



Division III

DISCOVER | DEVELOP | DEDICATE



NCAA SAAC & THE SID A PARTNERSHIP OF PROMOTION

The Sports Information Director can be a tremendous resource in assisting the members of the Student Athlete Advisory Committee on campuses nationwide. The SID not only will assist SAAC members but will also benefit from the SAAC membership as well.

DISCOVER THE SID

The Sports Information Director is a trained professional with experience in public and media relations. This individual's primary duty is to promote the students who participate in collegiate athletics. This promotion is not only limited to the performances of the playing arena, but also includes the academic successes and community and outreach initiatives of the student-athletes. The SAAC leadership on the campus can set up a meet and greet with the SID to discuss the partnership and information stream throughout the upcoming year.

Here is how the SID can serve the members of SAAC on campuses throughout NCAA Division III institutions.

DEVELOP THE RELATIONSHIP

Keeping the SID informed helps to develop a relationship that will tell the story and the benefits of SAAC.

THE PARTNERSHIP

Prior to the athletic year, the SAAC leadership on campus approaches the Sports Information Director. They can not only provide information for the website, but also a plan of action for the upcoming athletic year. This would include meeting schedules, with the SID invited to attend. If the SID cannot attend then the SAAC leadership would provide a review and notes for the website as well as for the SID's schedule. Consistent communication is key.

INFORM THE INFORMATION SPECIALIST

When a team plans a community event, the SAAC representatives of that team will alert the SID by two weeks prior to the event. In many cases, the SAAC President could sign out a department digital camera to take photographs of the student-athletes at that event. After the conclusion of the event, the SAAC representative at the event emails quotes from various team members to the SID, along with quick facts about the event and the purpose. A photo and story can be posted on the website. In some cases, the SID can alert media prior to the event, for an excellent feature for print or broadcast media.

DEDICATE TO GIVE BACK

The sports information professional will also provide guidance and opportunities for the SAAC members.

PROFESSIONAL GUIDANCE

The SID can assist members of SAAC in resume development, now and for the future. Freshmen, sophomores and juniors could have their resume "fine tuned" as they go through their careers and look into internships, term abroad opportunities, and summer employment. Seniors' resumes will be geared toward the field and position that they are looking for at the next level, after the diploma. The SID can also serve as a reference for the SAAC senior. In addition, the SID can benefit from a SAAC President who writes a letter of support for the SID's evaluation.

FUN FUND RAISING IDEAS

There are a variety of ideas that the SID will provide when it comes to team bonding, fund raising, and generating interest, among many other areas. Whether it be a major group initiative like Special Olympics, a SAAC team wide competition event for charity like "The SAAC Family Feud," or team community event competition for points for department prizes, the SID and SAAC will enjoy these fun, exciting and beneficial event discussions and plans that will serve the student-athletes, campus and local communities.

QUESTIONS? CONTACT ERIC MCDOWELL, COSIDA 3RD VICE PRESIDENT;
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