



## Sports Information Directors Association

### NAIA-SIDA Board of Directors Minutes

Conference Call  
November 19, 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  
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  
Barb Kowal, Director of External Affairs & Professional Development, CoSIDA

#### CALL TO ORDER

Chris Wells called the meeting to order at 2:00 p.m. (EDT)

#### PROFESSIONAL DEVELOPMENT

Tommy Chasanoff

1. Trust your staff
  - a. Let them have creative freedom to try new things
  - b. Let them have their own responsibilities to see what they can come up with.
  - c. Encourage creativity and trust them to get their job done quickly.

#### COMMITTEE REPORTS

1. Branding Committee – Tyler Price
  - a. Launched the new NAIA-SIDA YouTube Channel with five videos.
    - i. The committee will discuss what additional videos will benefit our membership and decide who will produce them.
  - b. Top Plays is still going well.
  - c. NAIA-SIDA Spotlight continues to do good work.
  - d. Suggestion from Tommy Chasanoff: Send reminder that if you are hosting an NAIA Opening Round, you can send Top Plays even if it is not their team.
2. Stats, History, Honors and Records Committee – Tommy Chasanoff
  - a. Still working on tennis statistics with DakStats and National Office.
  - b. Report from Brad Cygan: Dakstats work on tennis statistics has been put on hold until some other projects are addressed by DakStats.

3. Publications Committee – Zachary Shore
  - a. Committee will push forward with photo contest. Final details to be worked out then brought to board.
  - b. Working on draft for different contests.
  - c. Unrelated to Publications Committee: Planning a "Secret Swagta" program nationwide with CoSIDA Connect.
    - i. Zach to produce email content to be pushed out to conferences through board members.
4. Continuing Education Committee - Jordan Alves:
  - a. We have one more Continuing Education webinar on website design and layout.
  - b. In January, we will have one about SnappyTV moving to Twitter LiveCut.
  - c. Meeting tomorrow about topics for February and on.
  - d. Brad: Asked about Reely representative for the January webinar.
5. NAIA-SIDA Workshop Programing – Donnie Smith
  - a. In a holding pattern until we find out more about the Divisional Day schedule.
6. Sponsorship and Fundraising Committee – Wendy Reid
  - a. Nothing to report

#### **CoSIDA Report – Barb Kowal**

1. Thank you:
  - a. Zach, thank you for the Holiday Initiative.
  - b. Jordan, fantastic job on the continuing education.
  - c. Everyone, phenomenal for recognizing members during. CoSIDA recognition week.
2. Deadlines:
  - a. Academic All-America voting for football and basketball opened at noon today.
  - b. CoSIDA Special Awards: Closes Sunday, January 26. Would like to see more NAIA members nominated.
3. Convention:
  - a. Very big property. Wear walking shoes.
  - b. Schedule: Sunday-Wednesday, not early in the morning
  - c. Registration in February. Will have a different hotel rates on different days.
  - d. All NACDA and CoSIDA on the same property on the same four days.
  - e. Divisional Day:
    - i. Would help to have topics, presenters
    - ii. Tuesday, starting later
    - iii. Breakfast and awards, no speaker
    - iv. 9:00 – 10:00 a.m., Tuesday, CoSIDA Board committed to have CoSIDA/NACMA social media panel
    - v. We are opening up the end of the day. Won't go to the exhibit hall until 5:00 – 8:00.
    - vi. Rotating, informal lunch. No two hour window.
  - f. New mobile app with more customization. More user friendly
  - g. Questions:
    - i. Tommy: Is resort fee included in rates on website? No, but can cancel resort fee at check-in.

#### **National Office Report – Brad Cygan**

1. New Presto website. If you have a Presto site (not SIDHelp), you will not need to add Opening Round hosting to your website. It will automatically list on your website.
2. Questions:
  - a. Chris – How are we to use PDFs for host sites? A: You can add logos, but not putting in own branding. Can provide PDF without the logo spot.

#### **Request from Chris:**

1. When you meet with your committee, send me notes so I am aware of what your committee is doing.

#### **ADJOURNMENT**

Chris Wells adjourned the meeting at 2:31 p.m. EDT.