



2012-13 Mid-Year Committee Updates Regarding Goals and Objectives

ALLIED ORGANIZATIONS

Chair- Robert McKinney Board Liaison- Kent Brown

Goal #1 – Creating and posting the CoSIDA Experts and Speakers Guide

A preliminary questionnaire has been created to gather information for the CoSIDA Experts and Speakers Guide. We need to make a few adjustments to the questionnaire so that we can soon send it out to CoSIDA Board Members for the initial round of information gathering. We also need to finalize a list of topics to include in the Experts and Speakers Guide. Once we have information from members of the CoSIDA Board, we will proceed to gathering information from other CoSIDA members who are experts regarding various issues throughout college athletics. Sports information professionals are some of the top communicators in athletics and should be sought out as experts by our own membership as well as by outside groups.

Goal #2 – Updating the list of website links for the organizations listed at the bottom of the CoSIDA E-Directory page

Later this year, we will submit a list of updated links, corrections and additions to the Resource Links as included in the Directory on the CoSIDA website (<http://www.cosida.com/directory.aspx>, at the bottom of the page).

Goal #3 – List of Contacts for NCAA Championships

We are in the process of developing a list of contacts for the 2013 NCAA Winter Championships and Spring Championships so that CoSIDA members can seek to work as paid staff or volunteers at various events.

Goal #4 – List of Public Relations/Media Relations Contacts for Professional Teams

This spring, Allied Organization Committee members will develop a list of public relations/media relations contacts for professional teams, leagues and organizations, including some Olympic Sports organizations.

Goal #5 – Encourage involvement by CoSIDA members in Olympic Sports-The committee will work to encourage CoSIDA members to contribute at various events involving Olympic sports. This is important as we add the duties of the former Olympic Liaison Sub-Committee.

Goal #6 – Write Notes and Short Articles to include on CoSIDA.com

We will soon begin providing notes and short articles for use on CoSIDA.com in order to notify CoSIDA members about opportunities to interact with other organizations.

COMMITTEE ON COMMITTEES

Chair- Debbie Copp Board Liaison- Mark Fleming

Short-Term (for the upcoming year)

1. **Ensure that committees have the numbers of members to execute its “To Do” list as they support the annual initiatives** – I believe we have met this goal with the exception of the Convention Operations Committee. Its life as a “recruiting to” committee started later than others and this will be a focus in the months ahead.
2. **Draft proposal related to the selection of committee chairs to Board for its approval** – This one is in the early stages and I expect to have something prepared and approved by our committee to send to the board prior to the 2013 Convention.
3. **Draft a proposal related to committee structure review and present to Board for its approval** -- This one is in the early stages and I expect to have something prepared and approved by our committee to send to the board prior to the 2013 Convention.
4. **Write an amendment to the CoSIDA Constitution concerning who can serve as chair of a committee, get it presented to the Board and, with Board’s approval, have it ready to be voted on by**

[the membership at the 2013 Convention](#) -- This one has had some preliminary work done on it but certainly is a work in progress. I need to look at the calendar and our constitution to determine the time table. Honestly, this one may roll over to the 2013-14 committee year.

Ongoing/Long-Term – All of these goals are ongoing things that we go over as a committee. I expect that as we get closer to the 2013 Convention there will be more detailed work on some or all of these. At this time, though, we are focusing most of our efforts on the goals listed above. Additionally, as those goals are addressed and handled, it changes the importance of the long-term goals. These truly are a constant work in progress.

GOODWILL/WELLNESS

Chair- Sam Atkinson Board Liaison- Cindy Fotti-Potter

Convention Items

1. 5K Run/Walk

I contacted CoSIDA Second Vice-President Eric McDowell to discuss the upcoming 2013 CoSIDA Convention and go over several of the Goodwill and Wellness activities that we have been able to produce and run at previous convention. McDowell informed me that the 5K Run/Walk is scheduled for Thursday, June 13, from 6 a.m.-7 a.m. at Hawks Landing Golf Course on site of Marriott. There have been several things requested (tables, bullhorn, clock, etc.) to help us with the event. I spoke with CoSIDA Director of Internal Operations/Treasurer Will Roleson and he will pass along the Marriott staff member our committee should work with to plan for this event. We will have more details in the coming months and will make the proper announcements through www.cosida.com by working with CoSIDA Director of External Affairs Barb Kowal.

2. Service Project

Our committee is working on trying to secure a service project for the CoSIDA membership to participate in. We are hoping to have a project lined up for mid-day Saturday, June 15. More details will be announced soon.

3. Donation Drive

For the past three years we have been able to run a donation drive during the convention registration time period to benefit a local charity. After speaking with Roleson, there will be ample room at registration for the Goodwill and Wellness committee to set-up and collect donations during registration on Wednesday, June 12 and Thursday, June 13. The times are to be determined but we will have committee members stationed at this table. We will also announce to the CoSIDA membership details on how they can donate during registration. Once we have secured our service project we will also know what types of donations the organization we are working with is most in need of.

4. Committee Meeting

After speaking with Roleson, the Goodwill and Wellness committee will meet at the 2013 CoSIDA Convention on Wednesday, June 12, at 8 p.m.-9 p.m.

5. Website and Feature Items

One area we need to improve on as a committee is getting more information on www.cosida.com about our committee and to do more web features about our members who have been doing great works in their communities or have changed their health around. We strive to improve in this area during the winter/spring months. After speaking with our CoSIDA Board liaison Cindy (Fotti) Potter we have scheduled committee conference call for January to get this ball rolling.

JOB SEEKERS

Chair- Lawrence Fan Board Liaison- Steve Flegel

The fall months following the annual COSIDA Workshop are typically quiet for the Job Seekers Committee. This year was no exception There was positive communication with board liaison Steve Flegel. There was follow-up with some of the participants at the Job Seekers session in St. Louis. The follow-up consisted of either calls or emails on how the job seeker was proceeding with his or her job search.

There were inquiries from prospective job seekers on how to receive CoSIDA Career Center emails. These inquiries are forwarded to Barb Kowal for inclusion on this very popular service to the membership and prospective job seekers. Occasionally, there would be an article submitted to Bark Kowal for the Communications Watch email or to post on www.cosida.com.

And, we did receive a few referrals from individuals interested in beginning or pursuing a career in athletics media relations or college sports communications

MEMBERSHIP SERVICES

Chair- Blake Timm

Board Liaison- Dave Walters

The Membership Services Committee's charge is to develop avenues by which to help CoSIDA members excel as professionals. The committee is charged with the development and maintenance of the organization's online Membership Resource Library, assisting CoSIDA staff with the maintenance of the CoSIDA Directory and in developing new avenues to welcome new members to both the organization and the profession. The Membership Services group has an ultimate goal of securing 100 percent membership nationwide and in Canada.

I (Dave Walters) received a note from MSC committee Chair Blake Timm Dec. 20 regarding the status of the Membership Services Committee. He noted most of his focus in the fall was oversight of the CDMAC, this limited his work with the Membership Services Committee. With the Membership Resource Library now up and running, Blake plans to develop a process to effectively maintain the library in January. Ideally the process will involve multiple MSC members so no one person is burdened with all of the responsibility.

Blake also let me know of his intent to resign his position as MSC chair at the end of the academic year.

His term as CDMAC chair continues through 2014 and leading two standing committees at once has been challenging. Blake has served the MSC very well for a number of years and I am very thankful for his efforts.

Moving forward, my recommendation for Blake and the MSC is as follows:

- Spend a few moments with Barb Kowal at the upcoming mid-year CoSIDA Meetings in Dallas to determine how the MSC can best participate in the maintenance of the Membership Resource Library.
- Poll other CoSIDA leaders for and MSC members to determine new ways for the MSC to determine new ways for the MSC to accomplish its charge of helping CoSIDA members excel and helping the organization grow. Also, discern tangible ways for the committee to assist with CoSIDA Directory maintenance.
- Hold a conference call of the MSC in January or February to discuss Membership Resource Library maintenance, future ideas for committee work and future committee leadership.

NEW MEDIA / TECHNOLOGY

Chair- Chris Syme

Vice Chair- Ben Taylor

Board Liaison- Rob Carolla/Barb Kowal

New Media Committee is seeking to accomplish the following during this academic year:

1. **Continue to assist in the continuing education component of CoSIDA by advising on topic areas and providing suggestions for webinar facilitators in the areas of new media and technology, especially in the following areas:**
 - b. Educating student-athletes, coaches, and staff on how to use social media responsibly
 - c. Social media privacy and legal implications
 - d. Latest updates on software and hardware, with emphasis on video and live streaming

Update: Webinar is scheduled for March-April to report and discuss the survey done in the fall of 2012 on training student-athletes to use social media.
2. **Continue to provide current information to the CoSIDA website on new tools, procedures, etc. in the form of blog pieces, case studies, and news stories in the areas of new media and technology.** I (Chris) am continuing to do this and encouraging committee members to do so as well. People on the committee aren't as likely to write extra articles when they write all day for a living. We will be sending out a challenge in the new year to have everyone sign up to do one case study piece for the CoSIDA website. If everyone can agree to do one and send it to Barb, that will be quite a few case studies on how schools are using social media.
3. **Assist Barb Kowal in finishing the Resource Library on the CoSIDA website.** I am following Barb's lead on this as this is a section she is working on. I respond when she has a need. It's difficult to coordinate this

project as Barb is the one with access to the backend of the website. Also, she's been busy with a redesign. I was able to give her some feedback on the new design.

4. **Assist the convention program committee in finding presenters and relevant topics in the areas of new media and technology.** I have been in touch with the convention program committee chair about possible presenters. I have already sent them several leads.
5. **Continue to support the new media discussions on LinkedIn, SID Chat, SID Board, Twitter, and the FAME Facebook page.** Ben Taylor and I continue to monitor discussions and post discussions on LinkedIn, Twitter, etc. I hang out in the SID Chat most weeks and encourage committee people to do as well. Cassie Gage was going to work on the FAME piece but she is no longer in CoSIDA, so that has been neglected.
6. **Assist the convention team in setting up real-time social media channels including Twitter, blogging, photos, and video interviews by providing an intern to work with Barb in handling all the social media reporting during the convention.** We hope to be able to provide that intern with a room and conference registration. Barb and I had a discussion about this last year at St. Louis and I encouraged her to get 1-2 interns this year to run the social media at CoSIDA. She is simply too busy during the convention. The interns could blog, take pictures, video interviews, and run the Twitter feed on-site while Barb takes care of other things. This would be a huge help to her and also get a more saturated social media presence at the convention. I think we should put the word out for this in April or May.

PROGRAM

Chair and Board Liaison- Eric McDowell- CoSIDA 2nd VP

Objectives:

- **Continue striving to meet the ever-changing needs of athletics communications professionals, recognizing that there are different responsibilities and needs at every division and at every institution.**

The programming topics selected for 2013 include suggestions and comments from the membership, reviewed notes from the previous convention, and input from committee members from all levels, department sizes and divisions. It is the feeling that everyone can benefit from every session, with a variety of panelists from different divisions. In addition, the popular CDMAC and UDMAC breakout sessions are geared specifically to assist members at those levels.

- **Recruit and assign moderators and speakers for panel discussions, lectures, and table topics. Concentrate efforts to make sure there is diversity in the areas of age, gender, race, divisional representation, and experience. Focus on new speakers when appropriate, and not repeating a panel on a yearly basis (not topic, but presentation). Some content must occur annually, but with new individuals.**

For 2013, the historic first joint year with the NADCA convention, it was imperative to bring in professional outside speakers to show NACDA and affiliates the depth in thought we have as an organization in addressing key subject areas with high caliber individuals. These speakers will address Multi-tasking, Communications, Health and Professional Balance, and Writing, among other topics. These are areas that will truly serve the membership with professionals who have outstanding resumes and experience in addressing these areas with numerous national organizations. They are also NEW faces to our organization and will offer objective solutions and assistance. We have many new presenters this year and previous panelists have provided us with new names for topics that need to be presented on a regular yearly basis.

- **The committee will hold conference calls as scheduled by the annual Second Vice President in conjunction with the Chair shaping the program, then refining in, and lastly finalizing it to conform to deadlines as required.**

The 2012-13 Program Committee received a full schedule of calls and deadlines at the St. Louis convention program committee meeting from the soon-to-be 2nd Vice President. All deadlines have been on target, many have been met, and the scheduled calls were completed with the objectives for each. Entering January, all panels and topics have been selected, rooms have been assigned, and in addition, all panelists and moderators have been selected. The committee enters January working on the names selected for the sessions with invitations and confirmations are expected by mid-January. We are on target to provide NACDA the full program and names by their requested February 1 deadline

- **Additionally, the committee should work with the Third Vice-President to suggest possible topics for continuing education webinars and articles that can be placed on the CoSIDA website.**

The 2nd Vice President included the 3rd Vice President (J. Willson) on Program Committee Calls and also provided her a full list of selected topics and also topics not selected. This would be beneficial to continue, not only to show the 3rd Vice President possible Continuing Education sessions, but also assist them in what they will be working on when they move into the 2nd Vice President role.

Goals:

- **Utilize the first day of the Convention to present some programming. Sessions can be planned around various divisional meetings.**

The first day of the convention scheduled a kick off speaking presentation, one session for the opening day. The 2nd Vice President worked to get a major motivational and fitting topic speaker as the first panel of the week, and the committee felt Laura Stack will be excellent for this slot prior to the Capital One Academic All-America Hall of Fame Dinner that evening. We will also be joined at this session by NACMA members.

- **With CoSIDA joining NACDA for the 2012-13 academic year, utilize NACDA resources for speakers and presenters to further the educational mission of CoSIDA.**

Conference calls with Pat Manak and others with NACDA have provided us with the opportunity to receive names of individuals whom would be a good fit for some of our sessions. For example, for our Diversity session, a NACDA staffer offered to assist in securing a member from the affiliate MOAA (Minority Opportunities Athletic Association), a perfect example of the benefit of our joint conventions. We also were invited to provide two speakers to the Branding Session presented by NACMA, and enthusiastically accepted.

- **Work in conjunction with the management advisory committees for both the University Division and College Division to ensure that division-specific programming is included.**

Blake Timm of CDMAC and Justin Doherty of UDMAC understood our new deadlines and have provided us with topics for their two sessions. We are pleased with the programming that they are providing for their two sessions and we appreciate their efforts in meeting the deadlines. Blake's committee moved up their process from the past to insure we would have topics in December and Justin took over for the departing chair Charles Bloom to get two topics in place. Both will have their panelists and moderators in place for January as requested.

- **As speakers and panels are arranged, utilize the CoSIDA Website and the CoSIDA on-line Digest to publicize the Convention Program in hopes of encouraging the membership to attend the Convention.**

Barb Kowal and I (Eric) have scheduled announcements of our four major speakers, with one (Laura Stack) out previously and others over the next few months. In January we will be able to provide the entire program schedule, with topics and scheduled presenters for all sessions. Not only does this meet NACDA's deadlines, but it also provides programming to the membership earlier than what they are used to, which should assist them in booking earlier and securing required funds from their administrators to show the value of the programming to their department.

- **Under the current structure, some major sponsors of CoSIDA may speak at a panel. If this occurs, work with the sponsor to suggest topics.**

As an example, "Stat Dugouts" was scheduled to provide people an in-and-out, one-on-one session for various sports for statistical tips and assistance. This will not only be done for Stat Crew product users, but Presto Sports will also be included to benefit members with that software.

- **The NCAA is expanding its request for immediate submission of box scores. The most challenging sport to input into in-game statistics is volleyball. (Same-day reporting for volleyball will start in the 2013 calendar year.) Re-create the volleyball stats panel from summer 2012 to prepare for the women's volleyball season in 2013.**

Volleyball will be in one of the six rooms presented during the "Stat Dugouts" session. Due to our tight schedule over basically three days of time for panels, and with our Friday and Saturday mornings booked with NACDA Mega Sessions, the committee agreed that we should not have a specific sport presenting during a full panel or Skill Session precious time slot. Thus, the "Stat Dugouts" will allow a person with volleyball, or lacrosse, or a "wild card" sport, to ask questions and get answers in a more intimate setting. This also allows individuals without those or other sports to not be locked into a panel or session that would not specifically benefit them.

- **In conjunction with CoSIDA's Director of External Affairs, develop a method by which the membership can evaluate the current Convention Program and suggest possible topics for programming in succeeding years.**

The 2nd Vice President will work with the Director of External Affairs (B. Kowal) over the late winter and early spring to formulate an effective evaluation process, and hopefully have something soon after the convention while things are fresh in the minds of the attendees. This information would then be provided to the incoming 2nd Vice President and the 2013-14 Program Committee. Topics that were not selected for 2013 will be provided for the future as well.

• Insure that all members of the committee are engaged throughout the year on the three scheduled 2012-13 calls, input, and also during assignments at the Convention.

New members of the committee have been extremely engaging. We had two previous individuals who had requested that they depart due to additional campus workload and a new position at a new institution. The committee as a whole has been extremely engaged, as members were required to provide panel and topic ideas (which were included in popular sessions from the past), vote on the favorites and most fitting panel and topic ideas, and were assigned duties including moderate sessions. All members are active SIDs, and thus worked on this since August, through their busy fall sport seasons and fall/winter overlap sport schedules, including fall post-season sports.

FINAL NOTES: The members of the 2012-13 Program Committee are to be commended for their excellent work in a very challenging year. The schedule of calls and deadlines provided in June were imperative to follow and they did so with aplomb. The hopes of making an impression with NACDA, providing new presenters, providing familiar topics but also new sessions, and providing professional speakers to address major areas of need and concern in our profession were there and I believe they have been achieved. Also, having an assigned moderator at each session, as well as a "Day Director," will address issues that arose last year and will insure a consistent and timely presence for each session. The committee truly looks forward to the 2013 CoSIDA Convention.

SCHOLARSHIP

Chair- Carol Hudson Board Liaison- Ed Hill

1. Develop and formalize information needed for online application process where applicants can apply, upload items and the committee members can view and vote on line as well. + **Working with Barb Kowal (Just waiting on a mock-up)**
2. In an effort to increase applications – Continue multiple e-mail reminders throughout the year on the scholarship deadlines, starting in September. Make a push to get more Division II, III, HBCU's and NAIA schools to apply. **(With help of Barb, our liaison Ed Hill and conference media relations offices- in progress.**
3. The committee will also have features for the website such as where are they now/ how this scholarship has helped me etc....in an effort to improve awareness for the scholarships.+ **Carly Todd, the Wyle Smith scholarship recipient at DePaul University will write an article for the end of the Month (Jan.) on What this scholarship has meant to her.**

The committee will have a scheduled conference call with Ed Hill our liaison in mid-February.

Down the road, hopefully when the economy gets better we would like the board to consider the following:
Increase the funding of the three scholarships –

- The Phil Langan graduate internship from \$10,000 to \$12,000
- The Fred Nuesch-Dave Wohlhueter Undergraduate Scholarships from \$2,500 each to \$3,000 each.
- The Wylie Smith and Langston Rogers Post Graduate scholarships from \$5,000 each to \$7,500 each.
- Also possibility of establishing a scholarship for the child of a sports information professional, considering most SID's don't make a great deal of money. But additional funds should first go to upgrading our current list of scholarships.

SPECIAL AWARDS

Chair- Tam Flarup Board Liaison- Justin Doherty

The Special Awards Committee is encouraging CoSIDA members to nominate for the special awards by the deadline of Jan. 31, 2013. This is goal No. 1 for the SAC committee.

A special email appeal from the permanent committee chair, Tam Flarup and board liaison Justin Doherty, went out to the membership Dec. 18, 2012. The committee members have also been encouraged to either nominate themselves, or find someone to nominate deserving members. CoSIDA has also regularly included email reminders in all of its regular business blasts.

As of Jan. 3, only 10 new nominations for all awards had been received. I expect there will be a last minute rush as there was last year when the deadline approached.

The award committee had a conference call Nov. 8 to discuss the lack of nominations and the voting procedures. That call is summarized below. Voting will commence on Feb. 2, and conclude two weeks later on Feb. 17. The SAC committee chair will report the results to the board by Feb. 21 for board approval.

The committee discussed the new structure for award presentations including an interview format and understood changes needed to be made in that area.

Nov. 8 Agenda – and discussion items – welcome to new members

1. **Review timetable for nominations and voting – timetable approved by voice vote by committee**
 - Nominations close Thursday, Jan. 31 at midnight ET –
 - Final call before voting is Thur. Jan. 31 at 1 p.m. CT (2 p.m. ET, 12 p.m. MT 11 a.m. PT)
 - Online SAC voting begins Saturday, Feb. 2 after conference call Jan. 31 to 'recommend' nominations; Voting completed Sunday, Feb. 17 at midnight ET
 - Conference call with committee Tuesday, Feb. 19 to approve results
 - Chair reports to the board with winners on Thursday, Feb. 21
2. **Review eligible nominations – no challenges to nominations**
 - Nominations allowed to continue in rotation 3 years total (unless in the case of Rising Star the nomination expires because it went beyond 10 years of full-time employment)
 - Reminder 25 years is a self-nominating form found in nominations section at cosida.com
3. **Hall of Fame**
 - 2 university, 2 college, 1 at large, 1 veteran = 6
 - Back to normal number of 6 Hall of Fame honorees.
 - HOF only people vote – sent 11 paper packets; rest were able to do it online if they wanted
4. **2013 Workshop Schedule of Awards – CoSIDA Workshop Wednesday-Saturday, June 12-15 World Center Marriott Resort, Orland, Fla. – registration begins Feb. 1.**
 - **Wednesday, June 12th** -Private/invite only reception/dinner at hotel from 7:00- 8:30 pm for AAA HOF Inductees, Capital One reps, CoSIDA Board and top Academic All-America Committee leadership, some possible NACDA invitees (work to keep to 75 people max)
 - **Thursday, June 13th** - CoSIDA Hall of Fame Luncheon (noon - 1:45) - Awards presented (CoSIDA Hall of Fame – and Lifetime Achievement honorees acknowledged)
 - **Friday, June 14th**- CoSIDA Special Awards Luncheon (noon - 1:45). Awards presented (Warren Berg, Arch Ward, Jake Wade, Trailblazer, Kenworthy, Rising Star- University and College Division). Also 25 Year recipients acknowledged.

WRITING CONTEST

Chair- Wade Steinlage Board Liaison- Ed Hill

The Fred Stabley Sr. Writing Contest for 2012-2013 is moving smoothly as we eagerly anticipate entries to be sent in by next month's deadline. Chair Wade Steinlage, Vice Chair Mark Adkins, and Board Liaison Ed Hill have all taken control of different aspects of preparation.

The two biggest changes that were implemented this year were done so in hopes of continuing to drive submissions. Our first change was to get the submission process online at CoSIDA.com. With great help from Barb Kowal and the folks at Sideline, we have indeed developed an online form. We have tested it and it appears

to fit all of our needs.

We also added two new categories--Season Preview/Recap and Story with Video--to give us seven categories. As a committee, we understand that almost every office, regardless of size, will produce a season preview or recap. This falls in line to allow our contest to be as inclusive to all size departments as possible.

Ed did a great job soliciting great national judges last year and I will be asking those same individuals to again serve in that capacity.

Everyone on our committee, most notably the district coordinators, has shown great enthusiasm for this upcoming contest. We are excited and hope to again have big numbers!