

2011-12 CoSIDA BOARD OF DIRECTORS

Primary Responsibilities and Coordinating Roles

OFFICERS

President- Tom DiCamillo (Pacific West Conference)

Email: tomdicamillo@thepacwest.com

- Conducts Board of Directors and officers meetings
- Develops agendas for meetings with Executive Director
- Works closely with Executive Director in developing topics/issues that need/should be discussed with BOD and/or officers
- BOD liaison with Executive Director
- Works closely with Executive Director in establishing priorities/initiatives
- Works with Executive Director to develop specific strategic goals and objectives for the upcoming year
- Organizational spokesperson when appropriate
- Works, along with the Executive Director, with chairs for both the University and College Division Management Advisory Committees
- Works with Executive Director and Director of External Affairs to prepare a monthly newsletter to the membership that recaps Board and divisional leadership activities over the course of each month
- Liaison with the Past President Group
- Writes/coordinates "CoSIDA Corner" column that appears in NACDA's Athletics Administration magazine
- Coordinates discussion, and perhaps eventual constitution amendment proposal, relative to a restructuring and makeup of the CoSIDA Board (officer roles reduced from 7 years to 5 and Presidents/Chairs of various leadership groups sit on Board instead of numerous and at-large appointments).
- Works with national two-year organizations to develop better working relationships and partnerships
- Coordinates efforts to help develop a two-year institution national management organization for communications and information directors
- Coordinates efforts to generate more interest among the two-year community in becoming members of CoSIDA
- Coordinates efforts to make the two-year institutions aware of the expansion of the AAA program
- Works with John Humenik and Dave Wrath with regard to various aspects of the Academic All-America program as BOD liaisons with that committee
- Coordinates with Executive Director the agenda for board meetings at the St. Louis Convention

First VP- Joe Hornstein (University of Central Florida)

Email: joehorn@athletics.ucf.edu

- Coordinates with Executive Director and President the organization's Strategic Branding Committee

- Coordinates with the Executive Director and President the review process this year of our organizational brand for further discussion with the officers, Board of Directors and divisional leadership groups
- Provides input to 2nd VP with regard to various programming aspects for the St. Louis Convention
- Coordinates the finalization of the organizational white papers dealing with “The Need for Transformation” that will layout to our membership and the athletics community why we must transform our self from information directors to communications directors.
- Works with President and Executive Director on conducting daily business
- Assists President and Executive Director with putting together agenda for scheduled meetings
- Coordinates Board meetings if the President is not able to participate
- Assists with putting together the agenda for Board meetings at the St. Louis Convention
- Chairs Convention Operations Committee
- Develops a specific list of initiatives for Presidential year in 2012-13 that will be presented to the Board for review, discussion and approval at the St. Louis convention
- Provides appropriate content for website
- Assigned fund raising responsibilities
- Develops and coordinates a Local Organizing Committee for St. Louis Convention
- Works with Executive Director and Director of Internal Ops relative to social based events for the St. Louis Convention
- Board liaison with FBS-SIDA organization
- Coordinate any other assigned duties that the officers/Board/staff deem appropriate for this position as the year moves forward
- Part of the “Transition Team” that is being put into place as it relates to the CoSIDA convention becoming part of the NACDA Convention in Orlando in 2013

Second VP- Shelly Poe (Ohio State)

Email: poe.45@osu.edu

- Oversees the full development of the programming “theme(s)” for the annual convention
- Oversees the development and scheduling of all seminars, presentations, panels and meetings (conference, divisional, etc) for the annual convention
- Works with Director of Internal Ops to develop various master schedules that the CoSIDA convention staff and hotel staff will use for varied planning purposes
- Works with Director of External Affairs to publish the program schedule and develop marketing materials to push the annual convention with our membership
- Works with Director of Internal Ops and Director of External Affairs to finalize AV needs and room setups for the convention
- Board liaison with the Workshop Program Committee
- Coordinate assigned specific fund-raising duties and responsibilities
- Provide appropriate programming information/content for convention website
- Coordinates, with President, discussion, and perhaps eventual constitution amendment proposal, relative to a restructuring and makeup of the CoSIDA Board (officer roles reduced from 7 years to 5 and Presidents/Chairs of various leadership groups sit on Board instead of numerous and at-large appointments)
- Board liaison, along with Barb Kowal and Cindy Fotti, with FAME (Female Athletic Media Relations Executives)
- Part of the “Transition Team” that is being put into place as it relates to the CoSIDA convention becoming part of the NACDA Convention in Orlando in 2013
- Works with Justin Doherty on initiative to increase participation of DI membership within CoSIDA and increase DI attendance at the CoSIDA convention

Third VP- Eric McDowell (Union College)

Email: mcdowe@union.edu

- Coordinates all aspects of CoSIDA's continuing education and professional development initiatives throughout the 2010-11 academic year prior to the annual convention in June '11
- Develops and promotes, with Director of External Affairs, a continuing education and professional development schedule for the 2010-11 academic year.
- Works with members of the Board, CoSIDA committees, divisional leadership groups and membership to determine relevant continuing education and professional development sessions that are conducted via webinar or conference call format
- Works with various groups and individuals outside of the organization to determine their interest in developing and putting on continuing education and professional development sessions over the course of the year for the benefit of CoSIDA membership
- Provides input to 2nd VP on possible programming and panel sessions for the St. Louis convention
- Work with CoSIDA's New Media and Technology Committee to generate ideas for continuing education session
- Provide appropriate content for website with regard to continuing education programs
- Work with Director of External Affairs with regard to coordinating the technical aspects of conference calls and webinars for continuing education sessions
- Work with Director of External Affairs to market and promote CoSIDA's overall continuing education and professional development programs as well as all of the specific sessions to be presented.
- Board liaison, along with Executive Director, with the College Division Management Advisory Committee
- Board liaison with the NCAA National Student Athlete Advisory Committee
- Board liaison with ECAC-SIDA organization
- Works with John Humenik and Cindy Fotti on NAIA matters
- Part of the "Transition Team" that is being put into place as it relates to the CoSIDA convention becoming part of the NACDA Convention in Orlando in 2013
- Board liaison with Canadian Interuniversity Sport (CIS)

Past President- One Year Removed (Larry Dougherty- Temple)

Email: larrydoc@temple.edu

- Advisor to President and Executive Director
- Coordinates review/discussion and development of a possible accreditation program for the organization and membership
- Chair of Personnel Committee for CoSIDA's full-time staff
- Works with Justin Doherty to determine initiatives to improve participation and leadership within the Division I membership of CoSIDA
- Helps with initiatives to improve attendance of Division 1 membership at the annual convention
- Works with President and 2nd VP regarding discussion, and perhaps eventual constitution amendment proposal, relative to a restructuring and makeup of the CoSIDA Board (officer roles reduced from 7 years to 5 and Presidents/Chairs of various leadership groups sit on Board instead of numerous and at-large appointments)
- Board liaison with D1-AAA SIDA organization
- Coordinate mentoring program for new appointees to the 2011-12 Board

- Assigned sponsorship/fund-raising role
- Part of “transition team” as it relates to CoSIDA’s move to NACDA convention in June of 2013

Past President- Two Years Removed (Justin Doherty-Wisconsin)

Email: jmd@athletics.wisc.edu

- Advisor to President and Executive Director
- Coordinate initiatives to improve participation and leadership within the D1community as it relates to our organization and the annual convention
- Coordinating role with Tam Flarup as it relates to Hall of Fame Gala ceremony at St. Louis convention and video presentations
- Assigned sponsorship/fund-raising role
- Works with President regarding discussion, and perhaps eventual constitution amendment proposal, relative to a restructuring and makeup of the CoSIDA Board (officer roles reduced from 7 years to 5 and Presidents/Chairs of various leadership groups sit on Board instead of numerous and at-large appointments)

Past President- Three Years Removed (Nick Joos- Baylor)

Email: nicholas_joos@baylor.edu

- Advisor to President and Executive Director
- Oversight responsibilities with the Special Awards Committee Chair- Tam Flarup- as it relates to nomination and selection process for such awards at the St. Louis convention
- Oversight and coordinating role with regard to the Nominating Committee process for the 2012 convention
- Work with Tam Flarup- Chair of Special Awards Committee- to put together a detailed timeline that assures that all aspects of the CoSIDA special awards and Hall of Fame programs are handled in a detailed and timely matter to meet various needs
- Oversight and coordinating role to make sure appropriate copy of award recipients is prepared for 2012 printed convention program
- Coordinate awards program at St. Louis convention
- Work with Tam Flarup to make sure that all award plaques are completed and delivered to St. Louis in time for convention
- Member of CoSIDA’s “Transition Team” that will work with NACDA as we prepare to join that convention in 2013
- Assigned fund raising responsibilities
- Board liaison with Past Presidents group
- Coordinate getting Board of Directors monthly membership newsletter and Executive Director monthly summaries to Past Presidents group

Treasurer - Dave Wohlhueter

Email: dpw5@cornell.edu

- Serves as organization’s Chief Financial Officer
- Works closely with Executive Director to provide appropriate financial and budget based information and documents for review with BOD

- Trains Will Roleson with regard to all treasurer related duties and responsibilities so that he can be prepared to take over that role for the 2012-13 organizational year
- Coordinates all organization financial and audit-based reports for IRS requirements
- Organizational liaison with CPA firm
- Responsible for coordinating various aspects of the annual convention (registration process advance and on-site, room reservations for officers, luncheons, set-up Sponsor/Past Presidents Dinner, meal planning for all events, hotel guarantees, overseeing convention office during the week of event)
- Works closely with Barb Kowal and John Humenik on various aspects of convention coordination.
- Works with Will Roleson to coordinate membership-dues and renewal process
- Works with organization's legal firm to coordinate various reports and projects.
- Coordinate/respond relative to daily emails, calls and correspondence with questions about the organization from members, regarding membership, the website, directory, etc. Make updates to the on-line directory as needed or requested.

Secretary (Jeff Hodges- North Alabama)

Email: sportsinformation@una.edu

- Organization's and BOD's recording secretary
- Prepares minutes of all Board and officer meetings
- Maintains/updates organization 's constitution
- Prepares documents for any proposed amendment changes to the constitution
- Edit and coordinate all aspects of the E- Digest with Barb Kowal
- Work with Director of Internal Ops to coordinate all aspects of the online and E-Directory
- Editorial content director for E-Digest along with Barb Kowal
- Works with Barb Kowal to prepare appropriate editorial content for website
- Organization's historian
- Coordinate/respond relative to daily emails, calls and correspondence with questions about the organization from members, the public, etc. regarding membership, the website, directory, etc.
- Maintain organizational archives of CoSIDA publications, photographs, etc.)
- Serve as staff photographer at CoSIDA Convention
- Editor/coordinator for annual printed convention awards program
- Coordinate efforts to compile a list of Distinguished Alumni (include a short bio sketch of each). This list would be helpful in updating our membership of folks who not only have achieved within our ranks but would include those from our group that have gone on to become AD's, conference commissioners, TV and bowl executives, etc.
- Possible assigned Academic All-America program fulfillment for district awards process

Other Board of Director Appointments

AT-LARGE /COLLEGE DIVISION REPS

Term Expires in 2012

Dave Wrath (College Division Rep- Augustana)

Email: davewrath@augustana.edu

- BOD liaison and oversight – along with John Humenik - with Academic All-America Committee

- BOD liaison, along with John Humenik, with DIII-SIDA
- Work with College Division Management Advisory Committee
- Work with Barb Kowal and others to develop/update “Value documents”- value of CoSIDA membership, value of CoSIDA convention, and value of participation.
- Mentoring role with new College Division appointees to the 2011-12 CoSIDA Board of Directors
- Work with Jeff Hodges on project to compile a list of “Distinguished Alumni” within and from our profession- especially as it relates to the College Division
- Work with Chair Joe Browning and John Paquette regarding finalizing a proposal for “Communications Office of the Year” awards program
- Possible assistance with Membership Services Committee, as directed by Chair Blake Timm
- Assigned convention related duties- convention ops committee
- Work with Barb Kowal with regard to generating web-based editorial content

John Paquette (At-Large Rep- Big East Conference)

Email: jpaquette@bigeast.org

- Board liaison with ConSIDA- Conference PR Directors for all of Division I
- Board liaison with University Division Management Advisory Committee Chair (Charles Bloom)
- Assist Charles Bloom with University Division Management Advisory Committee work
- Board liaison with National Communicators Group (Conference PR Directors for all of Football Bowl Subdivision, NCAA PR office, BCS Executive Director, CoSIDA Executive Director)
- Board liaison with Publications Awards Committee
- Work with Chair Joe Browning regarding finalizing a proposal for “Communications Office of the Year” awards program
- Work with Justin Doherty on efforts to increase involvement and participation of DI CoSIDA membership
- Work with Justin Doherty on efforts to increase the number of D1 membership who attend the CoSIDA convention
- Assigned fund raising duties
- Assigned convention related duties- convention ops committee
- Work with Barb Kowal with regard to generating web-based content

Joe Browning (At-Large Rep, UNC-Wilmington)

Email: browningj@uncw.edu

- Work with Barb Kowal with oversight/leadership of the New Media/Technology Committee
- Chair an in-depth study of the possibility of establishing a “CoSIDA Communications Office of the Year” awards program for various divisions at the regional level- similar to what NACDA does for regional/district “AD of the Year” awards. Prepare final presentation in that regard for BOD consideration/possible approval no later than April 15th, 2012
- Board liaison, along with Larry Dougherty, with D1 AAA- SIDA organization
- Work with Justin Doherty regarding initiative to build more CoSIDA participation and convention attendance within entire D1 membership
- Assigned fund-raising responsibilities
- Assigned convention related duties- convention ops committee
- Work with Barb Kowal with regard to generating web-based content
- Work with Will Roleson on directory review and update process

Rob Knox (College Division Rep- Kutztown)

Email: knox@kutztown.edu

- BOD liaison, along with Ed Hill, with BCSIDA
- BOD liaison with DII-SIDA
- Works with College Division Management Advisory Committee
- BOD liaison with FCS-SIDA Board (Scottie Rodgers)
- Assigned convention related duties – convention ops committee
- Coordinate with Ed Hill efforts to build CoSIDA's leadership profile within BCSIDA
- Work with Ed Hill to get more members of BCSIDA enrolled with Eclaro Sports resume bank
- Works with Ed Hill to make sure that deserving members of BCSIDA are nominated for awards as well as CoSIDA and divisional board appointments
- Work with Ed Hill to possibly propose any appropriate diversity based programming for the St. Louis convention
- Work with Ed Hill to get HBU's to apply for CoSIDA scholarships that are available for students or the school.
- Work with Barb Kowal with regard to generating web-based editorial content

Term Expires in 2013

Ed Hill (At-Large Rep- Howard)

Email: ehill1950@aol.com

- BOD liaison with Scholarship Committee
- BOD liaison with Writing Committee
- BOD liaison, along with Rob Knox, with regard to BCSIDA
- Works with Rob Knox to make sure that deserving members of BCSIDA and nominated for awards as well as CoSIDA and divisional board appointments
- Work with Rob Knox to get more members of BCSIDA enrolled with Eclaro Sports resume bank
- Work with Rob Knox to possibly propose any appropriate diversity based programming for the St. Louis convention
- Work with Rob Knox to get HBU's to apply for CoSIDA scholarships that are available for students or the school.
- Assigned convention related duties- convention ops committee
- Work with Barb Kowal with regard to generating web-based editorial content

Kent Brown (At-Large Rep- Illinois)

Email: kwbrown3@illinois.edu

- ***Board liaison with Allied Organizations Committee***
- Assist Allied Organizations Chair (Robert McKinney) with developing a "Speakers Manual" for membership and media use.
- Assist Larry Dougherty with discussion and evaluation regarding developing a possible accreditation program for CoSIDA
- Assist Justin Doherty with initiatives to improve D1 membership participation within CoSIDA
- Assist Justin Doherty with initiatives to increase D1 attendance at the CoSIDA convention
- Work with Will Roleson and Membership Services Committee on CoSIDA membership directory update project review and process
- Assigned convention related duties- convention ops committee

- Assigned fund-raising responsibilities
- Work with Barb Kowal with regard to generating web-based editorial content

Dave Walters (College Division Rep- Guilford)

Email: dwalters@guilford.edu

- BOD liaison oversight with Membership Services Committee
- Work with College Division Management Advisory Committee
- Assist Larry Dougherty with regard to discussion and evaluation of developing a possible accreditation program for CoSIDA
- Work with Robert McKinney (Allied Organizations) and Board member Kent Brown to assist with the development of a "Speakers Guide"
- Work with Will Roleson and Membership Services Committee on CoSIDA membership directory update project and process review
- Work with Barb Kowal with regard to generating web-based editorial content
- Assigned convention related duties - convention ops committee

Chris Day (College Division Rep- Adams State)

Email: clday@adams.edu

- BOD liaison/oversight for Ethics Committee
- Work with College Division Management Advisory Committee
- Assist Larry Dougherty with regard to discussion and evaluation of developing a possible accreditation program for CoSIDA
- Work with Robert McKinney (Allied Organizations) and Board member Kent Brown to assist with the development of a "Speakers Guide"
- Work with Will Roleson on CoSIDA membership directory update project
- Assigned convention related duties- convention ops committee
- Work with Barb Kowal with regard to generating web-based editorial content

Term Expires in 2014

Cindy Fotti (College Division Rep- Columbia College)

Email: cnfotti@ccis.edu

- BOD liaison, along with John Humenik, with NAIA-SIDA.
- Work with College Division Management Advisory Committee
- BOD liaison/oversight with Goodwill and Wellness Committee
- Assigned convention related duties – convention ops committee
- Work with Joe Browning as it relates to development of a possible "Communications Office of the Year" awards program that would be done on a regional basis with several divisions
- Work with Shelly Poe and Barb Kowal as liaison with FAME
- Work with Barb Kowal with regard to generating web-based editorial content
- Work with Barb Kowal and Dave Wrath to help develop "Value documents"- value of CoSIDA membership, value of CoSIDA convention, value of membership/participation)
- Assigned convention based duties- convention ops committee

Mark Fleming (College Division Rep- Moravian)

Email: sportsinfo@moravian.edu

- BOD liaison, along with John Humenik and Dave Wrath, with Academic All-America Committee
- BOD liaison and oversight for Job Seekers Committee
- BOD liaison/oversight with Committee on Committees
- Work with College Division Management Advisory Committee
- BOD liaison, along with Eric McDowell, with ECAC-SIDA
- Assigned convention related duties – convention ops committee
- Work with Barb Kowal with regard to generating web-based editorial content
- Work with respective CoSIDA staff and committees to get appropriate copy/ video//photos for video production that is presented at Hall of Fame Gala event in St. Louis.

EX- OFFICIO MEMBERS OF BOARD OF DIRECTORS

Executive Director - John Humenik

Email: jhumenik@bellsouth.net

- Organization's Chief Executive Officer
- Coordinate strategic planning and initiatives
- Coordinate strategic partnerships
- Coordinate relationships with peer organizations in college athletics
- Work with President on BOD planning aspects
- Work with President on agenda for scheduled meetings
- Work with Treasurer on financial planning/reports
- Organization's chief fund-raiser
- Coordinate sponsorship development programs
- Responsible for developing new forms of "revenue generation"
- Work with Director of External Affairs on various initiatives that would advance the visibility/standing of the profession and organization
- Work with Director of Internal Ops on various administrative matters to make our internal and convention operations more streamlined and efficient
- Organization spokesperson when appropriate
- BOD liaison, along with Academic All-America Committee
- Represent organization at various events/functions over course of year
- Work with BOD and organizational staff with regard to various aspects of planning for Convention
- Coordinate daily organizational management and administration
- Develop image-building/enhancing initiatives.
- Coordinate efforts to put together appropriate organizational-based manuals dealing with a variety of duties, time-lines and checklists
- Coordinate, along with Barb Kowal, a monthly CoSIDA and divisional board initiatives letter that goes to membership
- Coordinate/respond relative to several dozens of daily emails as well as calls and correspondence with questions about the organization from members, media, sponsors, affiliate organizations, the public, etc., regarding various aspects of our organization.

Director of External Affairs - Barb Kowal

Email: barbkowal@cosida.com

- Works with President, officers, Board, Executive Director and other organizational staff to develop and implement a comprehensive communications and marketing plan for the advancement of the profession, organization and membership
- Coordinate organization's communications objectives
- Work with ED to develop and implement a specific communications strategic plan - with Board approval - for carrying out strategic communications initiatives
- Coordinate all aspects of website - look, presentation, content, advancements
- Coordinate all membership-based email correspondence/outreach
- Coordinate various membership newsletter(s)
- Coordinate with ED Communications Watch for Today's AD newsletter for the AD community
- Coordinate all organizational presentation elements (web, print based, etc.)
- Coordinate all membership based social media outreach/communications
- Work with ED on all marketing-based matters
- Work with ED on all outreach efforts and initiatives to the collegiate community
- Marketing and promotion with regard to annual convention
- Coordinate - with assigned Board officer - year around professional development and continuing education programs
- Coordinate, with assigned Board liaison and program committee, convention "program"
- Coordinate Online Reference and Resource Library
- Work with ED on sponsorship inventory fulfillment related to web, newsletters & membership email
- Point person with ED regarding Capital One AAA partnership
- Academic All-America program marketing/PR matters
- AAA awards fulfillment duties as determined
- Work with ED, Board and divisional leadership on "image based" pieces that Board feels need to be produced
- Assist Director of Internal Ops as needed with communications on membership renewal, directory and other online membership processes
- Assist Director of Internal Ops with coordinating Career Center job postings and invoicing of such postings
- Work with Jeff Hodges as it relates to monthly E-Digest project
- Work with Shelly Poe and Cindy Fotti as liaison with FAME
- Work with Committee Chairs and Divisional Chairs/Presidents as it relates to getting appropriate information /deadlines to membership
- Assigned convention related duties
- Assigned sponsorship/fund-raising responsibilities
- Works with Board and organizational leadership to develop continuing education and professional development based initiatives via online avenues
- Works with Board, Special Awards Committee and leadership of AAA Committee regarding Hall of Fame Gala ceremony
- Board liaison with New Media/Technology Committee

Director of Internal Operations and Treasurer in Training - Will Roleson

Email: willroleson@cosida.com

- Works with Treasurer closely on all appropriate duties and responsibilities
- Works with Treasurer on all appropriate financial reports

- Works with Treasurer on all appropriate tax-based reports
- Works with Treasurer relative to all aspects of our endowment/investment fund management (with financial management firm currently used)
- Works with Treasurer on all day-to-day organizational accounting issues
- Works with Treasurer as it relates to understanding what is included/ needed to being CoSIDA's designated Convention Manager and point person
- Coordinates specific convention matters for 2012 convention (room setups, A/V setups, social events, sponsorship inventory assistance) in addition to working with Treasurer on all other convention matters
- Coordinates all appropriate master convention schedules for website, printed convention pocket schedule, master schedule all events/setups for the hotel staff
- Coordinates convention registration process, both online and on-site (learn this process from Dave Wohlhueter and Barb Kowal)
- Coordinates hotel registration process (learn this process from Dave Wohlhueter and Barb Kowal)
- Start to work on developing specific convention management checklists and a convention administration manual that will be used to help the staff plan for upcoming conventions
- Point person with NACDA relative to joint convention planning
- Coordinates all aspects of membership dues process (learn this process from Dave and Barb)
- Coordinates all aspects of organizational online directories (learn this process from Barb, Dave and Jeff Hodges)
- Coordinates all aspects of membership data base (learn this process from Dave, Barb and Jeff)
- Coordinates human resources services for the organization
- Handles posting and invoicing for CoSIDA's job center process (learn process from Barb and Dave)
- Coordinates organization's internal management schedule
- Coordinates conference call number requests and schedule
- Works with Executive Director on assigned sponsorship/fund-raising matters
- Works with Executive Director to fulfill sponsorship inventory at convention site (with assistance and learning from John Humenik and Barb Kowal)
- Works with Director of External Affairs on specific assigned web-related duties and content
- Works with Director of External Affairs relative to updating the membership on appropriate matters/ duties that this post oversees
- Completes assigned special projects by the Board/officers
- Handles Academic All-America program duties as assigned
- Develops new ideas and concepts that are appropriate for assigned duties
- Works with committee chairs and divisional leadership Presidents/Chairs as appropriate