



Sports Information Directors Association

NAIA-SIDA Board of Directors Minutes

Conference Call
October 13, 2020

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
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 3:03 p.m. (EDT)

SHARE TIME – T. Price

1. I was a lost sophomore at Kansas State. I wanted to be a weatherman and study meteorology and broadcast journalism, but I always loved sports. There was a flyer in the in the school of journalism hallway that asked, "Do you want to work for K-State Athletics?" I called the number and reached the Sports Information Department. I didn't know what that was, but I spoke with the SID.

They usually brought in 15 students. The first day was football media day and we toured the facilities. I thought it was cool, so I went up to one of the SIDs and said, "You mentioned that the equestrian team needed and SID." He asked if I wanted the job. I didn't know anything about horses, but he gave me the job. I was the equestrian SID for three years and we hosted the Big-12 championship. That allowed me to work within the department in football and baseball and basketball. That is when I decided this was the career path for me.

2. My first job out of campus was as an intern at the NAIA office.
3. One of my favorite things is coaching youth sports – softball and basketball.

COSIDA UPDATE – White and Bolig

1. Highlighted social media posts supporting the profession and the members.
2. CoSIDA membership deadline is October 31.
 - a. 47 members from 30 individuals have joined NAIA-SIDA

- b. 115 NAIA members joined CoSIDA.
 - c. Should send out email to assigned conferences to encourage them to sign-up members.
 - d. Bolig to send out list of who has joined. Chasanoff will break out those who have joined by conference.
- 3. Working on next CoSIDA magazine, which includes NAIA SIDs. Focus is on longevity within the profession.
- 4. Average NAIA attendance of CoSIDA webinars is very low. Could use some help promoting those.
- 5. Convention next year:
 - a. Planning on in-person next year.
 - b. May not be as well attended.
 - c. Looking for ways to bring educational programming to members.
 - d. Decisions about having an in-person convention is tied to the NACDA Convention decision.
 - e. Discussion was held about when SIDs will know if they are able to attend the convention.
- 6. CoSIDA will change the Academic All-America At-Large category to reflect the NAIA Championships. Includes all NAIA Invitational Sports.
 - a. Ron to add to next newsletter.
- 7. Will announce divisional cabinets soon.

NAIA NATIONAL OFFICE REPORT – Cygan and Salveter

- 1. Ratings have started. Need to decide how to handle preseason questionnaires for teams that are already playing. Email will come from the NAIA with instruction.
- 2. Discussion was held regarding stat providers.
- 3. Announced the name, image and likeness legislation last week.
 - a. Received a lot of great national publicity on it.
 - b. Salveter is looking for opportunities to publicize how student athletes are utilizing the legislation. Would like to hear if anyone is benefiting, how they are benefiting.
- 4. Mind, Body and Character initiative.
 - a. Many of the responses received focused on community service, but not on the mind, body and character aspect.
- 5. Wells expressed his appreciation to national office for the work they are doing on Player of the Week given the expansion of fall sports into spring.
- 6. CoSIDA can set up a Slack channel for NAIA-SIDA Board and/or NAIA-SIDA Membership, if desired.

MEMBERSHIP BENEFITS:

- 1. Idea: Thinking about Academic All-America program for CoSIDA, what could we do in the NAIA?
 - a. Existing Awards
 - i. The national awards, like Ike Pearson, NAIA-SID of the Year are NAIA awards. Cannot require membership for those.
 - ii. Question: Can we limit NAIA Publication Awards to NAIA membership.
 - b. Awards That Could be Created:
 - i. NAIA-SIDA Comeback Players of the Year (one male, one female) given to a student-athlete from any sport who has overcome adversity and returned to competition.
 - ii. NAIA-SIDA Teammate of the Year (one male, one female) given to a student-athlete who has given teammates before themselves.
 - iii. NAIA-SIDA Citizenship Awards: Multiple student-athletes could give this award. Given to student-athletes who exhibit community service on campus or in the school's local community.
- 2. Wells asked the board to begin contemplating additional awards, compile a list and then vote on awards to begin with.
- 3. Question about whether NAC would have jurisdiction regarding these awards. Brad will discuss with Chesney, after R. Smith and Wells provide him with guidelines for a discussion.

COMMITTEE REPORTS

- 1. Stats Committee – Chasanoff
 - a. Idea of posting list of experts in various areas/programs that SIDs could seek help from.
- 2. Publications Committee – Wellman

- a. Have assigned oversight for the various contests
 - b. Add three contests, so up to 18.
- 3. Convention – D. Smith
 - a. Committee exists.

NEXT MEETING – Wells

- 1. November 17, 2020, 3:00 p.m. EDT via Zoom

ADJOURNMENT

Chris Wells adjourned the meeting at 3:54 p.m. EDT.

