



CoSIDA Board of Directors 2012-13 Initiatives

Branding

- Continue to enhance CoSIDA's strategic resource mission and value brand ("Strategic Communicators for College Athletics") throughout all levels of the intercollegiate athletics community.
- Work with Cryder-Rinebold to conduct a pertinent evaluation- external and internal- of CoSIDA's brand awareness / perception to determine if its effectiveness is being met, and is in-line with industry goals, organizational goals and initiatives.
- Continue to develop, refine and market organizational communications documents that addresses a list of emphasis points:
 - What and who is CoSIDA
 - Why a CoSIDA membership has value
 - The benefits of CoSIDA membership, participation and leadership participation/building within CoSIDA
 - The value of supporting and attending the annual CoSIDA Convention
- Continue to build our relationships with the appropriate contacts at the NCAA/ NACDA so that those daily email blasts include CoSIDA/professional news being directly delivered to thousands of folks within other administrative/management components of the collegiate athletics industry- a key outreach aspect of our strategic branding.

Membership Services

- Develop and implement over the course of the year relevant, informational and innovative "Continuing Education" programs for our membership via conference calls/webinars.
- Improve the accuracy of the organizational online directory via an aggressive membership based campaign that makes it clear that the accuracy of this directory can ONLY be achieved if our own membership takes the time to review and update the directory for their school/self.
- Continue to develop a proactive website that a growing number of CoSIDA's membership will view as a key place to come for professional development and continuing education based information.
- Continue to develop and advance a relevant "online resource library" within cosida.com that will provide a place for membership to come to gain information and direction regarding a variety of areas and topics in the athletics communications-based realm.
- Continue to strive to make the monthly Board of Directors/divisional leadership initiatives newsletter that goes to the membership be one that is seen as informative, timely, relevant and pro-active in its approach.
- Continue to evaluate and strive to make all of our membership newsletters (Communications Watch, Job Center, News and Information, Monthly Calendar, etc) information, timely and relevant.

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Organizational Management/ Leadership Structure

- Work closely with all appropriate divisional leadership groups to grow CoSIDA membership at all levels, utilizing- as needed/appropriate- specialized division- specific communications strategies. What is appropriate/important at one level might not be necessarily so at another.
- Continue to evaluate CoSIDA's management structure to determine if is appropriate and relevant in regard to the constant changes within our profession and its membership.
- Work with the CoSIDA Division I leadership to strengthen its management and leadership organization. Seek to show positive moment with regard to Division I involvement with CoSIDA and increased attendance at the annual CoSIDA Convention.
- Evaluate the structure, communications and effectiveness of the convention program committee/schedule to ensure it is meeting the needs, desires and continuing education aspects of a diverse representative membership.
- Continue to build upon the progress and positive leadership role that the divisional management advisory committee concept (UDMAC/CDMAC) has had within the CoSIDA management structure while also addressing with solutions any lack of progress in that regard.
- Continue to have the Board's leadership work with the committee leadership build a committee structure that is jointly viewed as effective.
- Review and evolve the internal job performance evolutions/process created for CoSIDA's full-time staff during the 2011-12 year, ensuring its goals and benchmarks is accurate, attainable and recognizable.
- Address any questions/concerns that have developed due to the recent growth and expansion of the Academic All-America program to continue to ensure its lofty status within the intercollegiate athletics community.

Outreach- internal and external

- Work with our individual SIDA/MAC organizations within the CoSIDA organizational umbrella in addressing present and future growth concerns within the organization and with peer industry groups.
- Work with our individual SIDA/MAC organizations within the CoSIDA organizational umbrella to assist them with building productive working relationships with their peer groups both within the profession and the industry community at-large.
- Continue to work, via our partnership with NACDA, to build productive relationships and partnerships with all of the Athletic Directors Associations, Conference Commissioner Groups and other management functions (NACMA, etc.) that are aligned within the NACDA umbrella.
- Continue to strive to have purposeful and positive presence at all appropriate national conventions, national meetings/conferences/ events as well as at important conference and regional meetings.
- Continue to build appropriate and productive relationships and partnerships with NCAA senior leadership staff in Indianapolis at all divisional levels.
- Continue to build appropriate and productive relationships and partnerships with NAIA senior leadership staff in Kansas City.

Convention Based

- Through the CoSIDA/NACDA Transition Team finalize messaging and public relations concepts to promote the CoSIDA Convention at NACDA experience as it merges within the NACDA Convention umbrella. Promote the positive points of this arrangement while also addressing pertinent concerns.
- Continue to strive to close the negative financial gap that exists with our annual convention in terms of per person registration fee and per person cost.