoSIDA’s leadership has agreed to.
- ✓ CoSIDA, per an invitation from Dutch Baughman- Executive Director of the Division I-A Athletic Directors Association- continues to be a part of the CHAMPS National Board of Advisors, one of that organization’s national program. In addition to that general invitation, CoSIDA has also become a part of a national task force within that Board of Advisors that, “Will focus on and discuss the key issues impacting student-athletes, establish guidance on those issues, and present that broader perspective to the Div. I-A Athletics Directors.”

## Division II

- ✓ Over the course of the year there were ten combined personal/teleconference meetings between CoSIDA/DII-SIDA leadership and the NCAA DII national management staff

- ✓ Over the course of the year there were nine combined personal/teleconference meetings between CoSIDA/DII-SIDA leadership and the DII AD Assoc.
- ✓ Over the course of the year there were eight combined personal/teleconference meetings between CoSIDA/DII-SIDA leadership and the DII Conference Commissioners Group
- ✓ Over the course of the year there were three personal/teleconference presentation to the DII –SIDA membership by the NCAA DII national staff and also one by DII-ADA and DII Conference Commissioners
- ✓ On July 6<sup>th</sup> in San Francisco the DII-SIDA Board met with Mike Racy (NCAA VP for DII), Julie Ruppert (DII Conference Commissioners) and Eric Schoh (DII ADA).
- ✓ On July 6<sup>th</sup> in San Francisco the trio of Mike Racy, Julie Ruppert and Eric Schoh held a session with the DII membership of CoSIDA
- ✓ President Rich Herman coordinated an effort within D-II SIDA, in conjunction with Roberta Page, Director of NCAA Championships, Jim Wright of the NCAA Stat Bureau, and Jeff Ligney representing the Conference SID's, to streamline the NCAA stat reporting procedure and the on-line score reporting for 9 designated sports into one reporting procedure. D-II SIDA and the above formed stat group is working on a proposal to present to the D-II Conference Commissioners in October that will include all 9 sports in this streamlined procedure.
- ✓ In August the NCAA DII management structure approved funding for the establishment of a specific CoSIDA DII Academic All-America program beginning with 2011-12 academic year.
- ✓ DII-SIDA, Rich Herman, and CoSIDA, John Humenik participated in a DII based meeting in Indianapolis in August which included Mike Racy, DII VP, Steve Murray of DII Conf. Commissioners and Fran Reidy of DII ADA to discuss and plan communications based objectives for DII for 2010-11 year.
- ✓ At a NCAA DII based meeting in Indianapolis on Aug. 24th Rich Herman, President of DII-SIDA, was charged with coordinating an effort on the part of this group to produce a “model strategic communications operation/plan for DII” document that would be provided to DII Presidents, AD's and Commissioners by the following spring/summer. Conference calls regarding this “model” were then held with reps from the NCAA DII, DII ADA, DII SIDA and DII Conference Commissioners in October, November and February.
- ✓ In September Rich Herman and John Humenik worked with Erik Christianson of the NCAA to provide names/background of current AD's and Commissioners within DII who began their careers as information and communications directors. Erik was seeking such individuals within all NCAA divisional groups to participate in a panel session at the 2011 NCAA Convention that deals with the changing nature and focus of communications within collegiate athletics.
- ✓ CoSIDA 1<sup>st</sup> VP Tom DiCamillo represented the CoSIDA Board at the DII Conference Commissioners meetings in Scottsdale, Arizona in October
- ✓ In October Rich Herman, President of DII-SIDA, as well as 1<sup>st</sup> and 2<sup>nd</sup> VP's- Dennis Jezek and Greg Goings- along with CoSIDA Executive Director John Humenik were invited by the NCAA DII national staff to come to Indianapolis in June of 2011 to present the “DII model communications operation” at the DII Community Enhancement affair.
- ✓ DII VP Mike Racy held a conference call with the DII-SIDA membership on Nov. 4<sup>th</sup> updating that group on a variety of topics.
- ✓ At the NCAA Convention in San Antonio in January the CoSIDA/DII-SIDA leadership (John Humenik, Larry Dougherty, Rich Herman, Tom DiCamillo, Eric McDowell) had the following meetings
  - Met with Mike Racy- VP of NCAA DII- to review several things, including his role in the Marco Island Convention, the Academic All-America expansion and the DII Model Communications Office project.
  - Met with Board of the DII- AD Association to discuss the things that CoSIDA/ DII-SIDA Board had done to advance the DII branding platform (i.e. their role in developing the toolkit), the start of the DII Academic All-America program this fall, the DII Model Strategic Communications Plan project. Rich and Jeff Ligney of the Great Lakes Athletics Conference also presented a presentation on behalf of DII-SIDA as it related to establishing a joint score reporting/statistics reporting deadlines/process for various sports in DII.
  - Met with the Board of the DII- AD Association to discuss the things that CoSIDA/ DII-SIDA Board had done to advance the DII branding platform (i.e. their role in developing the toolkit), the start of the DII Academic All-America program this fall, the DII Model Strategic Communications Plan project. Rich and Jeff Ligney of the Great Lakes Athletics Conference also presented a presentation on behalf of DII-SIDA as it related to establishing a joint score reporting/statistics reporting deadlines/process for various sports in DII.
  - Rich met with Roberta Page- NCAA DII Director of Championships- to further discuss the combined score reporting/stat reporting process that he and Jeff Ligney of the Great Lakes Intercollegiate Athletics Conference presented to the DII- AD Assoc. Board and DII- Conference Commissioners earlier. She indicated that she is currently reviewing the proposal with appropriate committees and she will be having a phone conference in the near future to discuss the proposal and its possible implementation for the 2011-2012 year.
  - Had a working dinner with Erik Christianson to discuss several things as it relates to upcoming CoSIDA convention, NCAA sponsorship and ways we could continue to help each other at all divisional levels
  - Attended, at the invitation of the DII-ADA Board, a private reception for the DII-ADA Board and membership
  - Attended at the invitation of Mike Racy- VP for NCAA DII- a NCAA Division II Chancellors and Presidents Meeting as it specifically related to a presentation to that group by Bob Williams- VP for Communications at the NCAA. Bob reviewed with them the NCAA Strategic Communications plan which specifically included a bullet point about the need for sports information professionals to significantly evolve into sports communications professionals and he

emphasized to them the need to get their AD/Communications Directors to think more strategically in many communications based ways, including the carrying out of the NCAA branding initiative/campaign.

- ✓ In March, at the request of Mike Racy, Rich Herman forwarded to the leadership of DII-ADA and DII Conference Commissioners the final draft of the DII Model Strategic Communications Document that a committee had been working on since August. The Conference Commissioners approved/endorsed this document on March 16<sup>th</sup> and the DII-ADA Executive Board approved it on March 20<sup>th</sup>. The DII Management Council approved it on April 11<sup>th</sup>.
- ✓ Mike Racy, Jill Wilson and David Pickle of the NCAA DII staff attended the Marco Island convention and held meetings/presentations with the DII membership and leadership

### **Division III**

- ✓ Over course of year there were five combined personal/teleconference meetings between CoSIDA/DIII-SIDA leadership and NCAA DIII national management staff
- ✓ Over course of year there were three combined personal/teleconference meetings between DIII-SIDA membership and NCAA DIII national management staff
- ✓ On July 6<sup>th</sup> in San Francisco Dan Dutcher, NCAA VP for DIII, met with the DIII-SIDA Board of Directors
- ✓ On July 6<sup>th</sup> in San Francisco Dan Dutcher held a session for the entire CoSIDA DIII membership
- ✓ DIII-SIDA President Bill Wagner worked with Dan Dutcher to hold a August 5<sup>th</sup> DIII membership conference call to discuss communications-based initiatives for the 2010-11 year. Over 120 DIII members participated in that national call
- ✓ In August the NCAA DIII management structure approved funding for the establishment of a specific CoSIDA DIII Academic All-America program beginning with 2011-12 academic year.
- ✓ Executive Director John Humenik met with DIII VP, Dan Dutcher, in Indianapolis on August 25<sup>th</sup> to review/plan various things as it relates to CoSIDA and DIII
- ✓ In September, the NCAA News presented a story on the DIII branding campaign and role that DIII-SIDA leadership and membership have/will play in the local execution of that plan
- ✓ In September Bill Wagner and John Humenik worked with Erik Christianson of the NCAA to provide names/background of current AD's and Commissioners within DIII who began their careers as information and communications directors. Erik was seeking such individuals within all NCAA divisional groups to participate in a panel session at the 2011 NCAA Convention that deals with the changing nature and focus of communications within collegiate athletics.
- ✓ In late October the NCAA DIII national staff sent out to all DIII schools and conference offices a "toolkit" to assist that membership in promoting its new branding initiative. DIII-SIDA played a significant role in helping to develop this toolkit concept to advance this initiative.
- ✓ In November, Eric McDowell (Union) was invited by NCAA DIII VP Dan Dutcher to participate in a panel session at the 2011 NCAA Convention in San Antonio in January to discuss the development and implementation of the DIII branding identity tool kit from the viewpoint of communications directors.
- ✓ At the NCAA Convention in San Antonio in January CoSIDA/DIII-SIDA leadership took part in the following DIII membership sessions and meetings:
  - On Jan. 13<sup>th</sup> Eric McDowell participated on a NCAA DIII membership panel entitled "Defining the Educational Value of the DIII Intercollegiate Athletics Experience". The panel, moderated by Livingston Alexander, President of the University of Pittsburgh-Bradford - reviewed the DIII branding identity campaign that was introduced last January, which included a review of the tool kit, developed by the DIII-SIDA Board, that was provided to Presidents, FAR's, AD's, and information/communications directors at the campus and conference levels. The panel also included Jessica Maier, a SAAC representative from the College of Notre Dame, Maryland; Kitty Baldrige, FAR at Gallaudet University; Shannon O'Brien, Associate Athletic Director for the Presidents' Athletic Conference; and John Williams, NCAA Director of Championships. Eric's focus provided ways to implement publicity for the identity initiative tool kit with communication from various constituents, so the athletics communication professional could publicize the student-athlete's accomplishments away from the playing field.
  - On Jan. 14<sup>th</sup> met with Dan Dutcher- VP for NCAA DIII- to discuss/review several things. Among them- update on DIII Academic All-America program matters, having a NCAA DIII presence at the Marco Island convention (Dan agreed), having Dan do a DIII membership conference call, perhaps in April, to review/discuss DIII matters that would be/should be of interest to our DIII membership, getting our DII SIDA leadership in more direct touch with the leadership of DIII Conference Commissioners and AD's as we have done on DII level. Dan suggested having someone from DIII-SIDA leadership come to Indianapolis in July to be a part of agenda for those groups and we said we would do that.
- ✓ While in Indianapolis for a NCAA "Communications Summit" John Humenik visited on Jan. 26<sup>th</sup> with Dan Dutcher- NCAA DIII VP- to discuss upcoming DIII membership conference calls, the CoSIDA Convention in June and getting a DIII-SIDA rep at the national DIII AD and Commissioner meetings in Indianapolis this July.
- ✓ NCAA DIII unveiled a new division specific website in March. DIII-SIDA's leadership was involved in helping develop the new site.
- ✓ Leah Kareti of the NCAA DIII staff in Indianapolis attended the Marco Island convention and had meetings/presentations with the DIII-SIDA leadership and membership

## **Two- Year Institutions**

- ✓ Gary Broadhurst- 1<sup>st</sup> VP for the National Association of Two Year Colleges Athletics Administrators (NATYCAA)- approached John Humenik at the NACDA Mid-Year Affiliates Meeting on Jan. 31<sup>st</sup> and then on Feb. 8<sup>th</sup> via a letter about CoSIDA's help in providing a speaker for their convention at the NACDA Convention in mid June in Orlando to discuss "Coordinating a Social Media Program with Limited Resources." Humenik then began to work with the leadership of NAIA-SIDA and DIII-SIDA in this regard to see if they could provide such a speaker since they deal with this very issue as well. Michael MacEachern of the NAIA-SIDA Board agreed to do on June 16<sup>th</sup>. Broadhurst also indicated to Humenik that he would appreciate CoSIDA's help with regard to a presentation to his group in Orlando in June on trying to help them convince their schools/Presidents of the need for a full time communications/information director at the two-year level.
- ✓ Humenik worked with Larry Dougherty and Tom DiCamillo to have Tom, due to his understanding and appreciation of the two-year community, to attend the NACDA Convention in Orlando in June to represent CoSIDA with their meeting with the NATYCAA on helping them explain to their schools/Presidents the need for full time athletics communications directors at the two-year level. Tom agreed to do this on June 16<sup>th</sup> in Orlando
- ✓ Tom DiCamillo gained the opportunity for a conference call on April 20-21<sup>st</sup> with the new Executive Director/President of the American Assoc. of Community Colleges (Dr. Walter Bumphus) to discuss the historical significance of Tom's becoming CoSIDA President for the 2011-12 academic year and Dr. Bumphus' help in promoting CoSIDA's AAA program within the two-year divisional level to Presidents, etc.
- ✓ John Humenik worked with Mark Krug- Communications Director for the National Junior College Athletics Assoc- to setup a meeting in Orlando on June 16<sup>th</sup> to better discuss how CoSIDA can work with that group to help grow appreciation for the need for communications directors in the two-year community and growing CoSIDA membership at that divisional level.

## **Following is a list of some additional division-wide things done to encourage relationship building with divisional leadership groups in the athletics community**

- ✓ CoSIDA Board and divisional leadership groups invited leadership of AD/Commissioner groups to participate on teleconferences with appropriate CoSIDA divisional leadership/membership
- ✓ CoSIDA Board encouraged divisional leadership groups within CoSIDA to schedule teleconferences and webinars for benefit of respective divisional groups
- ✓ At meetings in Cleveland in Sept. between CoSIDA and NACDA staff, the groups discussed ways that NACDA would try and assist CoSIDA and its divisional leadership groups advance their profiles within the overall and divisional communities.
- ✓ In October CoSIDA's weekly "Communications Watch" was, with the encouragement of Dutch Baughman (Executive Director of Division I-A AD Assoc), was specifically adapted to a monthly 'Communications Watch for Today's AD' newsletter that Dutch then distributed monthly to his membership. Over the course of the year other AD Assoc. started to also distribute this newsletter.
- ✓ CoSIDA and divisional leadership representatives attended the NCAA convention in San Antonio in mid January
- ✓ CoSIDA was invited to NACDA's mid- year meeting in January which provided an opportunity for CoSIDA to address respective divisional and management groups for a dozen-plus other organizations in collegiate athletics.
- ✓ John Humenik and Eric McDowell represented CoSIDA at the annual NAIA Convention in Kansas City on April 16-18<sup>th</sup>.
- ✓ CoSIDA- John Humenik- attended the annual NACDA Convention held in Orlando in mid June. He provided updates to various NACDA affiliated groups on several CoSIDA strategic initiatives.

## **ORGANIZATIONAL- Overall Management/Administration Related**

- ✓ As part of an effort to have the Board of Directors concentrate more on "leadership initiatives", the officer duties were changed to better represent that desire and the officers duties were changed in terms of "focus." Instead of focusing on convention-related matters they were changed to focus on leadership elements and projects.
- ✓ The redoing of officer duties on the Board also resulted in the three Past Presidents being assigned more leadership based responsibilities and being used in a more prominent role than had been the case
- ✓ Specific list of "initiatives" for the 2010-11 Board were compiled in July and provided to membership later that month. Among the list were projects that were listed for review/development were: the creation of a possible regional "Communications Office of the Year" awards program- modeled after NACDA's regional AD of the Year program- a organizational/profession marketing/branding document and compiling a "Distinguished Alumni" list that would remind our membership of the

tremendous number of people in our group that have not only distinguished themselves within our profession but also those that moved on to become AD's, conference commissioners, bowl executives, TV Network executives, etc.

- ✓ A concerted membership drive resulted in record annual membership number of 2,720, a total that broke the previous record of 2,563 set for the 2008-09 academic year.
- ✓ A new email marketing system helped with membership blast being more efficient and it also enabled the Board to a better job of having these membership based blast be more graphically presentable and thus more effective in terms of impact- both for membership and sponsor benefits.
- ✓ Detailed checklists, timelines, responsibilities continued to be developed to improve overall management and efficiency
- ✓ Director of External Affairs post (Barb Kowal) gave the organization a point person for three primary areas this past year- communications, identity/branding/marketing, all-around convention coordination- for first time in history
- ✓ Continued growth of Executive Director role and development of duties associated with this new post resulted in more positive movement relative to divesting officer positions on Board from convention and fund-raising related matters
- ✓ Executive Director role continued to evolve into one that enabled the Board/leadership to get and stay bettered focused on desired strategic objectives and initiatives
- ✓ Board's stated objective of creating a more "federated management structure" and specific invested leadership groups within the organization continued to expand.
- ✓ Board continued to "centralize" functions in areas of fund-raising, sponsorships, communications, web-related, convention management
- ✓ The College and University Division Management Advisory Committee concepts- now in its 3<sup>rd</sup> year- continued to blossom into a key leadership role within the organizational structure
- ✓ DII, DIII and NAIA-SIDA leadership groups grew their profiles and leadership roles within the organization and respective collegiate divisional communities.
- ✓ Based on the success that DII and DIII-SIDA organizations had achieved in advancing strategic objectives with other management groups at those levels , CoSIDA's DI leadership group -Univ. Division Management Advisory Committee- determined it was best to form three specific SIDA/management organizations within that divisional level; FBS, FCS and DI-AAA. All three have Boards (one rep from each of the respective conferences that makeup that division) with a Chair/President. The Chairs/Presidents would then be part of the Executive Committee for the UDMAC
- ✓ DI leadership and membership grew its profile within the organization due to the established of each of these three specific management advisory committees specially for that group- FBS, FCS and 1-AAA
- ✓ Organization's "Code of Ethics" revised/updated
- ✓ Continued the process of evaluating VP and Past President posts to assign duties responsibilities that would better ensure that each is spending more time on organizational/professional issues and needs rather than primarily convention based
- ✓ On April 28<sup>th</sup> the Board voted unanimously to establish a new full-time post- Director of Internal Operations/Treasurer. The post would incorporate the roles/duties that Dave Wohlhueter performed so well for 34 years but would also take on expanded coordinating roles as convention manager, manager of all of our data bases, coordinate all of our online registration processes, coordinate all of our directories, invoicing, etc. This would also help in continuing to take away duties/responsibilities from Board members so that they could concentrate on big picture matters instead of day-to-day administrative/convention functions.

## COMMITTEE RELATED

- ✓ All committees were closely evaluated throughout the year in terms of level of production, leadership, focus, proper name, etc
- ✓ All committee chairs were requested to provide to Board leadership- prior to start of new year- a specific set of goals and objectives to be executed in the upcoming year
- ✓ All committee stated goals and objectives for 2010-11 year related specifically as to how would they advance the organizational strategic plan
- ✓ Committee chairs and appropriate Board liaison held monthly calls to review goals/objectives and status
- ✓ Technology Committee was renamed "New Media Committee" and an emphasis was placed on building its role and function with the organization for membership value
- ✓ Each committee chair made a written presentation to full Board during the middle of the year relative to status on carrying out goals and objectives that were established in August.
- ✓ An organizational chair position was established for Special Award so that there would be more consistency within that committee from year to year and help divest the appropriate officers of several organizational duties in that regard

## ACADEMIC ALL-AMERICA PROGRAM

- ✓ In August, the NCAA DII and DIII management structures approved the funding of specific CoSIDA/Capital One DII and DIII Academic All-America programs beginning with the 2011-12 academic year

- ✓ The leadership of the AAA Committee worked with the leadership of each of CoSIDA's divisional groups (DI, DII, DIII, NAIA) with regard to the expansion of program to put into place processes that would best serve and represent each division as things moved forward with the expansion of the AAA program beginning with the 2011-12 academic year
- ✓ In September, the NCAA agreed that its Hall of Champions in Indianapolis should provide a plaque listing CoSIDA's Academic All-America Hall of Fame members.
- ✓ In late November CoSIDA and Capital One agreed in principle to a three year contract – starting with the 2011-12 academic year- that provided “entitlement and sponsorship rights” to Capital One for the Academic All-America programs. The Board believed that this new partnership will result in a higher profile for the Academic All-America “teams programs” and Hall of Fame within the intercollegiate community. A contract was signed between CoSIDA and Capital One on Dec. 29th and the new partnership/sponsorship was announced to the collegiate community in late January and took place effectively immediately with the 2011 AAA winter teams program.
- ✓ The CoSIDA Board approved joint recommendations from the AAA Committee leadership and the divisional leadership groups of DI, DII, DIII and NAIA relative to a redistricting for that award program for each of those four divisional programs. They also approved a joint recommendation relative to the makeup of the voting groups for each of those divisional programs.
- ✓ XOS Digital/Collegiate Images, representing CoSIDA, handled several infringement matters as it related to CoSIDA's registered “Academic All-America” mark.

## MEMBERSHIP BASED

- ✓ CoSIDA's membership hit an all-time record high with 2,720 for the 2010-11 academic year, over 200 more than the previous year (2,497) and over 150 more than the previous all-time high (2,563 set in the 2008-09 academic year)
- ✓ A new membership email system was put into place that provided a much more timely, efficient and attractive transfer of information.
- ✓ Several membership specific “blast email information concepts” were put into place as a result of purchase of a new association-based marketing/email system ( News and Information, Career/Job Center, Communications Watch, Schedule/Calendar, Save This Date)
- ✓ A monthly email membership based letter from CoSIDA's President/Executive Director continued to be sent out to specifically update membership on Board/leadership group initiatives
- ✓ A weekly “Communications Watch” blast email was instituted that dealt with professional development and continuing education for the membership
- ✓ In September CoSIDA entered into a partnership arrangement with Eclaro, a international executive search firm that started a division for intercollegiate sports that provides for Eclaro to put together, via CoSIDA and its membership, a data base of communications-based professionals that can be then used by schools who are seeking people in our area of expertise.
- ✓ In February the organization's leadership introduced an online reference and resource library concept that provides the membership a place to visit to gain information/insight on a variety of topics and matters
- ✓ Over the course of the year there were numerous divisional based conference calls between those group respective leadership and membership
- ✓ There were five continuing education based conference call/webinars held during the course of the 2010-11 academic year
- ✓ 3<sup>rd</sup> VP Shelly Poe took a pro-active role during April in coordinating the best way for us, and Stat Crew, to relay to the membership appropriate and correct information with regard to rumored changes that Stat Crew would be/is undergoing. This resulted in Shelly/committee relaying to Stat Crew and list of specific questions that needed answers for our membership, responses from them and then CoSIDA providing this information to our membership via blast email and website posting
- ✓ CoSIDA signed sponsorship/partnership agreements with Expion and NewTek that will assist the organization with regard to future continuing education initiatives. Expion becomes CoSIDA's “official social media advisor” and will help with programming sessions at both the Marco Island and St. Louis conventions as well as putting on at least one continuing education session on a social media topic during the 2011-12 academic year. NewTek becomes CoSIDA's “official continuing education video achieve provider”. They will be taping sessions at the Marco Island convention for CoSIDA playback this fall/winter.

## WEBSITE RELATED

- ✓ A new email marketing package enabled more graphically orientated and faster membership delivery of information. It also significantly aided and increased sponsorship inventory that could be provided
- ✓ Naming Barb Kowal as Director of External Affairs has resulted in a vastly improved site in multiple ways (daily content, membership services, blast emails, sponsorship support, educational aspects, membership benefit, marketing/branding)
- ✓ A full redesign of our site, the first in several years, was introduced in mid June of 2010 and finalized in August after membership feedback. It has, and will, play a large role in advancing and enhancing various strategic objectives
- ✓ Content on web was vastly improved to drive more regular traffic and it also resulted in others- like the NCAA and NACDA- reviewing our site on a regular basis to pick up stories for posting on their respective sites and daily email membership blasts which reach several thousands of administrations throughout intercollegiate athletics.

- ✓ A significant increase in amount of content posted that related to professional and educational-based development
- ✓ A CoSIDA Twitter account was established that enabled a great number of postings in the area of “news” for our communications-based membership
- ✓ Technology Committee was renamed “New Media Committee” and an emphasis was placed on building its role and function with the organization for membership value
- ✓ In February CoSIDA’s leadership introduced a “Reference/Resource Library” concept to the membership. This concept enables our membership, as well as others within the intercollegiate community, to reference a index which then provides specific links/stories on a host of continuing education/professional development categories which can be accessed to review articles/links that relate to the chosen topic of interest.

## CONTINUING EDUCATION BASED

- ✓ As part of a significant restructuring of the officer duties on the Board of Directors, 3<sup>rd</sup> VP Shelley Poe was assigned – as her primary duty for the upcoming year- to coordinate and put together CoSIDA’s continuing education program
- ✓ In September, a weekly membership e-newsletter- “Communications Watch”- was developed that provided continuing education and professional development based articles to the full membership
- ✓ In January Barb Kowal worked with Erik Christianson and Ronnie Ramos of the NCAA staff to provide information/a link to our membership so that they could listen in/participate with a seminar presented at the NCAA Convention in San Antonio- “Emerging Online Trends”, the first seminar streamed live from the NCAA Convention in history
- ✓ In February CoSIDA’s leadership introduced a “Reference/Resource Library” concept to the membership. This concept enables our membership, as well as others within the intercollegiate community, to reference a index which then provides specific links/stories on a host of continuing education/professional development categories which can be accessed to review articles/links that relate to the chosen topic of interest.
- ✓ The organization’s leadership has coordinated and conducted five continuing education based conference calls/webinars since February
  - February 16- “ Be Your Own Media....In Real Time” d
  - February 23- “Tricks of Tweets- Why my coach Tweets, Twitter Best Practices in College Athletics”
  - March 29<sup>th</sup>- “Navigating Coaching Changes: Issue that athletic communicators face when a coaching change takes place”
  - May 9<sup>th</sup>- A “Division I Roundtable Discussion” was provided to the DI membership in which leadership of D1A AD Assoc. and CoSIDA discussed various communications based issues and challenges and respective perspectives.
  - May 24<sup>th</sup>- “Collegiate Communications Issues and Challenges: An NFL Perspective”
- ✓ CoSIDA signed sponsorship/partnership agreements with Expion and NewTek this April/May that will assist the organization with regard to continuing education initiatives. Expion becomes CoSIDA’s “official social media advisor” and will help with programming sessions at both the Marco Island and St. Louis conventions as well as putting on at least one continuing education session on a social media topic during the 2011-12 academic year. NewTek becomes CoSIDA’s “official continuing education video achieve provider. They will be taping sessions at the Marco Island convention for CoSIDA playback this fall/winter.

## SPONSORSHIP / FUND RAISING

- ✓ John Humenik continued to take over a growing amount of the full coordination of sponsorship/fund-raising aspects for the organization. Since taking over as Executive Director in March of ‘08 CoSIDA’s yearly cash sponsorship revenue has more doubled- going from a total of \$213,000 in that category for the 2007 convention and 2007-08 academic year to over \$468, 000 for the 2011 convention and 2011-12 academic year and the total amount of sponsorship support (cash and trade out) has increased from \$290,000 for the 2007 convention/07-08 academic year to over \$540,000 annually for the upcoming year.
- ✓ CoSIDA raised over \$468,000 in cash sponsorships for the 2011 convention and 2011-12 academic year, by-far the largest single year total in that category in organizational history (previous high was \$300,067 in 2009).
- ✓ CoSIDA raised over \$540,000 in combined cash sponsorships and trade-out value services for the 2011 convention and 2011-12 academic year, by-far the largest total in that category in organizational history (previous high was \$424,000 in 2009).
- ✓ The three single-largest cash sponsorship years in CoSIDA history have all be registered in the past three years ( 2011-468,050, 2009- 300,067 and 2010- 282,367)
- ✓ The four single-largest combined (cash and trade out services) sponsorship totals in CoSIDA history have all been registered in the past four years (2011- 540,050 , 2009- 424,067, 2008- 405,117 and \$397,367 in 2010)
- ✓ For the third consecutive year, and the only three years in CoSIDA history, the organization has raised over \$282,000 in direct cash support
- ✓ For the fourth consecutive year, and the only four years in CoSIDA history, the organization raised over \$395,000 in combined cash sponsorships/ trade out services
- ✓ CoSIDA garnered nine cash sponsorships of \$7500-plus for the 2011 convention and 2011-12 academic, a total that is nine times more than was generated in that category the year before the organization hired a Executive Director. During the same time frame the number of \$5000-plus cash sponsors has grown from 5 to 14.

- ✓ Since the Executive Director moved into his role in March of '08 CoSIDA's yearly cash sponsorship revenue has more doubled (up 120%) going from a total of \$213,000 in that category for the 2007 convention and 2007-08 academic year to over \$468,000 for the 2011 convention and 2011-12 academic year and the total amount of sponsorship support (cash and trade out) has increased from \$290,000 for the 2007 convention/07-08 academic year to over \$540,000 annually for the upcoming year.
- ✓ The average amount of a cash contribution per sponsor has grown from \$3,738 for the 2007 convention/2007-08 academic year to \$8,510 for the 2011 convention/2011-12 academic year. The average amount of a cash sponsorship, not including the Academic All-America rights fee payment, has grown from just \$829 per sponsor to \$3,112 per sponsor over that same time frame.
- ✓ A significant amount of additional inventory has been added this past year in the areas of direct membership email newsletter blast which was warmly received by our sponsors and partners
- ✓ The following have CoSIDA "official provider" recognition for the upcoming year
  - Capital One- official entitlement rights holder for CoSIDA's Academic All-America programs
  - Sidearm- official provider of CoSIDA's website (including Academic All-America online nomination and selection system, Career Center, Online Directory, awards and online membership systems)
  - ASAP Sports- CoSIDA's official instant transcripts provider
  - Expion- CoSIDA's official social media advisor
  - NewTek- CoSIDA's official continuing education video achieve provider
  - TRZ Sports/Teamline- CoSIDA official conference call provider
  - Eclaro Sports- CoSIDA's official career development partner
  - Sports Systems- CoSIDA's official online convention registration provider
  - Populous- CoSIDA's official convention registration badge printer and provider
  - XOS Digital (Collegiate Images)- CoSIDA's official legal services provider for the Academic All-America program
- ✓ Capital One became the entitlement and sponsor rights holder for CoSIDA's Academic All-America programs in late December. It holds a three year contract with CoSIDA in that regard (2011-12 academic year through the 2013-14 academic year)
- ✓ The Capital One contract is the largest single-year and three-year contract in CoSIDA history.
- ✓ CoSIDA's contract with XOS Digital/Collegiate Images to have it represent/protect CoSIDA and Capital One, with regard to infringement issues associated with the Academic All-America registered mark was extended for one year

## **FISCAL BASED**

- ✓ John Humenik worked with Dave Wohlhueter to compile decade-long financial data and reporting charts/forms for the Board so that they would have better understanding/background for decisions made in the fiscal based areas sessions
- ✓ The Board conducted an extensive decade long study/review of our convention from a fiscal standpoint. That study showed that per person costs associated with running this annual event had grown significantly from \$110 per person in 1999 to as much as \$225 in recent years (Convention in San Antonio in 2009 had a registration fee of \$150 and a per person cost of over \$370). This "gap" between registration fee and actual per person cost was over \$150 in San Francisco in 2010. This evaluation continues to demonstrate to the Board that our convention financial model is significantly out of step with actual convention based costs resulting in the convention draining significant amounts of sponsorship and membership dues to make up the gap between actual per person costs and convention registration fee. As a result the Board will continue to be challenged to determine ways to close the significant gap between actual per person costs and actual per person registration fee.
- ✓ John Humenik, Dave Wohlhueter and Nick Joos developed a document (CoSIDA's Endowment/Investment Fund- Purpose and Allocation Rationale) to help the Board leadership better understand the purposes for the organization's reserve/investment fund
- ✓ Board continued to make progress with regards to eventually developing a budgetary process for upcoming years
- ✓ The signing of the three-year Capital One contract was significant as it better ensures the organization's yearly annual funding is present to meet yearly operational expenses without withdrawing monies from its investment/endowment fund.
- ✓ Dave Wohlhueter and John Humenik were successful in renegotiating our contract with the Marco Island Marriott to greatly reduce our financial liability for the 2011 convention as it related to guaranteed total room nights (reduced from 2600 to 1900).
- ✓ TRZ, a long-time corporate partner- provided several additional conference call alternatives to our leadership groups and the membership as it related to toll-free and web-based phone lines to conduct business and continuing education sessions
- ✓ Contracts have been finalized and signed with NACDA hotels for future conventions in Orlando (2013-15) and Dallas in (2016). Each of those four contracts significantly reduced CoSIDA's financial risk for our annual convention in comparison to the contracts that it had signed over the past few years as well as for 2011 and 2012 conventions. All of CoSIDA's recent convention contracts had food/beverage guarantees that were \$100,000- plus. Food/beverage guarantees for our newly signed joint convention contracts with NACDA are zero- greatly reducing financial risk for the organization compared to now. In addition, our guaranteed room night block for the 2013-16 conventions has also been reduced from what we had been guaranteeing- thus also reducing our future fiscal risk at the conventions in that regard. Basically if we sell 1700 total room nights for the CoSIDA Conventions at NACDA in 2013-16 we will fully meet our guarantee as we have no F/B guarantee to be concerned about.

## SURVEY / RESEARCH BASED

- ✓ **Joe Moore, University of Central Missouri Based**- John Humenik continued to work with Joe Moore, a former SID at Central Missouri who is now a professor in the Communications Department at that school regarding a dissertation on “Earned Influence in College Sports PR” Joe attended the SF Convention and based on his presentation to the Board and the divisional leadership groups there was a strong feeling that Joe’s work in this regard, which ranks as perhaps the most extensive ever done on this topic which includes background research, discussions with various leadership throughout college sports, our divisional leadership, survey result, etc. -will be helpful to the Board /organization in the future as it relates to shaping further strategic decisions about repositioning/improving our position/standing within the overall community. Appropriate letters of support for the project went to CoSIDA’s membership from Larry Dougherty and John Humenik in early May and then Moore’s online survey went to the full membership on May 11<sup>th</sup>.
- ✓ **Clay Stoldt, Wichita State University/ Institute of Public Relations**- In March Clay Stoldt, a former SID at Wichita State who is now the Chair of the Sports Management Department at that school, started to work with CoSIDA on social media based data gathering project. For several years now, two scholars working with the Institute of Public Relations have developed an annual report on the use and impact of social media within the overall PR field and Clay felt that there would be value in administering the same survey specifically to the CoSIDA membership to benchmark data specific to college athletics given the avid and highly-engaged fan bases and significant media attention many college athletic programs attract. Clay believed it was important for CoSIDA/membership to see how/if the data from the PR field in general would compare from schools and collegiate athletics. Clay secured permission to use the survey instrument from the Institute of PR for use within the CoSIDA membership and has begun to work with Barb Kowal / John Humenik to provide a communication platform via CoSIDA. Once the data has been analyzed, Clay could then disseminate it via a presentation at a future convention or perhaps via a CoSIDA Webinar.
- ✓ **University of West Georgia** — In September, CoSIDA President Larry Dougherty arranged with Dr. Laura Hatfield, an assistant professor of sport management at the University of West Georgia, to survey CoSIDA members for participation in an online focus group to discuss work family conflict and related theories