



Reaching Out and Climbing Up

How Self Promotion Can Benefit You, Your School and Others

Moderated by CoSIDA Board member and Guilford College SID Dave Walters

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Are you professionally extroverted? How many external stakeholders are part of your frequent and infrequent contacts? How can that grow, to your benefit and to theirs?

CoSIDA's first continuing education session of 2014 seeks to answer these questions using the experience and expertise of three of its own: Scott Stricklin, Chris Syme and Phil Ticknor. CoSIDA corporate partner ASAP Sports provides a full transcript - a Fastscript - of the call, available at <http://www.cosida.com>, where members can find links to an archived audio recording and CoverItLive blog of the discussion.



Mississippi State Director of Athletics **Scott Stricklin** ([@stricklinMSU](https://twitter.com/stricklinMSU)) started in college athletics as a student assistant in the Bulldogs' media relations office and enjoyed a successful tenure in athletics communications before taking over as director of athletics in 2010.

Stricklin Profile: <http://www.hailstate.com/ViewArticle.dbml?ATCLID=204971150>

Stricklin Says

- Provide value to your department beyond a media relations role. Learn how to "Figure It Out." (A good SID should be great in this area!)
- Be curious about other areas of the department. Develop relationships with your peers within the department (compliance, facilities, marketing, development, etc.) and ask about the hows and whys of their jobs.
- Be humble. Be confident without being too self-focused. Take what you do seriously, but don't yourself seriously. This increases your likability, which improves likelihood of others looking to you to help solve issues.

Strategic communicator **Chris Syme** ([@cksyme](https://twitter.com/cksyme)) parlayed her extensive athletic communications and sports information experience into a career as principal of the CKSyme Media Group.

Syme Profile: <http://cksyme.org/team/>

Syme's Suggestions

- **Professional Development:** Spend some time in professional development. With our time-crunched lives it is hard, but we need to organize our time so we can. I loved David Petroff's blog piece on how he reorganized his time to make the most by working in multiple locations. Good read: <http://smallschoolsocial.tumblr.com/post/72095871846/mobility-viability>



- **People networking:** Develop mentoring/helping relationships with those who can benefit from your expertise. Develop learning/leadership relationships with people who are where you want to be. Volunteer for committees and groups. (campus committees, hashtag chats, Google+ groups, LinkedIn groups)
- **Expertise developing:** Everybody has something they love to do, or something they're good at (usually the same). Develop a public expertise. Have your own personal Twitter account where you curate info for others, develop a blog for internal or external constituents, write for CoSIDA's website.
- **Attend industry events:** Campaign for professional development time and money by listing the benefits for your boss. It might include local NCAA and conference championships or the NACDA/CoSIDA conventions. Think outside the athletics box and maybe join the American Marketing Association (www.marketingpower.com) or the Public Relations Society of America (www.prsa.org). Both have local chapters and multiple conference events.



Phil Ticknor ([@pticknor](https://twitter.com/pticknor)) is Assistant to the Athletic Director for Communications & Academic Support at Washington (Md.) College where he also served two terms on the school's Staff Council.

Ticknor Profile:

http://www.washingtoncollegesports.com/insideAthletics/directory/bios/phil_ticknor

Ticknor's Tips

- Get involved on campus! We're all short on time, but whatever you can do - from serving on committees to advising a club - will help build respect and awareness across campus. You can also parlaying that networking into finding extra help when you're in a jam.
- Consider yourself working in higher education first, athletics second. Sometimes it's easy to forget that our jobs are actually attached to an institution of higher learning. Keeping things in perspective will make it easier to build bridges across campus.
- When explaining your position to someone who "has no clue," don't be negative! Yes, the job is a lot of work, but don't harp on that to help people understand your job demands. A fair, but thorough, explanation will make that point without sounding like someone who doesn't like their job.

The Reaching Out, Climbing Up panel is the latest in CoSIDA's 2013-14 continuing education program, which considers recommendations from the 2013 [Cryder-Rinebold Report](#), CoSIDA's strategic branding initiative. The continuing education program is a year-round on-line series where members learn and discuss pertinent news and principles across the communications spectrum through webinars, teleconferences and re-playable video sessions. Experts present the latest in theory and practices from the worlds of technology, professional sports, business, media and non-profit entities. The program also features special sessions for specific membership groups.