

# 2012-13 CoSIDA BOARD OF DIRECTORS

## Primary Responsibilities and Coordinating Roles

As of July 20, 2012



### OFFICERS

#### President- Joe Hornstein, FIU (Florida International University)

- Conducts Board of Directors and officers meetings
- Develops agendas for meetings with Executive Director
- BOD liaison with Executive Director
- Coordinates with staff/officers/Board/CoSIDA Strategic Branding Committee our “branding based study/review process” with Cryder-Rinebold
- Works with Executive Director to:
  - Develop topics/issues that need/should be discussed with BOD and/or officers
  - Establishing annual priorities/initiatives
  - Develop specific strategic goals and objectives for term year
  - Coordinate agenda for board meetings at 2013 CoSIDA Convention
  - Address appropriate matters with the University and College Division Management Advisory Committee chairs
  - Address appropriate matters with the Presidents/Chairs of CoSIDA’s various divisional leadership groups
- Organizational spokesperson when appropriate
- Board liaison with Past Presidents group
- 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
- With officers/staff determines topics and personally writes, or determines who writes, “CoSIDA Corner” column that appears in NACDA’s Athletics Administration monthly magazine.
- Works with Executive Director with regard to various organizational aspects of CoSIDA appearances at various annual conventions (who attends, meetings, focus points)
- Works with Executive Director on organizational plan as it relates to travel/appearances at non-convention based meetings/events.
- Works with Board designee to help the continued development of the University Division and FBS Management Advisory Committee
- Works with Tom Di Camillo with regard to building relationships with national two-year organizations
- Works with Tom Di Camillo to help develop a two-year institution national management organization for communications and information directors
- Works with Tom Di Camillo in efforts to generate more interest among the two-year community in becoming members of CoSIDA
- Coordinates efforts with other leadership on the Board/ DI community as it relates to improving Division I engagement within CoSIDA
- Works with CoSIDA staff (Executive Director/Director of External Affairs) and Board liaison with the AAA committee chairs with regard to various aspects of the Academic All-America program
- Works with committee chairs to develop reasonable goals/objectives for upcoming year

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### **First VP- Shelly Poe, Auburn University**

- Coordinates/ Chairs the organization's Strategic Branding Committee
- Participates on leadership group that works with Cryder-Rinebold on a strategic review of CoSIDA
- Provides input to 2<sup>nd</sup> VP with regard to various programming aspects for the Orlando Convention as it relates to "University Division" specific aspects
- Works with President and Executive Director on conducting daily business
- Coordinates Board meetings if the President is not able to participate
- Assists with putting together the agenda for Board/officer meetings throughout the year
- Continues to be a part of the "Transition Team" that has been put into place as it relates to the CoSIDA convention at NACDA Affiliates Convention in June of 2013
- Provides appropriate content for website
- Assigned fund raising responsibilities
- Board liaison, along with Barb Kowal, with FAME (Female Athletic Media Relations Executives)
- Board liaison with NACWAA (National Association of Collegiate Women Athletic Administrators)
- Coordinates with President/Executive Director the agenda for board meetings at the Orlando Convention
- Coordinate any other assigned duties that the officers/Board deem appropriate for this position as the year moves forward
- Develops a specific list of initiatives for Presidential year in 2013-14 that will be presented to the officers/Board for review, discussion and approval at the Orlando convention
- Assist the President and DI board members with initiatives to build more engagement among the DI community as it relates to CoSIDA

### **Second VP- Eric McDowell, Union College (N.Y.)**

- Oversees the full development of the programming "concepts/theme(s)" for the annual convention
- Oversees the development and scheduling of all seminars, presentations, panels (general membership and divisional specific based) for the annual convention
- Works with Director of Internal Ops to develop various master schedules that the CoSIDA convention staff, NACDA staff and hotel staff will use for 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 as appropriate with regard to convention planning matters
- Participates on leadership group that works with Cryder-Rinebold on a strategic review of CoSIDA.
- Board liaison with the Program Committee
- Works with Program Committee and CoSIDA staff to ensure that all appropriate timelines and deadlines are met with regard to the NACDA staff/convention schedules.
- Provide appropriate programming information/content for convention website
- Provides help/direction to 3<sup>rd</sup> VP as it relates to continuing education matters- outside of the specific convention.
- Part of the "Transition Team" that has been put into place as it relates to the CoSIDA convention becoming part of the NACDA Convention in Orlando in 2013
- Board liaison with the NCAA National Student Athlete Advisory Committee

### **Third VP- Judy Willson, Mountain West Conference**

- Coordinates various aspects of CoSIDA's continuing education and professional development initiatives throughout the 2012-13 academic year prior to the annual convention in June '13
- Develops and promotes, with Director of External Affairs, a continuing education and professional development schedule for the 2012-13 academic year
- Works with members of the Board, divisional leadership groups and membership to determine relevant continuing education and professional development sessions that are conducted via webinar or conference call format

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- Works to encourage both “general membership” and “division specific” continuing education session
- Works with CoSIDA staff and various groups and individuals outside of the organization to determine their interest in developing and presenting continuing education and professional development sessions throughout the year for the benefit of CoSIDA membership
- Provides input to 2<sup>nd</sup> VP on possible programming and panel sessions for the Orlando convention
- Work with CoSIDA’s New Media and Technology Committee to generate continuing education ideas
- 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
- Participates on leadership group that works with Cryder-Rinebold on a strategic review of CoSIDA
- Board liaison (along with Barb Kowal) with CAIDA (Collegiate Athletic Internet and Digital Association)

### **Past President- One Year Removed**

#### **Tom Di Camillo, Pac West Conference/Central Arizona College**

- Advisor to President and Executive Director
- Works with Jeff Hodges regarding Personnel Committee for CoSIDA’s full-time staff
- Works with Joe Hornstein and others to determine initiatives to improve CoSIDA participation and leadership within the two-year institution community.
- Helps with initiatives to improve attendance of two- year institution membership at the annual convention
- Works with Joe Hornstein and others to try and build a national SIDA organization for two-year institutions
- Board liaison with NATYCAA (National Alliance of Two Year College Athletic Administrators).
- Board liaison with national two-year governing bodies
- Works with two-year school leadership to develop some divisional specific programming for the 2013 convention if attendance warrants

### **Past President- Two Years Removed**

#### **Larry Dougherty, Temple University**

- Advisor to President and Executive Director
- Works with Joe Hornstein and 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
- Board liaison with FCS MAC (Football Championship Series Management Advisory Council) Board
- Assigned sponsorship/fund-raising role
- Works with Joe Hornstein Board as a liaison with Past Presidents group
- Coordinate getting Board of Directors monthly membership newsletter and other relevant Board information to Past Presidents group

### **Past President- Three Years Removed**

#### **Justin Doherty, University of Wisconsin**

- Advisor to President and Executive Director
- Works with Joe Hornstein and Larry Dougherty on initiatives to improve participation and leadership within the D1 community as it relates to our organization and the annual convention
- Oversight responsibilities with the Special Awards Committee Chair (Tam Flarup, Wisconsin) as it relates to nomination and selection process for such awards for the 2013 year and Orlando Convention
- Oversight and coordinating role with the Nominating Committee process for the 2013 Convention

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- Chairs FBS Management Advisory Committee
- Works with Joe Hornstein and other leadership to improve participation and engagement of FBS membership within CoSIDA
- Work with Tam Flarup, Chair of Special Awards Committee, to build a detailed timeline assuring that all aspects of the CoSIDA special awards and Hall of Fame programs are handled in a timely matter to meet various needs and deadlines
- Assigned fund-raising role (Big Ten Conference, Big Ten Network)

#### **Secretary: Jeff Hodges, North Alabama**

- Organization's and BOD's recording secretary
- Prepares minutes of all Board and officer meetings
- Maintains/updates organization's constitution
- Coordinates "Personnel Committee" for Board
- Coordinates evaluation process of full-staff
- 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
- 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 Capital One Academic All-America program Academic All-District awards shipment/fulfillment

#### **Other Board of Director Appointments**

##### **AT-LARGE /COLLEGE DIVISION REPS**

##### **Term Expires in 2013**

#### **Kent Brown (At-Large Rep), University of Illinois**

- Board liaison with Allied Organizations Committee
- Assist Allied Organizations Chair (Robert McKinney) with developing a "Speakers Manual" for membership and media use.
- Assist the Board leadership with initiatives to improve D1 membership participation within CoSIDA
- Assist Board leadership 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 fund-raising responsibilities
- Assigned convention related duties – convention ops committee
- Work with Director of External Affairs Barb Kowal to generate web-based content

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### **Ed Hill (At-Large Rep), Howard University**

- BOD liaison with Scholarship Committee
- BOD liaison with Writing Committee
- BOD liaison, along with Greg Goings, to BCSIDA
- BOD liaison, along with Greg Goings, with MOAA (Minority Opportunities Athletic Association)
- Work with BCSIDA leadership to setup meetings with MOAA leadership at the Orlando convention.
- Works with BCSIDA leadership to make sure that deserving members of BCSIDA are nominated for awards as well as CoSIDA and divisional board appointments
- Work with BCSIDA and MOAA leadership to propose any appropriate diversity based programming for the Orlando convention
- Work with BCSIDA leadership to get HBU's to apply for CoSIDA scholarships that are available for students or the school.
- Work with Director of External Affairs Barb Kowal to generate web-based content
- Assigned convention related duties – convention ops committee

### **Dave Walters (College Division Rep), Guilford**

- BOD liaison oversight with Membership Services Committee
- Work with College Division Management Advisory Committee
- Assist Membership Services Committee with developing a process to keep the CoSIDA Online Library updated and relevant.
- Work with Will Roleson and Membership Services Committee on CoSIDA membership directory update project and process review
- Work with Robert McKinney (Allied Organizations) and Board member Kent Brown to assist with the development of a "Speakers Guide"
- Assigned convention related duties – convention ops committee
- Work with Director of External Affairs Barb Kowal to generate web-based content

### **Term Expires in 2014**

#### **Steven Flegel (College Division Rep), Whitworth**

- Board liaison with Job Seekers Committee
- Board liaison with D3 SIDA Board
- 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 Director of External Affairs Barb Kowal to generate web-based content

#### **Mark Fleming (College Division Rep- Moravian)**

- BOD liaison, along with John Humenik, with Academic All-America Committee
- BOD liaison/oversight with Committee on Committees
- Work with College Division Management Advisory Committee
- BOD liaison with ECAC-SIDA
- Assigned convention related duties – convention ops committee
- Work with Director of External Affairs Barb Kowal to generate web-based content
- Work with respective CoSIDA staff and committees to get appropriate copy/ video//photos for video production that is presented at Academic All-America Hall of Fame Induction in Orlando

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### **Cindy Fotti (College Division Rep), Columbia College (Mo.)**

- BOD liaison 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 Shelly Poe and Barb Kowal with regard to Board leadership and FAME
- Work with Barb Kowal with regard to generating web-based editorial content
- Work with Barb Kowal and other assigned Board reps to help develop “Value documents”- value of CoSIDA membership, value of CoSIDA convention, value of membership/participation)
- Assigned convention based duties - convention ops committee

### **Term Expires in 2015**

### **Mark Adkins (College Division Rep), Manchester College**

- Board liaison with Canadian InterUniversity Sports (CIS) SIDA group
- Work with College Division Management Advisory Committee
- Work with Will Roleson and Dave Walters to develop efficient ways to have the Membership Services Committee assist with the annual directory update process so that it is more effective
- Work with Barb Kowal and others to develop/update “Value documents”- value of CoSIDA membership, value of CoSIDA convention, and value of participation.
- Assigned convention related duties- convention ops committee
- Work with Director of External Affairs Barb Kowal to generate web-based content

### **Rob Carolla (At-Large Rep), Big 12 Conference**

- Board liaison, along with Barb Kowal, with New Media/Technology Committee
- Works with Joe Hornstein- and other DI reps on the Board- to develop initiatives to increase engagement with the DI community as it relates to CoSIDA
- Works with other DI members on the Board to increase DI attendance at the CoSIDA Convention
- Works with Justin Doherty to help the FBS MAC leadership group grow its role within that membership
- Assist the University Division Management Advisory Committee with DI based initiatives
- Board liaison with ConSIDA- Conference PR Directors for all of Division I conferences
- Works to help develop specific continuing education ideas for DI membership in terms of conference calls as well at the June '13 convention
- Assigned convention related duties – convention ops committee
- Assigned fund-raising responsibilities
- Work with Director of External Affairs Barb Kowal to generate web-based content

### **Dan Drutz (At-Large Rep), St. Peter's**

- Board liaison with Publications Committee
- Works with Joe Hornstein- and other DI reps on the Board- to develop initiatives to increase engagement with the DI community as it relates to CoSIDA
- Works with other DI members on the Board to increase DI attendance at the CoSIDA Convention
- Board liaison with 1-AAA Management Advisory Committee
- Assist the University Division Management Advisory Committee with DI based initiatives
- Works to help develop specific continuing education ideas for DI membership in terms of conference calls as well at the June '13 convention
- Works with Eric McDowell as it relates to “Program Committee” matters over the course of the year
- Assigned convention related duties – convention ops committee
- Assigned fund-raising responsibilities
- Work with Director of External Affairs Barb Kowal to generate web-based content

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### **Greg Goings (College Division Rep), Bowie State**

- Board liaison with DII SIDA
- Works to setup appropriate meetings – over the course of the year and at the convention- with other DII management groups/leadership
- BOD liaison, along with Ed Hill, with BCSIDA
- BOD liaison, along with Ed Hill, with MOAA (Minority Opportunities Athletic Association)
- Work with BCSIDA leadership to setup meetings with MOAA leadership at the Orlando convention
- Works with College Division Management Advisory Committee
- Board liaison with DII SIDA Board
- Assigned convention relates duties – convention ops committee
- Coordinate with Ed Hill efforts to build CoSIDA’s leadership profile within BCSIDA and MOAA
- 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 convention
- Work with Ed Hill to get HBU’s to apply for CoSIDA scholarships that are available for students or the school
- Work with Director of External Affairs Barb Kowal to generate web-based content

### **EX- OFFICIO MEMBERS OF BOARD OF DIRECTORS**

#### **Executive Director- John Humenik**

- 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 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

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### **Director of External Affairs - Barb Kowal**

- 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 membership presentation elements (web, print, video, audio based)
- 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 with Membership Services Committee
- Work with ED on sponsorship inventory fulfillment related to web, newsletters and membership email
- Point person, along with Executive Director, regarding Capital One AAA partnership
- Academic All-America program marketing/PR matters
- Coordinate AAA awards fulfillment
- 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 the posting of jobs on Job/Career Center, email job postings to membership 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 (Female Athletic Media Relations Executives) group
- Work with Committee Chairs and Divisional Chairs/Presidents as it relates to getting appropriate information /deadlines to membership
- Assigned convention related duties
- 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, along with Rob Corolla, to New Media/Technology Committee

### **Director of Internal Operations/ Treasurer - Will Roleson**

- 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
- Coordinates all organization financial and audit-based reports for IRS requirements
- Organizational liaison with CPA firm
- Responsible for coordinating planning for the annual convention (point person with hotel, registration process advance and on-site, room reservation process, meals, social events, room assignments/layouts, A/V setups, overseeing convention office during the week of event)

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- Works closely with Barb Kowal and John Humenik on various aspects of convention coordination
- 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
- Coordinates all aspects of our endowment/investment fund management (with financial management firm currently used)
- Coordinate all day-to-day organizational accounting issues
- Coordinates all appropriate master convention schedules for website, printed convention pocket schedule, master schedule all events/setups for the hotel staff
- Develops 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
- Coordinates all aspects of organizational online directories as well as PDF version of that directory
- Coordinates all aspects of membership data base
- Coordinates various human resources services for the organization
- Handles posting and invoicing for CoSIDA's job center process
- 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
- 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
- Develops new ideas and concepts that are appropriate for assigned duties
- Works with committee chairs and divisional leadership Presidents/Chairs as appropriate

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