

## Increasing Your Influence Through Campus Events

*(What to Do when Your President Thinks Out Loud)*

If your institution is looking for ways to celebrate its history, athletics is a natural fit!

- *Athletics serve as a rallying point for current students as well as alumni*
- *Can provide additional points of contact as your institution seeks alumni out for financial support*

Making your office available to contribute such a project is not without its challenges, but can provide lasting value well beyond the end of the celebration!

- *Sometimes all it takes is to speak up first*
  - *Gives you some control of the conversation and allows you to provide input on direction of the project*
- *Challenges*
  - *Political concerns*
    - *Others on campus looking to impact project*
    - *Influential alumni and their egos*
      - *Listen but maintain ownership*
      - *Consider erring on the side of inclusion*
  - *Time frame/prioritization of other projects*
    - *Some things may get pushed to the back burner*
  - *Time sensitivity*
    - *You may have to make last-minute revisions*
- *So why volunteer?*
  - *Value of end result*
    - *Connections with alumni*
    - *Additional tools for media/pitches*
    - *Additional tools for admissions/fundraising personnel*
  - *Value of having your name on it*
    - *Easily outweighs the product itself*
    - *Expose your work to a wider audience*
    - *Can lead to greater influence on campus*
      - *Involvement in other larger projects*
      - ***Can lead to additional resources***
        - *More \$/Less Questions*
        - *Staff Expansion*

Having a robust historical archive becomes extremely important when such an opportunity comes forward!

- *Having data in centralized and easily searchable format drastically cuts down on research time*
- *As custodians of such information, SIDs become ideal candidates due to familiarity with content*

Even without a major historical publication to produce, your historical archive has a sizable impact on who your office is able to reach!

- *Media*
  - *Feature pitches*
  - *Hometown releases*
- *Alumni*
  - *Creates dialogue and helps develop relationships*
    - *SIDs must maintain a customer-service attitude with alums*
    - *Your institution counts on them for financial support*
      - *Contributions in this area are HUGE for an SID*
    - *They can be a source for information*
- *Current Student-Athletes*
  - *They contribute immeasurably to your social-media efforts*
  - *Retention*
    - *Higher level of historical context = higher perceived value in participation*
  - *Another area of contribution your campus leadership will LOVE to see from your office*

There have never been a larger number of tools for you to build or add on to your historical archives!

- *Institutional Resources*
  - *Yearbooks*
  - *Campus Newspaper*
  - *Archivist/Library*
  - *Conference Records*
  - *Opponents' Media Guides/Archives*
  - *Coaches*
    - *Scorebooks, player questionnaires, photos*
  - *Alumni*
    - *Most likely they will know if their name should be there!*
- *Local media*
  - *Back issues/microfilms of local newspapers*
- *NCAA*
  - *Year-end statistical information now online*
- *Additional help in compiling information*
  - *Student workers*
  - *Internship opportunity*
    - *History students*
    - *Everyone needs a resume booster*

### **Presenters**

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