



NCAA SAAC & THE SID A PARTNERSHIP OF PROMOTION



Thank you for taking the time to learn more about the value of the Sports Information Director's relations with the Student Athlete Advisory Committee. As one of my initiatives during my term as a Vice President and later President of the College Sports Information Directors of America, I am working to educate members of SAAC about the SID, and the value of a relationship for both parties. The Sports Information Director can be a tremendous resource in assisting the members of SAAC on campuses nationwide. The SID not only will assist SAAC members but will also benefit from the SAAC membership as well. - Eric McDowell, Union College (NY)/CoSIDA 2nd Vice President for 2012-13

WHO IS THE S.I.D.?

The Sports Information Director is a trained professional with experience in public and media relations. This individual's primary duty is to promote the students who participate in collegiate athletics. This promotion is not only limited to the performances of the playing arena, but also includes the academic successes and community and outreach initiatives of the student-athletes. The SAAC leadership on the campus can set up a meet and greet with the SID to discuss the partnership and information stream throughout the upcoming year. Here is how the SID can serve the members of SAAC on campuses throughout NCAA institutions.

THE RELATIONSHIP

Keeping the SID informed helps to develop a relationship that will tell the story and the benefits of SAAC's efforts.

THE PARTNERSHIP

Prior to the athletic year, the SAAC leadership on campus approaches the Sports Information Director. They can not only provide information for the website, but also a plan of action for the upcoming athletic year. This would include meeting schedules, with the SID invited to attend. If the SID cannot attend then the SAAC leadership would provide a review and notes for the website as well as for the SID's schedule. Consistent communication is key.

INFORM THE INFORMATION SPECIALIST

When a team plans a community event, the SAAC representatives of that team will alert the SID by two weeks prior to the event. In many cases, the SAAC President could sign out a department digital camera to take photographs of the student-athletes at that event. After the conclusion of the event, the SAAC representative at the event emails quotes from various team members to the SID, along with quick facts about the event and the purpose. A photo and story can be posted on the web. Also, an SID can alert media prior to the event, for an excellent feature for print or broadcast media.

TO GIVE BACK

The sports information professional will also provide guidance and opportunities for the SAAC members.

PROFESSIONAL GUIDANCE

The SID can assist members of SAAC in resume development, now and for the future. Freshmen, sophomores and juniors could have their resume "fine tuned" as they go through their careers and look into internships, term abroad opportunities, and summer employment. Seniors' resumes will be geared toward the field and position that they are looking for at the next level, after the diploma. The SID can also serve as a reference for the SAAC senior. In addition, the SID can benefit from a SAAC President who writes a letter of support for the SID's evaluation.

FUN FUNDRAISING IDEAS

There are a variety of ideas that the SID will provide when it comes to team bonding, fundraising, and generating interest, among many other areas. Whether it be a major group initiative like Special Olympics, a SAAC team wide competition event for charity like "The SAAC Family Feud," or team community event competition for points for department prizes, the SID and SAAC will enjoy these fun, exciting and beneficial event discussions and plans that will serve the student-athletes, campus and local communities.

YOU MAKE A DIFFERENCE

The sports information professional will also benefit from the SAAC members. The SID can benefit from a SAAC President who writes a letter of support for the SID's evaluation. SID's promote student-athletes but student-athletes can help promote the value of the person in the SID role. This can assist in possible staff development and other assistance, which in turn provides more coverage and service for the student-athletes.

QUESTIONS? CONTACT ERIC MCDOWELL, COSIDA 2ND VICE PRESIDENT;
ASSISTANT ATHLETIC DIRECTOR/SPORTS INFORMATION AT UNION COLLEGE
MCDOWELE@UNION.EDU OR AT 518-388-6170.



NCAA SAAC & THE SID A PARTNERSHIP OF PROMOTION WITH SUCCESSFUL RESULTS



In 2012, three SAAC representatives, one from each NCAA division, attended the CoSIDA Convention in St. Louis, MO. They became the first student-athletes to attend the convention in CoSIDA's history, and they presented on a panel, "Serving Student-Athletes." Here are thoughts from these student-athletes.

SUCCESS STORIES

Here are just a few examples of wonderful stories that members of campus SAAC groups provided to the Sports Information Director. These stories were used for campus websites, print media and television features.



"Thank you so much for giving me this opportunity to be part of the 2012 CoSIDA Convention. It was an incredible experience and I hope that I was able to shed some new light for improving student-athlete and SID relationships. I hope that I can continue to help improve the relationships. CoSIDA is an incredible group, doing wonderful things to improve the overall student-athlete experience."

Alex Mendez
University of South Florida
(NCAA Div. I)

A true home advantage

Student-athletes from men's and women's crew teams don't have a home "court" or "field." They have a home river. This river flooded and a town south of their campus was devastated. The students from these teams spent days in the village cleaning homes, moving debris, and providing positive reinforcement to residents. Call it "home river" advantage.

An emotional catch

A student-athlete will never forget a game-winning catch in a football game. One student made the catch the day before what would have been his mother's 42nd birthday (she passed in an accident a year earlier). "We did everything together. On the final drive I'm thinking, 'Guide us through here. Find us a way to win.'" We all won with his story.

An inspirational visit

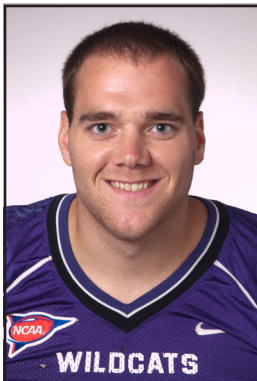
A team is raising money for a young girl fighting cancer. During a break, two students from the team are made aware of a 13 year-old track student back home who broke her femur crossing the finish line in a sprint and is now also suffering from Ewing's Sarcoma. These students brought an autographed game jersey, as well as smiles, to their new friend.

For those in need

The holidays are a special time, but can also be a difficult and emotional time for those in need. A visit by a student-athlete or an entire team with holiday gifts, a hot meal, or to a hospital or nursing home, will not only touch those visited. It will also touch those who read about this gesture and, of course, the student-athletes themselves.

A competition for all

SAAC groups are full of outstanding student-athletes who compete against other schools, but they also can organize "fun-raising and fund-raising" events between their own student-athletes. Schools provide a trophy for the most SAAC points for community service and academic performance, or a trophy for the "SAAC Family Feud" tournament to raise funds for a school's SAAC Charity of Choice, there are a variety of things you do. Remember, when you do...**MAKE SURE TO INFORM YOUR SPORTS INFORMATION DIRECTOR!** Whether it be a local paper, TV station or radio show, the SID can promote these efforts. Keep the Information Director informed!



"Being able to be a part of the CoSIDA Convention 2012 in St. Louis was an incredible experience. The convention is a great example of the commitment to excellence each and every person a part of CoSIDA are striving for. I hope the relationship between CoSIDA and SAAC will be one that continues to grow and prosper. I look forward to doing whatever I can to make sure that happens."

David Pillen
Abilene Christian University
(NCAA Div. II)



"The CoSIDA Convention was probably the highlight of my summer. I made new friends, was there on my birthday, and met incredible athletic communicators from every level. I'm ecstatic to communicate about CoSIDA and SIDs and the work they put in to their campuses and student-athletes. I'm still preaching Al McGuire's 'power of taking a right-hand turn' lesson that Dick Enberg spoke about to us!"

Nafeesa Connolly
Simmons College
(NCAA Div. III)
NCAA/Div. III SID Working Group