

November 7, 2012

TO: CoSIDA Members

I recognize and appreciate that this is a very busy time on campuses and in conference offices. With that, I want to notify you of an important date to mark on your calendars. As widely communicated, our organization has embarked on a historic strategic branding initiative that will help chart our future. An essential part of the initiative is receiving your feedback and opinions.

On **Monday, November 12, 2012**, you will receive an online survey. The entire CoSIDA membership will have the opportunity, and responsibility, to participate in this comprehensive information gathering process. In my opinion, this strategic branding initiative survey will have a major impact on CoSIDA and our profession.

The actual online survey will be sent via email from Fondulas Strategic Research. The subject title for the email will be: **CoSIDA Survey – Reply Requested**. Obviously, it is important that you respond to the survey because, again, this is your individual opportunity to contribute to our collective future.

To date, numerous interview sessions have been conducted with a wide range of intercollegiate stakeholders. These participants have been eager to participate and have truly appreciated the opportunity to contribute to our efforts to collect insight that will help CoSIDA chart its future course. They, too, will receive the online survey as a means to further collect their feedback.

I cannot overemphasize the importance of allocating the time required to complete the survey. Recognizing that we all receive numerous requests to participate in surveys; please remember, in this situation, the survey you will receive on November 12 directly benefits athletic communicators/sports information directors, our profession, and CoSIDA.

Finally, another important date to note, the survey will close on **Monday, November 26, 2012**. Thank you for your support and participation.

Sincerely,

Joe Hornstein
Florida International University (FIU)
CoSIDA President 2012-13