

CoSIDA/NACDA FAQ Document

(As of 6.01.2012)

Q- What are the dates and sites for the 2013 CoSIDA Convention, which will be the first held in conjunction with the NACDA Convention?

A: The 2013 Convention takes place in Orlando, Fla. at the Orlando Marriott World Center (www.marriottworldcenter.com) from Wednesday- Saturday, June 12-15.

Q- What other collegiate management associations attend the NACDA Convention?

A: Under the NACDA "convention umbrella" are: general NACDA convention programming and programming for:

- College Athletic Business Management Association (CAMBA)
- Collegiate Event and Facility Management Association (CEFMA)
- Division I-AAA Athletic Directors Association (DI-AAA ADA)
- Division II Athletic Directors Association (DII ADA)
- Football Championship Subdivision Athletic Directors Association (FCS ADA)
- International Collegiate Licensing Association (ICLA)
- Minority Opportunities Athletic Association (MOAA)
- National Association for Athletics Compliance (NAAC)
- National Association of Athletics Development Directors (NAADD)
- National Association of Collegiate Marketing Administrators (NACMA)
- National Alliance of Tw-year College Athletic Administrators (NATYCAA)
- Also: John McLendon Minority Scholarship Foundation

Q- Where are the NACDA Conventions usually held?

A: Unlike the old CoSIDA Conventions, the NACDA Conventions do not rotate around all regions of the country due to the sheer size and scope of the Convention. There are not many convention centers/hotels that can hold the large amount of NACDA attendees and exhibitors. The 2012 NACDA



Convention, for instance, takes place in Dallas. The 2013, 2014, 2015 Conventions are set for Orlando, and the 2015 NACDA Convention is set for Dallas.

Q- I'm concerned that with NACDA coordinating the convention that our programming will suffer and not be specifically directed to CoSIDA members as it is with our current convention setup.

A: This is a totally unfounded concern. CoSIDA's Board leadership team, full-time staff, respective committees and divisional leadership groups will put together the convention program for Orlando as it has always done. CoSIDA's leadership team will be 100% responsible for the convention program. NACDA's staff will simply assist the CoSIDA staff with room assignments, room setups, A/V needs, on-site registration area etc. but CoSIDA will fully determine "the CoSIDA Convention program."

Q- I've been told that having our convention with NACDA will cost more.

A: That is not correct. In fact, the convention could cost very well cost you less. For many decades, our CoSIDA conventions were a five-night convention if you came for everything. Our convention within the NACDA concept will now be a maximum of four nights in length, thus saving one night of hotel costs. In addition, **Orlando is considered one of the most competitive flight destination cities in the nation** so flight costs might very well be less for many of our members than has been the case at many of our former convention sites.

Q- There is a concern that the CoSIDA convention registration fee in 2013 will be raised to be more in line with other NACDA affiliate groups.

A: Again, that is not true. CoSIDA's registration fee for the 2013 convention in Orlando will be \$195, a fee that will be significantly below any of the other NACDA groups at the Orlando convention in June of 2013. All of the other groups will have registration fee between \$325- \$400 per person. CoSIDA will be at \$195 – which is the same registration rate as our 2011 (Marco Island) and 2012 (St. Louis) conventions.

Q- How will CoSIDA members register if the rates are different for CoSIDA than other NACDA registrants? I notice that the NACDA affiliates have an “Early Bird Registration Rate” for their conventions and that there is a cancellation fee (\$50.00) if you register for the 2012 Convention and cancel before June 1; after that date, you do not get any registration monies refunded. Will this also hold true for CoSIDA registration in 2013 for the Orlando convention?

A: As mentioned above, the CoSIDA convention rate for 2013 will be \$195 – a flat fee and not subject to “early bird” discounts. CoSIDA will have its own online registration portal and CoSIDA members will receive all that information later. As far as CoSIDA registration cancellation policies, the date to cancel your registration for the 2013 Convention is TBA.

Q- Are there any other changes to the registration and hotel reservation processes for the 2013 Orlando convention?

A: YES. One major change for CoSIDA members is that 2013 in registration and room reservations will have a much-earlier cutoff/deadline date than previous CoSIDA Conventions. CoSIDA members are going to be reminded often via membership emails, CoSIDA.com, of the impending earlier deadlines for both registration and hotel reservations. **NACDA’s proposed cutoff date for hotel reservations is MAY 1, 2013. The price per night for a single/double at the Marriott World Center for the 2013 is \$171.00. There also will be much earlier deadlines for CoSIDA to finalize its convention programming than have been in the past. NACDA will need CoSIDA’s programming information (sessions, presenters, moderators**

and AV/technical needs) by MID-FEBRUARY for review and room assignments. After review, changes (NOT new submissions) may be made through March as the printing deadline is early April.

NACDA also plans to work with a sponsor/vendor to produce a mobile app (with a digital agenda and Convention info), and that also plays into the earlier deadlines.

Q- I understand the main NACDA hotel has been in a sellout situation in past year. What if there is a sellout situation for the 2013 Orlando convention?

A: There will be overflow hotels that NACDA/CoSIDA will work with and contract with to accommodate an overflow situation if that arises. For instance – there are several Marriott properties located one mile to 1.5 miles away from the World Center and if convention attendees stay there, there will be a shuttle service available between these hotels and the World Center.

Q- Some CoSIDA members say that their AD/organization might not send them to this convention and that is why they have had a hard time supporting this decision to move to the NACDA convention model.

A: Most of this thinking is coming from concerns in the college division ranks. If your AD/school/conference sent you to the CoSIDA convention because you and they believed it was an excellent place for your continuing education, then there is no reason to change that thinking in 2013. Continuing education for our convention within the NACDA convention will be *totally determined* by the CoSIDA Board and program committee as has been the case for quite sometime.

Not only will you get the same type of sessions as you have become used to, but you can also attend - at no additional cost - any of the open seminar sessions for the marketing, compliance, development, licensing and AD groups if you want. That, in addition to your normal CoSIDA convention experience makes it a value added continuing education experience. (Please see the Q&A below for more elaboration).

Q- Many in CoSIDA understand that moving our convention within the NACDA convention provides more opportunities for expanded continuing education, but they are not sure that they – or their organization - would be willing to pay for this.

A: This is an unfounded concern. In September of 2009, CoSIDA staff members John Humenik and Barb Kowal met with the NACDA staff in Cleveland and got a commitment from NACDA which allows *all CoSIDA badge registration carriers to attend, at NO COST, any of the open seminars/ presentation for the other NACDA affiliates groups like the marketing, compliance, fund raising and AD groups*. All of those group members can attend our sessions at well at no cost.

In summary, your \$195 CoSIDA registration fee gets you into all of CoSIDA's programming sessions and also into ALL of the open sessions for these other NACDA groups. This makes your the overall value of your convention registration fee of more value than if you were just attending a CoSIDA stand-alone convention.

Q- It seems that many in CoSIDA believe that this decision to combine our convention under the NACDA umbrella will benefit our Division I membership the most.

A: Actually, due to the input of college division representatives who have attended the NACDA convention in the past, CoSIDA's leadership came to the realization that CoSIDA's college division membership might have the most to gain. Simply put, our College Division members have wear more hats than do many in the DI ranks. In addition to being communications/ information directors they are also heavily involved in marketing, fund raising and compliance. As a result, a CD member can now come to the CoSIDA convention at NACDA and take part in the CoSIDA programming that interests them - AND also attend sessions in these other managerial areas; thus, they can have a much more expanded continuing education experience. CoSIDA's leadership believes that this situation provides a "valued added" and "bang for the buck" scenario for that membership contingent.

Q- What are the main benefits of the CoSIDA Convention moving to become a part of the NACDA Convention?

A: It places CoSIDA's Convention within the most influential gathering of management executives in intercollegiate athletics each year. This cannot be overstated, as it relates to the multiple benefits that can be generated for CoSIDA and its membership. Those cumulative benefits (both formal and information) and networking opportunities that will take place will assist CoSIDA in advancing many aspects of our profession and organization.

For decades, we have been talking amongst ourselves about the issues facing our profession. We have become quite good at "preaching to the choir," yet our CoSIDA leadership came to the realization that we need to "preach to the congregation" - and that can happen with this NACDA relationship since we are now around all of the other groups in a face-to-face environment.

It provides CoSIDA with a much higher profile among - and more direct access to - the decision-makers in college athletics than we now have. This is of utmost importance and urgency to the CoSIDA leadership as it seeks to advance professional and membership based objectives.

Placing the CoSIDA Convention within the NACDA function provides CoSIDA members an expanded opportunity for "cross-over" panels and seminar participation. AD's and marketing administrators can attend and participate in CoSIDA panels, and vice-versa. CoSIDA members will be gain a continuing education experience due to this, and that experience will greatly expand their personal and professional convention experience. Being aligned with NACDA greatly enhance CoSIDA's ability (organizationally and individually) to be better understood and provide its perspective to others in athletics that it cannot with the current "stand-alone" convention format.

It enables CoSIDA and its membership to significantly improve the "networking" aspects and benefits of the convention as we will be in communication with AD's, marketing, compliance and development staffs. This gives us much more opportunity to enhance our visibility and advance our initiatives and have other athletic personnel

gain a better understand of CoSIDA members and our roles.

So much of what we do as professionals, especially at the D2, D3 and NAIA levels, overlaps into many other areas like marketing, compliance, promotions, fundraising, etc. It makes good sense to be placed into an all-encompassing convention for our professional needs and growth. Hearing and discussing what others do in these areas and exchanging thoughts and perspectives will result in a major "add-on value" in attending.

This gives CoSIDA a tremendous opportunity to significantly advance the profile of the Capital One Academic All- America program and its Hall of Fame. The Capital One Academic All-America Hall of Fame Induction Ceremony could now be open to over 3,000 convention attendees instead of 800, and the ceremony be attended by a new group of people which may include Presidents, AD's, marketing directors, etc. That ceremony at the NACDA convention will provide heightened goodwill for this AAA program and CoSIDA's singular role in its advancement. In addition, this will provide a boost for CoSIDA's goodwill and PR throughout all segments of the collegiate community.

CoSIDA's divisional leadership groups will now be in a position to approach the athletic director leadership groups from D1, D2, D3 and NAIA about attending CoSIDA "divisional meetings" and 'divisional based programming" for those groups, something that does not take place now.

Q- What are the basic components of the CoSIDA/NACDA partnership?

A: In June of 2008 the CoSIDA Board approved the organization's first-ever master strategic plan. Key components of that plan were: building much higher visibility throughout the intercollegiate athletics community; evolving CoSIDA from an organization primarily focused on the annual convention to one that is a 365-day based organization; building productive relationships and partnerships with other organizations and gaining more direct access to the leadership for those organizations.

The partnership with NACDA - approved by the CoSIDA Board in December 2008 - provides many of the components necessary to carry out that

strategic plan. It enables CoSIDA's news to now be a part of the daily NACDA email blast (Daily Review) that reaches over 10,000 university/athletics administrators, thus ensuring that CoSIDA news and information reaches influential athletic leaders. CoSIDA now has a monthly column in NACDA's *Athletics Management* magazine to discuss issues and developments in our organization and profession. Like the NACDA Daily Review e-blast, this column reaches thousands of administrators throughout intercollegiate athletics.

In addition, the partnership provides for CoSIDA's leadership to participate at NACDA's annual Mid-Year Affiliates Meeting which brings together all of the groups' Presidents/Executive Directors each January. The leaders update each other and discuss possible partnerships on projects/efforts. Until CoSIDA's first appearance at this event (in January of 2009), CoSIDA was the only management association that was not invited to this key event. This annual meeting has proved to be of high value to advancing CoSIDA initiatives.

CoSIDA's leadership also gets the opportunity to visit with other organizational leaders at the NACDA Convention each June and participate in leadership conference calls throughout the year. These meetings and calls provide CoSIDA with a key strategic need and the opportunity to be part of this collegiate leadership group - something that was not the case prior to the CoSIDA-NACDA partnership agreement of December 2008.

This direct access has resulted in a vastly improved situation for CoSIDA as it relates to advancing relationship/partnership building, and strategic initiatives and has resulted in CoSIDA obtaining a dramatically increased profile within the intercollegiate community.

The final component of the partnership agreement is that CoSIDA [per NACDA's request in order for CoSIDA to gain the things mentioned above] bring its convention to the NACDA convention beginning in June of 2013. This joint convention is reviewed in more detail (above).

By the time the 2013 CoSIDA Convention at the NACDA convention comes about, the CoSIDA/NACDA partnership agreement will already be 4 1/2 years along. The 2013 convention will

represent just a few days of several hundreds of days of benefits that CoSIDA has already gained via this partnership.

Q- Will CoSIDA still have its own social activities and exhibitor area? I understand that NACDA has a large exhibition area and its convention registrants attend social events in that exhibition area.

A: Yes to both. CoSIDA will hold social receptions as in the past, open to CoSIDA convention registrants. CoSIDA also will have its own exhibitors at the Convention. The NACDA exhibition hall and its vendors also will be on site and those open hours will be different than the CoSIDA exhibitor area. CoSIDA's staff is seeking to finalize plans for CoSIDA registrants to attend ONE NACDA exhibitors social during the convention; at all other times, the CoSIDA badge/credential will not allow access to the NACDA exhibition area.

Q- Will CoSIDA continue to do the Convention community-service outreach and have an event like the 5K fun run while in Orlando?

A: Yes. The CoSIDA Goodwill and Wellness Committee is committed to community service projects and a health-oriented event (like a fun run/walk), although the logistics for an activity like a fun run/walk need to be worked out with the hotel and NACDA staffs. Again, the plan is to continue these special elements of the CoSIDA Convention as long as interest and commitment remain high. In fact, there is discussion to collaborate with other associations at NACDA to hold the community outreach and run/walk activity.

Q- Will there be an opportunity to play golf at a local course? Since Orlando is such a vacation and tourist destination, will any discounts be offered so that CoSIDA members might go to places like EPCOT, Downtown Disney, Disney World, amusement parks, etc?

A: A discounted golf rate at the Orlando Marriott World Center will be extended to CoSIDA convention attendees. There will be some discounts to local attractions which are TBA.

Q- Are there special "family/spouse" activities that NACDA sponsors during its convention?

A: There will no official "family/spouse" activities, but CoSIDA members are reminded that the World Center is located close to many Disney parks and other family entertainment. For attendees, there will be tickets available, at a discounted admission, for Disney attractions and there will be 7-10 day window to use those tickets. On the World Center property, a lazy river is being constructed and will be operational at the 2013 convention.

Q- Are there any special shuttle service or car rental promotions associated with the 2013 Convention?

A: There will not be a direct NACDA/CoSIDA shuttle service to and from Orlando International Airport, but there are shuttle services available. Those services will be outlined later. As far as car rentals, NACDA has an agreement with Hertz and those details will be announced prior to the 2013 Convention.

Q- Will there be information available on the NACDA convention and a discussion of the 2013 plans at this year's CoSIDA St. Louis Convention?

A: Plans are underway to have materials (this FAQ document, some samples from the 2013 NACDA Convention in Dallas, a video from NACDA officials to be shown during the "CoSIDA Today and Beyond" town meeting session, etc.) available. There will be a CoSIDA/NACDA booth in the exhibition area which will be manned by CoSIDA leadership for certain times during the Convention.

Due to the fact that the NACDA Convention is running at the same time as this year's St. Louis Convention, no NACDA representatives will be able to attend and address the CoSIDA attendees, so a video from NACDA Executive Director Bob Vecchione to CoSIDA members is being prepared.

CoSIDA and NACDA also plan to distribute and update this FAQ throughout the summer/fall/winter, and will hold a joint membership call in late summer or early fall to discuss any issues and concerns with the NACDA/CoSIDA convention alliance.