



Sports Information Directors Association

NAIA-SIDA Board of Directors Minutes

Conference Call
January 12, 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
Wendy Reid, Interim Director of Communication, Trinity Christian (Ill.), 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 Bollig, Director of Membership Engagement, CoSIDA
Beau White, Director of Creative Services, CoSIDA

CALL TO ORDER

Chris Wells called the meeting to order at 3:02 p.m. (EDT)

SHARETIME – Alves

1. Shared a summary from a website on leadership
 - a. Attendee at a leadership conference talked about how the conference was like a Rocky Movie – everyone is excited about leadership at the end of the conference. However, developing leadership requires incremental work every day.
 - b. How are you leading your departments and your office every day?
2. Got start in the business as a graduate assistant at Campbellsville working with Chris Megginson.
 - a. Stepped in as an interim when Chris left.
 - b. Was later offered the fulltime job.

COSIDA UPDATE –Bollig, White, Potter

1. Membership Dues Options
 - a. Members said that would like to know the dues in February for budgetary purposes.
 - b. One year ago, a totally different membership structure was suggested. Everyone was on board, but because of COVID-19, it wasn't implicated.
 - i. Called "All-in", a school would pay one membership fee and all staff and GA's would be included.
 - ii. Would also include unlimited job postings.

- iii. Soliciting input from the NAIA-SIDA about what to do about next year.
- c. Factors:
 - i. There are difference between divisions. NAIA and NCAA DII are the only divisions to charge separate membership fee.
 - ii. Once objective is increasing student involvement.
 - iii. There are new kinds of communicators, digital designers, etc. One thought is to bring them under the CoSIDA umbrella.
 - iv. SIDs who become ADs, can become disconnected from CoSIDA. Would like to keep them connected to CoSIDA.
 - v. Another goal was to find a fair model that would also help stabilize the CoSIDA finances. Currently, CoSIDA borrows from investment account every year.
 - vi. Aware that there are many one-man shops in the NAIA.
 - vii. Potter: The CoSIDA board consensus is that All-in is probably the answer, it's a question of timing.
 - viii. Concerned about reaching the next generation of SID's and their having access to professional resources.
- d. Input:
 - i. Chasanoff: Likely it comes down to cost:
 - 1. How many people can be in internship program?
 - 2. How many get a vote in Academic All-America?
 - a. Bollig: Would go to a one vote per school model.
 - b. White: Would need to be a member for all CoSIDA events (webinars, etc.) and resources. The institutional membership would allow for AD's, professors, etc.
 - ii. Wells:
 - 1. Bollig to get everyone details.
 - 2. Board members to review and then email thoughts to Chris (or call) by one week from today (1/19/21).
- 2. January 20-26 Membership Recognition Week.
 - a. January 25 – Thank your SID Day.

NAIA NATIONAL OFFICE REPORT – Cygan and Salveter

- 1. NAC is working on Championships:
 - a. Monitoring positivity rates in each of the championship locations. Are alarmed if greater than 15%, which many of the sites are.
 - b. Decisions will also be based on local guidelines and percentage of disruption of regular season.
 - c. Testing and quarantine standards. They have not decided if they will consider SIDs as part of the team or separately.
 - d. No decision about if one person tests positive, is the team out.
 - e. Working on formats and adjusted field sizes. Everything is being reconsidered. Cygan anticipates that there will be format changes.
 - f. Wells: Those decisions will likely be made soon.
 - g. All-star game and senior football game will not be held this year.
- 2. PrestoSports Updates:
 - a. Great meeting last week, encouraged to see their progress.
 - i. Women's Flag Football: Ahead of schedule. Developing with future rule changes in mind.
 - b. Will have a product to see in about a month.
 - c. Current Football Product will be used for fall 2021 and new product for the following year.
 - d. Volleyball Product: Will have in-game editing revised. GSAC to use and review.
 - e. Migrating data from DakStats now available to Presto
 - f. Presto webinar a week from tomorrow (Jan. 20, 2021)
- 3. Question raised about DakStats set up for Tournaments.

COMMITTEE REPORTS:

1. Continuing Education – Alves
 - a. Upcoming webinars in Newsletter. Will be prerecorded instead of live to accommodate increased demands on SID's time.
2. Branding – Price
 - a. New Spotlights
 - b. Newsletter will have a spotlight on Joshua Jackson from Edward Waters (Fla.)
 - c. Accepting nominations for Plays of the Week.
3. Publications – Wellman
 - a. Added three new contests. Updated on website and in Newsletter.
 - b. Waiting on submissions.
 - c. May 1 is the submission date. That date is in the Newsletter.
4. Stats – Chasanoff
 - a. Working with National Office on Presto
 - b. CoSIDA Special Recognition Awards nominations due Jan. 27
5. Workshop – D. Smith
 - a. Meeting last week and starting to work on topics.
 - b. Thinking about platforming.
 - c. Dates to be assigned.
 - d. Considering the business meeting in a different format. Looking for cleaner voting format.
 - i. Is it possible to do legislative piece before the convention so that the voting format can be different? Those constitutional changes, can't take place until the next year.
 - ii. Wells, Cygan, D. Smith to meet to look at options before next board meeting.
 - iii. Need to see if PrestoSports will be meeting the requirements of the NAIA-SIDA Bylaws.

MEMBERSHIP - Wells

1. Will postpone discussion until next meeting.

OTHER BUSINESS

1. Proposal to change NAIA Scholar-Athletes. Rob Cashell to bring proposal to NAC in May.
2. Wendy Reid is now the Interim Director of Communications at Trinity Christian (Ill.).

NEXT MEETING – Wells

1. February 16, 2020, 3:00 p.m. EDT via Zoom

ADJOURNMENT

Chris Wells adjourned the meeting at 4:00 p.m. EDT.