



## Sports Information Directors Association

### NAIA-SIDA Board of Directors Minutes

Conference Call  
August 27, 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  
Wendy Reid, Assistant AD/Communications, Calumet (Ind.), 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  
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  
Brad Cygan, Director of Athletics Communications, NAIA  
Katie Green, Manager of Athletics Communication, NAIA

#### CALL TO ORDER

Chris Wells called the meeting to order at 3:00 p.m. (EDT)

#### PROFESSIONAL DEVELOPMENT

Donnie Smith offered two practices that help him in his job:

1. Utilizes an academic year-at-a-glance calendar
  - a. Enters game schedules early so that he knows where there will be multiple events overlapping so that he can get coverage for those events in advance.
2. Tailor what he does in our office to cater to the student-athletes and helps provide them a good student-athlete experience. He offered the following rationale:
  - a. Media coverage has died off for many institutions. If you don't have media covering your event, it forces you to evaluate if we should be spending a day on game notes no one may need.
  - b. Are we better off spending time on our student-athletes doing video features on them, interviewing them, giving them that experience?
  - c. It has caused us to focus on serving student-athletes rather than on helping media who are intermittent at best.

#### COMMITTEE REPORTS

1. Continuing Education Committee – Report by Jordan Alves:
  - a. Scheduled "Teachable Tuesday" webinars through January:
    - i. Sept. 10 StretchCast
    - ii. Oct. 8 Academic All-America Nominate and Voting Best Practices
    - iii. Nov. 12 How to Increase Website Traffic
    - iv. Dec. 10 Website Design and Layout Best Practices
    - v. Jan. 14 Snappy TV and Twitter Live Studios
  - b. The final four webinars will be determined during the committee's November conference call.

- c. Discussion was held about CoSIDA's concern that webinars should not become product endorsements or a debate about whose product is better.
- 2. Branding Committee - Report by Tyler Price
  - a. Top-Play Videos
    - i. Released the Top-Play promo video today, a culmination of top plays from last year. (Put together by Brandon Hensley)
    - ii. Starting the top-plays for 2019-20 this week.
    - iii. Good committee of voters:
      - 1. Billy Mangum – Life (Ga.)
      - 2. Shane Stolz – Williams Baptist (Ark.)
      - 3. Jeremy Nelson – McPherson (Kan.)
    - iv. Sent information out to membership on what the voters are looking for, how to submit videos, deadline to send videos and who to send videos to.
  - b. Sending out the first NAIA-SIDA Spotlight.
    - i. The first one, put together by Kyle Patrick at Baker (Kan.), will be going out this week.
    - ii. Every 1st and 15th of the month, will release a new NAIA-SIDA Spotlight.
  - c. Meeting again in late September to come up with other branding ideas.
  - d. Branding Committee can help other committees send out information on NAIA-SIDA Twitter account.
- 3. Publications Committee– Report by Zach Shore
  - a. First conference call a week ago with five committee members:
    - i. Chelsea Pfohl – Hope International (Calif.)
    - ii. Dale Long – Georgia Gwinnett
    - iii. Josh Fisher – OUAZ (Ariz.)
    - iv. Josh Neuhart – Grace (Ind.)
    - v. Kyle Blue – Warner (Fla.)
  - b. Each committee member will be the chairperson for approximately two contests, overseeing contest coordinators and judges.
  - c. Considering adding additional contests including a photography contest this year or next.
  - d. Publication committee is tasked with considering how to judge a social media contest.
  - e. Will have a conference call once a month and will begin in December or January asking for coordinators and judges.
  - f. Submissions are open and can be entered all year long.
- 4. Stats, History, Honors and Records Committee – Report by Tommy Chasanoff
  - a. Published the first fact sheet on general tips in the newsletter.
  - b. Published a video on DakStats.
  - c. Going to create three PDFs, one for each season, for sport's specific tips and general reminders.
  - d. Working with Brad and the national office regarding a timeline for potentially adding a national statistical database for tennis.
  - e. Discussed creating a YouTube page for NAIA-SIDA that could house videos from the Stats, History, Honors and Records Committee as well as the Branding Committee videos.
    - i. Tommy Chasanoff will join the next conference call of the Branding Committee to discuss the creation of a NAIA-SIDA YouTube Page for SID educational purposes.
    - ii. The Branding Committee will work with Brad Cygan to insure proper branding of the channel.
  - f. Honors:
    - i. Regarding the changes to the scholar-athlete award, suggested that we allow a year to see how the new policies play out.
    - ii. Considering how to better promote some of the specific honors.
    - iii. Ad Hoc Player of the Week Committee (Ron Smith, Wendy Reid, Tommy Chasanoff) is working together and some of that work will funnel into the Stats, History, Honors and Records Committee.
- 5. Sponsorship and Fundraising Committee - Report by Wendy Reid
  - a. Chris Wells discussed a disparity about who chairs the committee. Bylaws call for Treasure (Wendy Reid) while NAIA names Tyler Price. Committee will continue to be led by Wendy Reid.
  - b. Initial committee conference call:

- i. Challenged committee to think outside of the box because many corporate sponsors are already NAIA sponsors and off limits.
  - ii. Thinking of ways to push NAIA-SIDA annual membership.
- c. Follow-up conference call scheduled for this week.
- 6. NAIA-SIDA Workshop Programing – Report by Donnie Smith
  - a. Began brainstorming ideas for the workshop.
  - b. Have received information regarding CoSIDA Convention programing which will help the committee decide on topics which the committee will either want to piggy-back on or stay away from.
  - c. Jeff Melton of Vanguard (Calif.) is taking the lead in coming up with new ideas and practical ideas.
  - d. Considering what it would look like to restrict NAIA-SIDA Workshop to dues paying members.

## **NAIA NATIONAL OFFICE REPORT**

Brad Cygan offered the following report.

- 1. Just launched new NAIA website by PrestoSports.
  - a. Please report any missing links to national office.
  - b. Will update the roster of the NAIA-SIDA Committees page. Committee chairs to send their committee rosters to Maddie Westergard (NAIA).
  - c. Zach to work with Maddie Westergard to update the Publication Committee online enter form.
- 2. DakStats websync is open for fall for all sports.
- 3. Clarification on new Scholar-Athlete timeline:
  - a. GPA to be submitted is cumulative.
  - b. Student-Athletes can now win the award three times (end of sophomore, junior and senior years).
  - c. Nomination window is May 15-June 30.
  - d. Nominations should include the GPA of the academic school year that was just completed (e.g. Nominations in May 15-June 30, 2020 should include course work from the 2019-20 academic year)
  - e. Recently graduated seniors are included.
  - f. Athletes who compete in fall sports and graduate after the fall semester will be included in the May 15-June 30 nomination window.

## **ADDITIONAL BUSINESS:**

- 1. Ad Hoc Committee formed to review NAIA-SIDA Constitution and Bylaws.
  - a. Committee Members:
    - i. Chris Wells
    - ii. Donne Smith
    - iii. Brad Cygan
    - iv. Cindy Potter
  - b. Will review early enough that if changes need to be made, they can be proposed before the convention.
  - c. If you have anything that needs to be considered, email Chris (wellsc@lindsey.edu).
  - d. All proposals for change will be brought to the board.
  - e. Know issues/questions:
    - i. The bylaws say the second vice president is the liaison to the Association of Student-Athletes. In practice, the first vice president has served in that role.
    - ii. Should the board be voted on by the full body, by those who are in attendance at the convention or by those who pay the membership.
- 2. The newsletter is completed and will be sent to each of the board members, along with a one-paragraph blurb sent to you by Chris. Committee members are to edit the blurb as appropriate, then send it to the institutional SIDs of the conferences to which they are assigned. Chris Wells will send the newsletter to the conference SIDs. The newsletter is to be sent out tomorrow morning (August 28). Brad will provide email address of SIDs by conference to the board members.
- 3. Katie Green welcomes content for the next quarterly newsletter (email at kgreen@naia.org).

4. Tommy Chasanoff asked for a renewal this fall of a conversation regarding the benefits related to NAIA-SIDA membership. Chris Wells asked all membership to consider what benefits should be offered to dues-paying members in addition to the convention attendance discount.
5. Chris Wells asked each committee member to create a process document to pass on to future board members that describes the committee chair's responsibilities. The process documents need to be completed before convention. Include what your committee does and how you go about doing it. The documents will be made available to future officers.

## **ADJOURNMENT**

Chris Wells adjourned the meeting at 3:57 p.m. EDT

