



Sports Information Directors Association

NAIA-SIDA Board of Directors Minutes

Conference Call
October 22, 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
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

Cindy Potter

1. Take the time to appreciate those who have helped you and continue to help you.
2. This has become super evident to me over the last month with the death of one of our student athletes.
3. I have had the quite the village of friends in this business that have reached out to me and been super kind.
4. I cannot tell you the gratitude I felt towards all of you and my village out there.
5. I value the importance of saying thank you and handwritten thank-you notes
6. Take the time to say thank you even though we are ridiculously busy.
7. Wrote 72 handwritten thank-you notes after the convention and an additional 30+ to CoSIDA convention.
8. When I received those notes after going through the loss of a student athlete, it mattered.

COMMITTEE REPORTS

1. Stats, History, Honors and Records Committee – Tommy Chasanoff
 - a. Continuing to work with the national office and Daktronics.
 - b. Set another meeting with Daktronics regarding tennis statistics.
 - c. Worked with Sam at Daktronics and are set up for Fall Championships.
 - d. Will have a conference call regarding honors and informing SIDs about the new format for All-American Certificates. Will work with Brad in the national office to communicate changes across multiple platforms
2. Publications Committee – Zachary Shore

- a. Committee meeting earlier this month.
 - i. Want to push forward with the photo contest. Will iron out details with the committee.
 - ii. Five members on the committee will oversee approximately three contests each. That will help streamline the end of the year process when we are trying to get coordinators and judges and to get award winners to the national office.
 - iii. Hopeful to put out a reminder to SIDs about the contests at the end of the fall season and again the winter season.
- 3. NAIA-SIDA Workshop Programing – Donnie Smith
 - a. Committee meeting two weeks ago.
 - i. Began working on topics and potential panelists.
 - 1. Getting feedback from administrators and coaches about what they look for from an SID and what they need from and SID to succeed.
 - 2. Life outside of athletics – work/life balance. Integrating your family into what you do.
 - 3. Making your postseason (opening round) tournament a success. Possibly some national office involvement with this (communication office, championship office).
 - 4. "All by My Self" – Balancing the many responsibilities when you are a one-man shop.
 - 5. Nontraditional sports (eSports, JV teams, affiliate memberships)
 - 6. Making the best of disappointing seasons
 - 7. Media Day best practices.
 - 8. Writing and storytelling.
 - 9. Statistics.
 - 10. Breakout sessions.
- 4. Branding Committee – Tyler Price
 - a. We are going to begin tagging each school that is a part of the NAIA Top Plays each week on the @NAIASIDA Twitter account. We hope this will help more schools share this incredible piece of video each week!
 - b. We have created a NAIASIDA Gmail address and our first-ever YouTube Channel. We will begin posting videos that pertain to our NAIA-SIDA membership on that channel.
 - c. Friday's we are going to promote NAIA-SIDA Top Plays and how to nominate etc. each week on @NAIASIDA twitter and NAIA-SIDA Facebook.
 - d. NAIA-SIDA Spotlight's have been going great! We have posted NAIA-SIDA Spotlights on the 1st and 15th of every month on the naia.org website, as well as NAIA-SIDA Facebook and @NAIASIDA Twitter. Thanks to Katie Green for her assistance in creating links for each spotlight!
 - e. Start date for plays of the week are Monday through Sunday.
 - i. Plays are due by Sunday night
 - ii. Posted on Thursday
- 5. Continuing Education Committee - Jordan Alves:
 - a. We have two Continuing Education webinars.
 - i. The last was on the best practices for nominating for CoSIDA Academic All-American® by Dale Long.
 - b. Dale Long will lead the next webinar on increasing traffic to your website, November 12, 2:00 p.m. EST
 - c. Working on getting the word out about the webinar.

NAIA NATIONAL OFFICE REPORT – Brad Cygan

- 1. Adding stat categories on the web-sync site for basketball.
 - a. Offensive efficiency
 - b. Defensive efficiency
- 2. Will be meeting with Presto on building out the Player of the Week platform and hopefully role into that on the new Presto platform next year. I have seen how it works and it is very easy.
- 3. Question from Chris Wells: If we have ideas on additional stats for different sports, who do we direct those questions to? Answer: Take that up with Tommy Chasanoff.

4. SID Appreciation Week: Please send any ideas to Brad.

COUNCIL OF PRESIDENTS MEETING REPORT – Chris Wells

1. The NAIA is looking at when schedules should start and stop and postseason format. The SIDs should have a voice in that. Not necessarily the NAIA-SIDA President. I would like to get SIDs on committees like that to get us a voice. Feedback:
 - a. Donnie: Would welcome that chance for any of us.
 - b. Tommy: Example of where our voice could have been used was in the decisions related to the changing of when All-Americans are announced.
 - c. Ron:
 - i. We are the voice for the media and the fan, and that voice is often not heard in policy decisions.
 - ii. We are involved the entire year in all the sports and provide a bigger picture.
 - d. Zach: SIDs have ideas outside of our role and can add extra and a different point of view to those committees
 - e. Chris: While the national office does an incredible job promoting our student athletes, they are not on campus and their thinking is a little different than our thinking. That is the type of thought process I'd like to bring to these committees.
 - f. Brad:
 - i. The Conference Commissioners Committee had this conversation and it was suggested that SIDs be on that meeting.
 - ii. There are some former and current SIDs on some committees, but there should probably be more.

FIRST-YEAR SID MANUAL – Donnie Smith

1. Will solicit ideas from each of the committees on content for the manual.
2. Timetable: Let's take our time and do it right, ready for those who are starting over the summer.

NEWSLETTER

1. The next newsletter to go out the fourth or fifth of November.
2. Tyler's branding committee for SID feature
3. Everyone to send Chris information from their committee for the Newsletter. Chris will put it together and outline for Katie.

NO ADDITIONAL BUSINESS:

ADJOURNMENT

Chris Wells adjourned the meeting at 2:50 p.m. EDT.