



## Sports Information Directors Association

### **NAIA-SIDA Board of Directors Minutes**

Conference Call

July 30, 2019

**ATTENDEES:** Chris Wells, Sports Information Director, Lindsey Wilson (Ky.), President  
Donnie Smith, Director for Athletic Communications, Southeastern (Fla.), First Vice President  
Ron Smith, Sports Information Director, Westmont (Calif.), Second Vice President  
Wendy Reid, Assistant AD/Communications, Calumet (Ind.), Treasurer  
Jordan Alves, Sports Information Director, Campbellsville (Ky.), At-Large Representative  
Tyler Price, Park (Mo.), Assistant Director of Athletics for Media Relations & Marketing, At-Large Representative  
Tommy Chasanoff, Sports Information Director, Cumberlands (Ky.), At-Large Representative  
Zackary Shore, Director of Sports Information, Madonna (Mich.), At-Large Representative  
Cindy Potter, Associate Director of Athletics, Director of Media Relations and Compliance, Columbia (Mo.), Past President  
Paige Salveter, Vice President of Marketing, NAIA  
Brad Cygan, Director of Athletics Communications, NAIA  
Katie Green, Manager of Athletics Communication, NAIA  
Maddie Westergard, Manager of Athletics Communication, NAIA

### **CALL TO ORDER**

Chris Wells called the meeting to order at 3:02 p.m. (EDT)

### **PROFESSIONAL DEVELOPMENT**

Chris Wells offered two practices that help him in his job.

1. To-Do Lists: If what comes to my desk takes five or fewer minutes, I am going to stop and do it, if at all

possible. He offered two reasons:

- a. I'm going to get rid of it and take it off of my to-do list.
- b. If at the end of the day if I have accomplished five things that takes five minutes or less, then in 25 minutes I feel like I have accomplished something for the day.

2. It is okay to be a hoarder. We save everything at Lindsey Wilson College, at least electronically (e.g.: Press releases and game notes). With two new interns each year, it helps me teach them without taking time.

### **EXPECTATIONS**

Chris Wells gave expectations for board members:

1. People have thought enough about you and your leadership skills to elect you to the board. We should not take that lightly. It is an important role and we should treat it as such.
2. Be sure not to put anything out on social media that makes our board or our association look bad. We should not criticize corporate sponsors or individuals on social media or in print.

### 3. Conference Liaison:

- a. Assignments by Chris Wells from his previous email:
    - i. Cindy Potter – AMC, KCAC
    - ii. Donnie Smith – The Sun, Southern States
    - iii. Ron Smith – GSAC, Cal Pac, Cascade
    - iv. Wendy Reid – CCAC, Crossroads
    - v. Tyler Price – North Star
    - vi. Tommy Chasanoff – Mid-South, River States, Appalachian
    - vii. Jordan Alves – Sooner, Red River, Gulf Coast
    - viii. Zach Shore – WHAC, Frontier, AII
    - ix. Chris Wells – Conference SIDs
  - b. Conference Liaisons serve as go-between between the board and the SIDs in the conference they are assigned.
  - c. Establish a list serve/list serve of the SIDs.
  - d. After discussion, a decision was made to do the following:
    - i. Chris and Katie to work on the Newsletter to SIDs by August 16 for review.
1. Tyler Price to provide the "Meet an SID" and "NAIA Spotlight" sections.
  2. Brad to provide a template.
  3. Suggestions for SIDs for the "Meet and SID" section:
    - a. Mason Nesbitt – The Master's (Calif.)
    - b. Billy Mangum – Life (Ga.)
    - c. Tim Clodjeaux – The Sun Conference
    - ii. After review, the newsletter is to be sent to board members on August 19 or 20.
    - iii. Board members are to send to the conferences for which they are liaisons, with a letter of introduction that an invitation to be their contact with the board.
  4. Committee Assignments:
    - a. Rosters of committee members due by Friday, August 9.
    - b. Decide on the committee chair and what the committee wants to accomplish.
    - c. If you need assistance with your committee assignment, please reach out to others on the board.

### GOALS

Chris Wells asked board members to share goals regarding what this board can accomplish:

1. Zach Shore:
  - a. Increase participation in the publication contests. Would love to see us in the 70-75 percent mark.
  - b. Activate the membership more. Try to get more nationwide interaction, especially with new, younger SIDs.
2. Wendy Reid:
  - a. In the CCAC there will be seven brand new SIDs out of 15. A goal is to make NAIA-SIDA more accessible, perhaps planning small get-togethers around the country and trying to make them feel more included and not overwhelmed.
3. Tommy Chasanoff
  - a. Give SIDs resources they need in order to be successful (e.g. rules that SIDs need to know about, how to set up a season in DakStats).
  - b. Increase the number of NAIA-SIDA members.
4. Donnie Smith
  - a. Coming up with an NAIA-SIDA orientation (e.g. tips and tricks for DakStats, how things run for player of the week, here are the academic award deadlines). Perhaps a PowerPoint presentation.
5. Chris Wells

- a. Suggested including the orientation idea in the newsletters.
  - b. Chris, Donnie, Brad and Tommy to work as a subcommittee on incorporating orientation ideas into the newsletters.
- 6. Brad Cygan
  - a. Sending out an email to SIDs on where to find information (e.g. calendar and graphics).
  - b. Should have this information in more than one place – email and newsletter.
- 7. Ron Smith
  - a. Encouraged including in an SID orientation information regarding how the NAIA functions and the idea of being brand ambassadors and being professional.
  - b. Goal of working with Brad on improving on Track and Field Athlete of the Week voting and nominating.
- 8. Tommy Chasanoff
  - a. Offered reminder to include swimming and diving in the improvements for voting and nominating for Athlete of the Week.
- 9. Chris Wells:
  - a. Coming up with goals can be the easy thing to do. Please be thinking about how to achieve those goals.

## **MEMBERSHIP**

- 1. Chris Wells:
  - a. CoSIDA join date is August 5 and includes opportunity to pay \$50 NAIA-SIDA dues.
  - b. Need to use the Newsletter to encourage NAIA SIDs to pay CoSIDA and NAIA-SIDA dues.
- 2. Cindy Potter:
  - a. The deadline for CoSIDA before a fee increase is mid-October. Most SIDs will join in the few weeks beforehand. So, we have time to get out the information regarding NAIA-SIDA dues in the newsletter.
- 3. Brad Cygan:
  - a. The NAIA-SIDA current by-laws say any NAIA-SIDA member can participate in the publication memberships.
  - b. NAC Policy member says any NAIA SID is a member of NAIA-SIDA.
  - c. We can change the NAIA-SIDA constitution to say only NAIA-SIDA dues-paying members are eligible to be included in the publication contests.
  - d. Time frame for constitutional change to vote at NAIA-SIDA business meeting.
    - i. Proposal for by-law changes must be presented to the president 30 days before the business meeting.
    - ii. The president must inform all active members 14 days in advance of the business meeting.
- 4. Chris Wells:
  - a. It is on the board to increase membership each year.

## **PLAYER OF THE WEEK REVIEW**

Ron Smith sought input on whether a review by NAIA-SIDA of the NAIA's Player of the Week process would be beneficial.

- 1. Subcommittee formed to review the NAIA Player of the Week process: Ron Smith, Tommy Chasanoff, Wendy Reid.
- 2. Committee will report back to the board at the November board meeting.
- 3. Any resulting sport motions to the NAC would be required by the end of January.
- 4. Any changes to awards should be discussed with the appropriate coach's associations.

## **NATIONAL OFFICE UPDATE**

Brad Cygan gave the following updates:

1. Certificate program did not work as well as hoped. Instead, Scholar-Athlete and All-American certificates that are fillable PDFs will be provided to each school to fill-in and print.
2. Signed an agreement with BoxOut Sports:
  - a. They will provide graphics for Player of the Week, rankings and score graphics during tournaments.
  - b. They will provide a separate log-in for NAIA SIDs to create All-American and Scholar-Athlete graphics that will include the NAIA branding but allow SIDs to customize with photos and institutional branding.
3. Website is being updated as a result of the NAIA's new agreement with Presto Sports.
  - a. The NAIA-SIDA page will flip horizontally like the NAIA Athletic Trainers page. The page will still include the calendar.
  - b. There will be an update of the Players in the Pros page. There was a request for stories about players in the pros to be sent to the NAIA.
4. Will send out a "Welcome to the Year" email from the national office to SIDs with information and links.
5. Scholar-Athlete Awards are moving to the end of the year.
  - a. The 2019-20 Scholar-Athletes will be announced on September 15, 2020, lining up with the National Awards Day.
  - b. There was a good bit of discussion about the lateness of this date and about the nomination period which will begin in mid-June.
  - c. The grades for the entire year will be included in the eligibility consideration.
6. Change to rankings release:
  - a. With a few exceptions, the release will take place at 10:00 a.m. the day after the rankings.
  - b. The exceptions are football and golf, which will be released on the day of the ranking.
7. Postseason Polls:
  - a. After discussion regarding the necessity of postseason polls, the Player of the Week subcommittee was asked to consider a sports motion to eliminate postseason polls.

## **OTHER BUSINESS**

Chris Wells informed:

1. Anytime you need, call Chris, Donnie, Ron or Cindy.
2. The next call is on August 27th with Donnie Smith presenting on professional development

## **ADJOURNMENT**

Chris Wells adjourned the meeting at 4:03 p.m. (EDT).