



NAIA-SIDA Board of Directors Minutes

Conference Call
August 11, 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
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
Beau White, Director of Creative Services, CoSIDA

CALL TO ORDER

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

SHARE TIME – Wells

1. How did you get your start in this profession?
 - a. After getting a degree in PR, was working in public relations at Lindsey Wilson. President assigned me to Sports Information. I learned the role by weekly mentoring from Dawn Harmon.
2. What is something we don't know about you?
 - a. Started working on a master's degree last summer and am halfway through.

COSIDA UPDATE – NEW GOVERNANCE – White

1. Beau White and Laurie Bollig have been assigned as CoSIDA staff member to support NAIA-SIDA. This is an effort to have better communication. White and Bollig will help represent NAIA-SIDA to the CoSIDA board.
2. Continuing Education: Alves will represent NAIA-SIDA in CoSIDA continuing education efforts.
3. New membership dues structure announced.

COMMITTEE RECRUITMENT – Wells

1. Chris to send letter to board members recruiting NAIA SIDs to participate on the various committees. Board members should then create an email to the SIDs in their assigned conferences, introducing themselves as their liaison to the NAIA-SIDA board and encouraging them to go to a website to sign-up to be on a committee. Email should be sent by the end of the week.
2. Brad will send SID email list to board members.

3. Sammi Wellman has been named the new head of the Publication Contest Committee

NAIA NATIONAL OFFICE REPORT – Cygan and Westergard.

1. If you have not yet voted for SID of the Year, do so. Tommy Chasanoff will contact the stats committee about voting.
2. Player of the Week nominations will move to Presto Sports.
 - a. Everyone will need to learn new system.
 - b. Stats will not automatically populate. Hoping to build in an upload feature. Eventually, the stats will automatically populate.
 - c. Once dates are finalized, information will be sent to conference SIDs.
 - d. There will be two webinars for Player of the Week.
 - i. One for conference SIDs
 - ii. One for nominating SIDs.
 - e. Expect winners at the conference level to automatically filter up as a national SID.
 - f. Track and Field nomination and swimming nomination form will be shared with Smith to see if we can include qualifying standards.
 - g. Will look at baseball/softball pitcher win-loss-no decision defaulting to no-decision.
 - h. Smith will send work of POW Subcommittee to Chris Wells.
2. Hoping to have an announcement on championship dates at some time on August. 20.
 - a. Once championships are established, will work on player of the week and ratings schedule.
 - b. Ratings will be significantly different for fall sports.

GOALS – Wells and Chasanoff

1. Encourage Conference SIDs to encourage their SIDs to serve on committees and other opportunities.
2. Chasanoff:
 - a. CoSIDA Academic All-America Program
 - i. Nominations are being received but not enough people are voting. How can we encourage SIDs to vote?
 - b. Should we consider a mentorship program to help first year SIDs in the NAIA?
 - i. Smith suggested this can be done best at the conference level.
 - ii. Alves suggested utilizing the CoSIDA mentorship program.
 1. Wells expressed concern about having enough SIDs that could be mentors.
 - iii. Wellman reported that the Cascade Collegiate Conference is pairing younger SIDs with veterans in a mentoring relationship.
 - iv. Wells asked Alves if this was a topic for continuing education.
 1. Alves said he could bring it up at the CoSIDA continuing education meeting.
 2. White indicated the need for coordination between various CoSIDA groups for educational programming.
 - v. Wells suggested putting out a poll to see who would be interested and suggested communicating about it.
 - vi. White – Encouraged use of CoSIDA Coffee Shops.

COMMITTEE REPORTS

1. Branding Committee – Price
 - a. Top Plays will start in September.
 - i. Setting up Google Drive for submissions.
 - ii. Board members can be a part of voting. Notify Price if interested.
 - b. NAIA SID Spotlight
 - i. Discussed doing a Zoom or Skype format.
 - ii. Planning on branding with a frame.
2. Stats, History, Honors and Records Committee – Chasanoff
 - a. Putting together a working group to work with national office to determine statistics for flag football.
 - b. When will preseason questionnaire be due?
 - i. Cygan – Can't answer now. May not need them.

3. Wells would like to receive an invitation to all committee meetings.

NAC Update – Wells

1. Next NAC meeting on August 20. Will discuss championship dates.

NAIA-SIDA NEWSLETTER – Wells

1. Smith will be the point person for the newsletter.

OTHER BUSINESS - Wells

1. New NAIA video spots available – Westergard
 - a. Three spots put together from video submitted by campuses
 - i. One showcasing campuses
 - ii. One showcasing traditions
 - iii. One showcasing what is unique to NAIA
 - b. To be available on Marketing Resources page.
2. Question from Chasanoff regarding NAIA-SIDA Membership benefits.
 - a. Ongoing question. Send any thoughts to Wells.

NEXT MEETING – Chris Wells

1. Sept. 15, 2020, 2:00 p.m. CDT via Zoom

ADJOURNMENT

Chris Wells adjourned the meeting at 4:08 p.m. EDT.

