



Sports Information Directors Association

NAIA-SIDA Board of Directors Minutes

Conference Call
September 15, 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
Sammi Wellman, Director of Communications, Cascade Collegiate Conference, 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 Communications, NAIA
Maddie Westergard, Manager of Athletics Communication, NAIA
Laurie Bolig, Director of Membership Engagement, CoSIDA
Beau White, Director of Creative Services, CoSIDA

CALL TO ORDER

Chris Wells called the meeting to order at 3:00 p.m. (EDT)

CONGRATULTIONS TO:

1. Tomomy Chasanoff – NAIA SID of the Year
2. Cindy Potter – NAIA Clarence "Ike" Pearson Award winner

SHARE TIME – D. Smith

1. How did you get your start in this profession?
 - a. When I was in sports radio, I was broadcasting Bethel College softball in northern Indiana. Anna Welch was the coach, she moved to Southeastern to start a new softball team. Asked if I would be interested in being an SID at Southeastern. Having worked with SIDs, I had an idea of what a good SID department would look like. I got that opportunity and they haven't been able to get rid of me.
2. What is something we don't know about you?
 - a. Like Chris Wells, started working on a master's degree last spring. It is in kinesiology.

COSIDA UPDATE – White and Bolig

1. CoSIDA and NAIA-SIDA Membership Registration and Renewals are open.
2. Will be announcing a new minority intern next week.

3. CoSIDA will have a story in the next magazine about people who have lasted in the profession. Chad Jenkins and Jimmy Elder from the NAIA are both participating in the story. The idea came out of last month's NAIA-SIDA board meeting.
4. Will be announcing new dates for CoSIDA Membership Recognition Week.
5. Will be announcing the Division Cabinets, of which NAIA-SIDA BOD is one.
6. Academic All-America Calendar will be announced next Wednesday.
7. We have started talking about convention planning.
8. Talking about some decals as something we do for our membership.

DAKSTATS UPDATE – Cygan, Salveter and D. Smith

1. The NAIA-SIDA BOD received an update on DakStats.

NAIA NATIONAL OFFICE REPORT – Cygan and Salveter

1. New Presto Player of the Week system has been delayed for one year to avoid NAIA SIDs having to learn a new process in an already chaotic year.
2. New POW release schedule was published. Leaving football for a Monday release.
3. Information was sent in a survey in relation to the NAIA Mind, Body and Character theme for social media pieces.
4. Toolkit was created and is available for social media for keeping athletes safe.
5. Send Green the top two or three pieces of information you use the NAIA SID Calendar for.

MEMBERSHIP – Wells

1. Email Chris before the next board meeting with ideas for what members receive for their membership dues.

COMMITTEE REPORTS

1. General:
 - a. Will begin committee reports and next month's BOD meeting.
 - b. Please send your committee roster to Wells and Green, by November 1.
2. Continuing Education/Professional Development – Alves
 - a. Meeting on Friday
 - b. Liaison to CoSIDA Continuing Education/Professional Development and has been coordinating with them.
3. Branding Committee – Price
 - a. Top Plays will start this week.
 - i. Decision was made that clips from scrimmages are not eligible.
 - b. NAIA-SIDA Spotlight
 - i. Using Zoom and will put on YouTube
4. Publications Committee – Wellman
 - a. Discussion regarding whether due dates for publication contests might change. With increased workload of SIDs, may have problem getting submissions and committee members with a May deadline.
 - b. Discussed the possibility of changing to graduated deadlines for future years.

NAIA-SIDA NEWSLETTER – Smith

1. Email was sent requesting information for next email. Deadline is for September 23.

NAIA-SIDA SUPPORT OF SCHOLAR-ATHLETE PROPOSAL – Wells

1. Wells communicated to Rob Cashell (Cascade Collegiate Conference) that NAIA-SIDA supports the proposal to move the Scholar-Athlete Awards calendar to the previous calendar.
2. Discussion was held about the possibility of a NAIA National Awards Week, instead of Awards Day.

OTHER BUSINESS - Wells

1. Discussed appropriate venue for Cindy Potter bobblehead.

NEXT MEETING – Wells

1. October 13, 2020, 3:00 p.m. CDT via Zoom
2. Share Time – Price

ADJOURNMENT

Chris Wells adjourned the meeting at 4:05 p.m. EDT.

