



Sports Information Directors Association

NAIA-SIDA Board Call – Tuesday, October 23, 2018 - 2 PM - CST

Branding

- Working with national office on top plays. Getting good results on Facebook and Twitter.
- SID Spotlight going well. Online as well as social media.
- Ideas for interaction:
 - Send Twitter content from your committee to Danny.
- "Voice" of the account
 - Informative, dependable, consistent.
 - Timely responses

Continuing Education

- October 30th- postseason coverage
- December 4th- new apps that help make our job more successful.
- Looking for new chair.

Convention

- National convention programming committee meeting on Thursday. Waiting to see what topics will be covered by national programming before deciding on NAIA programming.
- Looking for opening speaker suggestions. Likely a conference commissioner.
- Invite NAIA officers, ADA to SIDA meetings and Ike Pearson reception.

National Office

- NAIA Social Sharing toolkit being sent to SIDs tomorrow. Marketing tools to promote the NAIA. Why NAIA, NAIA vs. NCAA, NAIA Top Plays, Players in the Pros, Return on Athletics.
- Doing away with paper certificates for national awards. Will be creating graphics/digital assets that student athletes can share. Will still provide print-ready PDFs.
- Bracket reveal will be done through Facebook live.
- Need SIDs to report scores immediately to SIDHelp website. Effects ratings and MRPI.

CoSIDA/Membership Push

- 196 NAIA members are signed up for CoSIDA memberships.
- Highest had been around 145.
- 2,827 total CoSIDA members.
- 86 NAIA-SIDA memberships.
- Membership recognition week is November 7-13.
- Academic All-District nominations for soccer due today.
- Interest in hosting "after hours" for CoSIDA members, contact Laurie.
- Who owns an NAIA-SIDA membership if there is transition at the school?
- Remind conferences to nominate and vote for All-District and All-America.



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Newsletter

- Waiting info from Brad, publication deadlines, and Top Plays info.
- Trying to send by November 9th.

Next call- November 20th, 3 p.m. Eastern

