



Sports Information Directors Association

NAIA-SIDA Board of Directors Minutes

Conference Call
August 10, 2021

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
Cindy Potter, Associate Director of Athletics, Director of Media Relations and Compliance, Columbia (Mo.), Past President
Tommy Chasanoff, Sports Information Director, Cumberlands (Ky.), At-Large Representative
Sammi Wellman, Director of Communications, Cascade Collegiate Conference, At-Large Representative
Billy Mangum, Sports Information Director, Life University
Scott Barker, Sports Information Columbia (Mo.)
Paige Salveter, Vice President of Marketing, NAIA
Brad Cygan, Director of Athletics Communications, NAIA
Katie Green, Manager of Athletics Communications, NAIA
Laurie Bollig, Director of Membership Engagement, CoSIDA
Beau White, Director of Creative Services, CoSIDA

CALL TO ORDER

Chris Wells called the meeting to order at 3:03 p.m. (EDT)

- Excited to get back to business as usual instead of just surviving like we did last spring.
- Looking forward to putting forward goals and trying to achieve them.
- Recognizes that COVID is still having an impact on our campus.
- Excited about our new board, though will miss Tyler Price and Jordan Alves.
- Excited about the NAIA-SIDA Board serving as advisory board.
- Excited about Cindy Potter as the CoSIDA President

WELCOME TO NEW BOARD MEMBERS – Wells

1. Billy Mangum
2. Scott Barker

COSIDA ALL-IN – Wells

1. CoSIDA asking for feedback regarding CoSIDA's All-In membership proposal.
2. Potter:
 - a. CoSIDA met two weeks ago.
 - b. The concept is generally accepted, the question is what should the price point be?
3. Bollig:
 - a. Common for associations to consider membership benefits and pricing.
 - b. Corporate partners come and go. Membership dues are a big portion of income.
 - c. Change this year – Webinars are membership only.
 - d. All-in includes staff, GAs, students, etc.
4. Discussion regarding price point included.

- 5. Email Chris Wells by Monday (August 16) with thoughts about a fair price (dollar amount) for NAIA Institutions after discussing it with other institutions.**

COMMITTEES/COMMUNICATION TO CONFERENCES:

1. Committee Assignments:
 - a. Workshop – D. Smith/Potter
 - b. Communication - Wellman
 - c. Continuing Education – Barker
 - d. Stats – Chasanoff
 - e. Branding – Mangrum
2. Conference Assignments:
 - a. Barker: G-PAC, CCAC, Heart
 - b. Chasanoff: Mid-South, River States, Appalachian
 - c. Mangrum: Southern States, Red River, Continental (AII)
 - d. Potter: AMC, KCAC
 - e. Smith, D.: The Sun, Gulf Coast
 - f. Smith, R.: GSAC, Cal Pac, Sooner
 - g. Wellman: Cascade, Frontier, North Star
 - h. Wells: Crossroads, WHAC, Conference SIDs

GOALS

1. More SIDs on NAIA Committees
2. Membership Benefits for NAIA-SIDA
 - a. Vote to collect memberships for this year was 5-3.
 - b. Email Wells with ideas regarding membership benefits.**
 - c. Currently have a little over \$7,500 in the CoSIDA account.
- 3. Email Chris with ideas about your goals for the NAIA-SIDA board.**
 - a. D. Smith shared idea for a guide for NAIA SIDs.

TREASURY POSITION

1. Tabled until September.

NATIONAL OFFICE UPDATES - Cygan

1. Shared what the new NAIA Stats website will look like (Not yet live).
2. Jim Carr sent out an email regarding COVID. No changes to championships as of today and no testing.

OTHER BUSINESS

1. Purchase memberships by October 1 to avoid price increase.
- 2. This week, Wells will draft a letter to be sent by board members to the conferences to which each is assigned.**
- 3. Send committee rosters to Wells by the end of the first week of September.**

NEXT MEETING – Wells

1. Tuesday, September 14, 2021, 3:00 p.m. EDT via Zoom.

ADJOURNMENT

Chris Wells adjourned the meeting at 4:06 p.m. EDT.

Homework assignments are in bold italic type