



NAIA-SIDA Board of Directors Minutes

Conference Call
January 20, 2020

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 2:00 p.m. (EDT)

PROFESSIONAL DEVELOPMENT – Zach Shore

NAIA-SIDA MEMBERSHIP – Chris Wells

1. Chris solicited ideas regarding using membership funds.
2. Donnie asked about budget for bringing student-athlete representatives to NAIA-SIDA
 - a. Brad - Yes, there is a budget.
 - b. Cindy will generate a letter to be sent to conference SIDs to solicit nominees for the student-athlete representatives. Board members are to email that letter to their conference SIDs.
 - c. Will select the student-athlete representative at the next board meeting.

NATIONAL CHAMPIONSHIP PHOTO SHARING – Zach Shore

1. The past two years we have shared photographs with each other. However, some SIDs have expressed a willingness to pay additional dues to get the professional photographer award photos. Can the professional award photos be made available through a Google drive or Dropbox?
 - a. Brad – The host is responsible for hiring the professional photographer for each championship.
2. Another idea is SIDs sharing photos with each other with NAIA-SIDA providing an account (e.g. Shutterfly) for sharing of free action shots.
3. Question from Chris: Is there anything in the contract with the official photographers that would prevent this?
 - a. A: Brad – No, I don't think so. We could put in a clause in the contract with the photographer to include the "red banner" photo given to the winning school.

4. Brad will talk with championship staff about obtaining photos of individual championship (track, swimming and wrestling).
5. Would help to get information to the membership who the official photographer is.
6. Brad: We can get you more information about who is the official photographer for each event.

CoSIDA CONVENTION – Chris Wells/Cindy Potter

1. Chris:
 - a. CoSIDA convention grant deadline is February 7
 - b. CoSIDA convention registration opens on February 12
2. Cindy:
 - a. Encouraged everyone to make registration early in order to get in the convention hotel.
 - b. Schedule is similar to past years.
 - c. NAIA-SIDA schedule sent to Barb Cowal. She was pleased with the work that has already been done.
 - d. No events scheduled before 9:00. No CoSIDA event scheduled for Wednesday night.

NAIA-SIDA CONVENTION – Donnie

1. Q - Donnie: Do you need to be an NAIA-SIDA member to attend the convention.
A - Chris: No, but you will need to pay the \$75. We need to do a better job this year checking people at the door.
2. Q – Donnie: Last year we had some DII folks coming into our sessions. Do we want to limit that? Should the NAIA-SIDA schedule not be with the CoSIDA Schedule?
A - Cindy: We want to put the NAIA-SIDA schedule on the CoSIDA Schedule, otherwise, it will not be on the app. Also, we don't want to limit DII or DIII folks from coming into the event. We don't want to limit folks coming to the Ike Pierson Award Presentation.
A – Chris: I don't want to limit DII or DIII participation in our presentations.
3. Topics:
 - a. Working With Those We Work With (coaches, AD)
 - b. Making Your Postseason Tournament a Success
 - c. Media Day Best Practices
 - d. Two Roundtable Sessions:
 - i. Dakstats
 - ii. Life Outside of Athletics
 - iii. One-man Shops
 - iv. Writing and Storytelling
 - v. Stat Dugouts
 - vi. Non-traditional Sports
 - vii. Networking and Mentoring Sessions
4. Membership Question:
 - a. Q – Tommy: Is it by individual or by staff?
A – Chris: It is what you sign-up for when you pay for membership through CoSIDA.

COMMITTEE REPORTS

1. Branding Committee – Tyler Price
 - a. Happy with the content of NAIA-Top Plays.
 - b. Great idea to create a social media graphic of SIDs whose teams have won a national championship.
 - c. Spotlights are still going as is the YouTube Channel.
2. Publications Committee – Zachary Shore
 - a. Have divided up the contests among the committee members (three each) and are revamping the judging forms so that there is one form per contest.
 - b. Putting out a call for coordinators in January.
 - c. Coordinators will recruit judges.
 - d. Bulk of work begins May 1 with the submission deadline.
 - e. Ahead of where we were last year.

- f. Q – Donnie: Do we still want top-10 publication awards at the Ike Pearson dinner.
A – Zach: That is my understanding.
- 3. Stats, History, Honors and Records Committee – Tommy Chasanoff
 - a. Set a meeting with Daktronics regarding tennis statistics in February
 - b. Committee has lost a couple of members.
 - c. Working on changing some of the awards:
 - i. Q – Tommy: Thought about instead of an SID of the Year, perhaps an SID Staff of the Year (recognizing an office, not an individual)
A – Zach: That could be difficult. In the WHAC, nominate only one SID and only head SIDs are eligible. A lot of the NAIA is still one-man staff. Don't know how well that would be received.
A – Chris: I can see it both ways. What about an Assistant SID of the Year award?
A – Brad: Adding an award, if a part of the National Award Day, would have to be approved by the NAC.

NAIA NATIONAL OFFICE REPORT – Brad Cygan

- 1. Would like to test the new Presto Player of the Week system. The goal would be to test it with baseball.
- 2. We have asked Presto to set up a system for women's and men's wrestling ratings. That may require SIDs to enter results into Presto like SIDs do tennis.

CoSIDA Special Awards – Chris Wells

- 1. Deadline is a week from today.
- 2. Board members to send out to conferences.

NEXT MEETING – Chris Wells

- 1. February 25
- 2. Ron will not be on the call. Tyler will keep the minutes.
- 3. Tyler will present professional development

ADJOURNMENT

Chris Wells adjourned the meeting at 2:55 p.m. EDT.