

**October 1, 2014**



## CoSIDA CONTINUING EDUCATION SERIES

### Q&A With CoSIDA Leaders

- Eric McDowell (Union College, N.Y.), CoSIDA President
- Doug Vance, CoSIDA Executive Director
- Barb Kowal, CoSIDA Director of External Affairs
- Will Roleson, CoSIDA Director of Internal Operations/Treasurer

**Moderator: Rob Carolla (Big 12 Conference), CoSIDA 3<sup>rd</sup> Vice President**

**ROB CAROLLA:** My clock said top of the hour, so we'll get started here with our first CoSIDA continuing education call of the year. I appreciate everyone joining us. My name is Rob Carolla from the Big 12 Conference. I'm the third Vice-President of CoSIDA this year. First off, just want to thank our corporate partner, ASAP Sports, who once again will be providing its full transcript, also known as a FastScript, for the call. The FastScript will be available online one hour after today's call on CoSIDA.com and will also be sent to the membership via a link.

In addition, the audio and the Cover It Live blog, run by Barb Kowal, will also be archived at CoSIDA.com for on-demand use. We will begin the call with remarks from our participants. Remember that anyone can submit questions via email to director of external affairs Barb Kowal at CoSIDA.com or via the Cover It Live blog on CoSIDA.com.



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We'll get started here with our membership Q & A with the CoSIDA leadership. I'll start off by introducing this year's president, Eric McDowell, and then follow him with our executive director Doug Vance. Eric, would you like to open up our conference call?

**ERIC McDOWELL:** Rob, thank you very much, and thank you, everybody, for taking time from a busy and hectic fall afternoon for a very important call. We look forward to your questions. We're going to leave a lot of time for those.

I just want to start out a brief bit about our process, how extensive this was. A lot of people were asking how we were doing, and it was a tremendous, very expansive process, and it really started at the end of last year's convention. We made a lot of visits with vendors and took a lot of feedback from a lot of individuals, but it was imperative that we had a survey, and thanks to 829 of you we had outstanding comments, very helpful input that we needed from the membership, so everybody had a chance to have a say in their thoughts on this and our relationship.

We took that and crunched those numbers. The majority of the membership did indicate that they wanted us to continue to remain associated with NACDA. During that convention, as we mentioned, we talked to a lot of folks and we also talked to various leaders of collegiate service organizations from all NCAA divisions, from CIS, from NAIA to the junior colleges and took a lot of input from their leaders through our visits, emails, phone calls, as well.

At our annual officers' meeting which we did in June in Indianapolis, we took the input from the officers and staff with the survey, the information that we had, and from there created a clean document that would be provided to Doug, Barb and Will to take to NACDA to Cleveland. That document had some specific requests of areas that we felt would enhance our service and our membership's convention experience as well as the year-round opportunities. That document was tweaked a bit and prepared for Bob Vecchione prior to the staff going to Cleveland, and then in

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early August the staff met face-to-face with NACDA officials to discuss this over a two-day period. The contract then of course was vetted by the board after all the input, and then finally it went to our legal team. At that point the contract was then signed earlier this month, early in September, when the contract was finally put in place, and so that is when the announcement came out.

Of course so many people to thank, but firstly I do want to thank our staff, Doug, Barb and Will, for the outstanding job they did in the survey, from soliciting the information, from the leaders that we've solicited to, and also their work in Cleveland, the face-to-face discussion to ensure that many of the areas or brief issues that we would hope for were going to be addressed, and we also, of course, thank the folks there, Bob Vecchione, Pat Manak and Julie Work, good friends of ours from NACDA. We're very pleased that we're going to continue this relationship right through 2022, and we thank them for listening to us.

Lastly, before I kick it to Doug, thank you to those of you on the call as well as all of our members who took the time to provide the survey, to talk to us. We are a family, as we've said it from day one, and your input was essential as we looked forward to a new partnership agreement.

**DOUG VANCE:** Thanks, Eric. I appreciate that. I'll have a few brief comments and we can open it up for discussion. As Eric said, we had great response from the NACDA team that we worked with. It was essential and our priority to make this experience moving forward a positive one for our members. That was our first priority. We got feedback from everyone through the membership survey, and previous to that we had done an appreciative inquiry survey where our board talked to individual members firsthand, we got good feedback from that process, as well, and I feel strong that we've addressed some of the issues we felt were things that needed to be improved upon, and moving forward, certainly very shortly, I'll discuss some of those.

Number one is to make sure all of our members can attend all NACDA education sessions during the convention week with the exception where there is an extra fee that is charged for admission. I think there's three instances of that. But beyond that our members are eligible to attend all the educational events during the NACDA convention week.

We asked NACDA's help to better promote our Capital One Academic All-America Hall of Fame event, and they're going to be partners in that process, as well. We're going to ask their help to facilitate better meeting room space for us to the degree that's possible with all the groups there. We're looking to try to have enhanced meeting space opportunities and better locations, and NACDA has agreed to be a partner in supporting us in trying to make that happen, as well.

Just a number of other things that we talked about including crossover sponsorship opportunities, and essentially making sure that we have a process in place that helps all the groups in attendance at NACDA convention week have an opportunity to discuss programming where our members can be involved in their programming opportunities, and we can involve some of those folks in our issues, as well.

I feel very strongly that we have a solid partnership with NACDA, that we'll go through the year 2022, but we'll continue to monitor the process. As we see issues, we certainly feel like we have the year of NACDA to address them. With that, Rob, I'll turn it back over to you.

**ROB CAROLLA:** Thank you, Doug, I appreciate it. I figured out this morning that today is your one-year anniversary in your current role, so just want to say happy anniversary to you.

**DOUG VANCE:** Well, I appreciate that. It's been a good 12 months, and I look forward to the year ahead.

**ROB CAROLLA:** We appreciate everyone joining us once again and we'll open it up now for questions if there are questions available.

**Q. Is there a key component of the NACDA agreement that CoSIDA members should look to take advantage of at the annual convention?**

**ERIC McDOWELL:** Well, I think the number one thing that's very attractive is full access. I think that's something that is imperative is there are many people who can gain from a wide variety of other affiliates and vice versa. The fact that we have many events, many of our panels and sessions that folks want to come to, but when we've talked to affiliates, for example, NACMA, NATYCAA, the two-year colleges, they've talked about having some of involved in their panels. We've done that with a couple other folks, MOA,

for example, so I think that is the most advantageous piece is that they're not going to just one type of food on the buffet, we're going to a wide variety of buffet panels that will work for any palate and anybody's career opportunities, and I think that to me really stands out.

**DOUG VANCE:** And I might add that NACDA provides mega sessions that are open to everyone there and exposes us to other concepts and other programs that relate to college athletics, and that's one of the benefits of being a part of NACDA is that we do -- our paths do cross with other leaders of other groups and athletic administrators, and in addition we get to be exposed to their educational opportunities, as well, so certainly growing as a professional is one of the key components of being a part of the NACDA convention week.

**Q. Now that CoSIDA has a long-term agreement with NACDA, is it possible that CoSIDA can have full access to the NACDA exhibit hall rather than just on the night of the reception? I believe such a policy would be beneficial to both the CoSIDA members and the vendors.**

**DOUG VANCE:** Well, I might ask Will to address that question and then we can follow up with it. I think Will is well equipped to handle that one.

**WILL ROLESON:** Thank you, Doug. Yes, that event is an event that we pay kind of à la carte to go to that event to NACDA. It is quite an expensive piece on their end and not something that's traditionally been included in the contract because there is a significant cost to it. Based on the number of events we have, we probably wouldn't have a second window available anyway to get to both nights, but that is an event with a hefty price tag that we chose the first year to offer because it was thought to be the most interactive with our membership and with NACDA and its affiliates' memberships. Again, the board could decide to do something additional, but there would be a hefty price tag to that. Doug?

**DOUG VANCE:** Yeah, and the follow-up to that, again, is that NACDA charges a heavier registration fee for its members than CoSIDA does, and we try to keep our registration fee much less. We could certainly charge more and open that opportunity up, but we're trying to avoid that.

NACDA charges back to the organizations because they provide a food element in that event, and they're just recovering their costs. We've decided to put our costs or our money toward other social events, and as long as we have one full night of exposure to the NACDA exhibit hall, we feel like that provides a good service to our members and a good experience for the overall convention week.

**Q. Will CoSIDA members get timely registration info on the extra sessions available at NACDA? Many would love to attend the institutes but don't know where to find the information to register, the costs or the deadlines.**

**WILL ROLESON:** A majority of the extra what you might call institutes and basically anything that has an additional price tag to it is offered first to NACDA and its affiliate groups, if you're talking about the mentoring institute and things like that. They said they would work with us. A space may be available that is not currently a primary component of the cross-referencing of seminars and panels.

**DOUG VANCE:** I will say that CoSIDA in the two years, and it's continuing, is that with our program committee and the leader of that committee, we are one of the earliest affiliates to get our sessions in place, or at least get a size or type of count in place for Will, and then Will does an amazing job of making sure we get the best rooms available prior to other affiliates who do their programming much later than we do ours, so that's a major benefit to the organization and the membership.

**WILL ROLESON:** I will add, just to clarify, I was speaking of events that have a separate price tag like the mentoring institute, but certainly as you talked about getting programming available, we do expect could work with NACMA on a dedicated CoSIDA NACMA program as we did, as we have done the past two years, and the programming committee chairs, Andy Seeley representing CoSIDA with NACDA and affiliates have already had a first call. They will continue to remain in touch for more opportunities that we have to specifically make programming that's dedicated to two or more of the affiliate groups such as CoSIDA and the others, so that may be an



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area that comes out, as well, and certainly we will have links on our website where NACDA and affiliates have their programming because plenty of the programming that those affiliates are putting on may not be officially in conjunction with CoSIDA but may be of interest to our membership, and our members are certainly encouraged and permitted to attend those open sessions, as well, if it's something with NACMA related to fundraising or anything that may be of interest to a CoSIDA member, they're certainly able to walk in there and sit down and be welcomed just as much as anybody from those other affiliate groups.

**Q. How will the new agreement with NACDA impact CoSIDA's goodwill and wellness events such as the 5K fun run/walk and community service events? Any chance to have more joint sponsorship and/or participation in these events?**

**DOUG VANCE:** I will take the first part of that, and we'll let you respond, also. We certainly want to do everything possible to impact in a positive way the 5K run, walk, and the great work that our goodwill and wellness committee puts on at the CoSIDA convention. That's important to us without question. We are pursuing some sponsorship opportunities, have a lead on something there that we're going to continue to follow up on.

I don't think the NACDA agreement will have any negative impact. I think it'll open up opportunities. One of the things we discussed was crossover and collaboration and sponsorship opportunities, and NACDA is very open to that concept, and I think that'll help enhance this particular event. Will?

**WILL ROLESAN:** You hit on most everything there, Doug. Again, we'll be looking at a Tuesday morning 5K fun run again at Hawks Landing, the golf course, in conjunction with NACDA and its affiliates' race, and then obviously would expect that our group will continue to do an outreach such as it's done the last couple years with the coalition for the homeless, but I think the sponsorship piece or the possibility of a sponsorship piece is one area where Doug along with Chris Green, who's in charge of corporate partnerships with NACDA, have agreed to really look into on all fronts to see where there may be more opportunities for CoSIDA sponsorships. We get in with NACDA on a sponsorship, if there's somebody that doesn't quite fit with them they

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would push that company to us and hopefully might be able to find a new partnership there.

**Q. Are any steps being taken to possibly do something off-site that would potentially allow for a variety of meal and/or social options?**

**DOUG VANCE:** Let me take that one. One of the things we stressed about was the fact that we saw a lot of people talk about cost, and we know that people understand that we're at resorts, and that occurs at resorts, yet we're also thinking about keeping our registration at a cost that's effective as well as sufficient from a cost standpoint where people like past presidents, job seekers, retired SIDs or SIDs who are looking for other opportunities, many of these people spend their own money, some of them even 100 percent, 75 percent if you will, and those people offer a lot to us, whether they're future SIDs or whether they're veterans or retirees who offer so much experience, one-on-one settings and what have you. We know that costs are very important, but we are at resorts, and one of the things we're looking at is an off-site night. We don't want to announce anything at this time, but something that will bring everybody off-site with some affordable different options food-wise, and yet keep our membership together. So it is something that we're discussing as a board, something that we are looking into, and something that would feel very valuable both professionally and personally for each of our members.

**Q. Is there room for adjustments in the future if necessary in this agreement depending on the current circumstances, whatever they may be? Is it permissible for CoSIDA to go back to NACDA to negotiate or make adjustments as needed in terms of what is provided to CoSIDA?**

**DOUG VANCE:** I'll take that question a little bit. I think any agreement you enter into has its limitations, and I think that somewhat goes back to the partnerships, how it impacts cost issues, but I will say this, that I feel very strongly that NACDA is a willing partner to make this agreement a positive one and make it one that all of our members feel strongly about, and if we have issues that need addressing, that need fixed, depending on the cost element, I think NACDA is going to be open to listen and respond as they

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can. They run this like a business, there's no question about that, and they have a number of partners to keep happy during that particular week, so it's an interesting process to work with them, but they're seemingly open and receptive to some issues, how it impacts budget and cost is one thing that always comes into play. I'm not sure if I've fully answered the question, but within the realm of the agreement, I think we are treating each other with respect and looked at this as a cooperative agreement.

**ERIC McDOWELL:** I think it's important to note the original contract was a bit of a mystery because there wasn't a history yet. Now we've in a history of two years of attending, and again, we keep stressing, folks, the 365 days a year the things we also get, not just at the convention. So because of that history we had input from our members, we had the staff put forward all those leaders. Everybody was able to provide an opinion, and the common ground was, yes, keep this going. It's so advantageous for our members. This would help if we could tweak A, tweak B, tweak C, and again I go back to the great job of the staff of taking our document to Cleveland to the face-to-face meeting and saying, we want this, can we have this, can we look at this, can we look at this, and it's obvious that Bob, Pat, Julie, and all of them agree with our staff and all of us that they really are working well with us, and we look forward to the future.

**Q. Is there any chance for more collaborative professional development continuing education calls during the year between NACDA and CoSIDA and NACDA's other affiliates? Plus can CoSIDA offer our resources and leadership to participate in their calls?**

**ERIC McDOWELL:** Well, first the call that was with all the presidents and the affiliates about collaboration, that would come into play with this, definitely. And secondly, we've had the call where Andy in our role of programming with each of the people from programming have had discussions and they have touched on the fact that there are continuing ed opportunities.

It's a good question, as always. Any question from Sam is. And the answer to that is yes, in progress, that we're still semi in an infancy, we're at a toddler stage. This is two years in now, so a lot of things are still getting the ball rolling, and one of them is not just the programming at the

convention but also the year-round continuing education opportunities that await.

**DOUG VANCE:** And I might add, if anyone has any thoughts or suggestions on topics that relate to this, please let us know. We're always open to those suggestions. But as Eric said, we've been in contact with each of the presidents of each of the groups on a call specifically that targets education, and we're going to continue to grow those opportunities in the future. I think the dialogue is there and open and opportunities will present themselves.

**Q. What steps can we take to attract more ADs and administrators to attend our CoSIDA panels so they can hear firsthand what issues we are talking about and are important to us?**

**DOUG VANCE:** Well, that's a good question, and one way we hope to achieve that is having this different dialogue with our groups. We want to invite ADs to attend our particular sessions, and they've got an agenda when they attend NACDA, as well. But I think one way to achieve that is to utilize our members. Our members, administrators are there, their ADs are there, and I think that's one way we can encourage more athletic administrators into our sessions is to use the people who are members of CoSIDA to invite their respective ADs to come and communicate with them. It's not an easy process, and we have to have topics that are of interest to those people, and I think that's a great question and it's a great challenge for us that we need to continually address.

**ERIC McDOWELL:** Another way we work with this is if you've seen the recent digest, we're all over the place now. We've now been to the home of many national organizations and are meeting with people again the old-school way, face-to-face and bringing up ideas, and one major effective way that this has made an impact is the yearly CoSIDA officers and divisional leaders attending the NCAA convention. I think this will be six years or so coming up now, and not only are they meeting in a room but they're also out there networking, going to different receptions, attending panels, talking to different folks, and it has led to some individuals, one in particular I know from California, who had a good visit and said, you

know what, I'm going to get out there to NACDA, and if you need me I'm there for a panel, and that's exactly what Doug is saying our members can do. The leadership is doing that. We just want to recruit them to get there because there is so much advantageous programming, and I think those trips that we're making are making an impact on that level.

**Q. Will, can you just address for the membership when the tentative plan is as far as registration and hotel registration opening up?**

**WILL ROLESAN:** Yeah, that will open up on Monday, February 2nd, to everyone. It will be very similar to the last couple years, again, both the hotel registration reservation system and the CoSIDA registration at the same time. On top of that I'll mention that in early January our convention grant attendance program will launch again. It was very successful in year one. We're looking at expanding to a number of grants for 2015. We heard feedback from those who received grants this past year that a little more time would be good, so instead of launching that in conjunction with the registration early February, we'll launch that in early January, so the membership can look forward to that, as well.

**ROB CAROLLA:** Will, for those who aren't aware of it, since it was the first year, expand a little bit on what the grant program allows?

**WILL ROLESAN:** Sure. In year one, we awarded 10 grants of \$800 apiece, designed for those people who had financial hardship in attending, either got limited or no assistance from their campus or conference office. There's an online system for the full application. We'd ask that everyone supply their own note in terms of why they want to attend, what their history is of attending or not being able to attend, as well as a note from their supervisor or someone in their business office explaining why it's a financial issue, again, for the campus or the conference office. With more promotion and one year under our belt, we expect hopefully to double the number of people applying and also expand the number of grants. That money can cover convention registration, hotel rooms, in which case we can direct bill back to CoSIDA, and also any travel expenses such as airfare or car mileage.

**ERIC McDOWELL:** I want to commend Will publicly. We've done it numerous times on our board calls, but it was an excellent idea by Will, and again, it's an example of CoSIDA, the staff and folks thinking of all our members and the people who can make an impact, the future rising stars. The people that were there last year through this program were so grateful to be given the opportunity, and again, we give the kudos for that program.

**ROB CAROLLA:** It appears those are all of our questions for today. Could I get Eric and Doug to give us a quick wrap-up before we conclude today's call.

**DOUG VANCE:** Well, I appreciate all the questions today, and I know it's a little bit early to be thinking of convention, and everybody is pretty busy this time of year, but just know there's a lot of people out there doing a lot of volunteer work, putting a process together to make this convention work. There's volunteers in our organization that don't get a lot of acclaim or recognition that spend a lot of time trying to make this convention great, and from a staff perspective, we just appreciate all that they do.

We're excited to have this agreement in place as it relates to NACDA. The first agreement set a timetable when we had to give them that answer, and we did our due diligence, we researched it hard and got the membership feedback, and the message was clear that we wanted to continue solving some issues and some problems, which we were able to do. But excited about going forward, and please know we welcome your feedback, your thoughts, your concepts. If you've got issues or questions, call any of us directly from a staff or board perspective because we're anxious to hear your comments.

**ERIC McDOWELL:** And I thank those who joined us on the call today, Rob, you're one; Barb, as well. I think it's important to know, as you can see, an extensive process. A lot of homework goes into things, and SIDs are very detail oriented or you wouldn't be able to be in the business as you know. A good multitasker is very good at detail, so when you put a team of SIDs together and people who are on a staff who have experience in our profession that have worked closely with us, you see great things can happen,

and great things have happened, and that's our new NACDA relationship. The future looks extremely bright. Everybody can say they had a say, and every thought went into not only the person at the very large shop or at an institution with maybe five or six assistants or what have you that have some funds to make it great for them and their assistants, but also for a one-person shop in Canada who is young and looking to gain some experience. Both of those people have a lot of things in common and a lot of ideas that they can share to the other members, and that's what they can bring to our convention with NACDA. So we're very excited. We appreciate, again, everybody's input, and we look forward not only to the relationship for those four or five days in the summer but the relationship that we have all year long, as well.

**ROB CAROLLA:** Thank you, Doug and Eric.

**Q. Will, regarding access to the NACDA exhibits, what would it cost to have access not during a reception?**

**WILL ROLESAN:** Yes. Again, based on this past year's numbers, and NACDA was able to control a cost from what it cost per person for us to join in with that exhibit hall piece, but if we did an à la carte per member, it would be somewhere in the \$70 per person range for a second night, again, based on this past year's per-person cost that CoSIDA paid with NACDA.

**DOUG VANCE:** Just a quick follow-up, NACDA does not open its exhibit hall for access any hours where there is not a reception, as Will said. We've explored that with them and that concept. The exhibit hall of the NACDA sponsors is only open when it is a part of a reception.

**ROB CAROLLA:** Once again, I wanted to thank all of our CoSIDA leadership for the opportunity to present these continuing education programs to our membership, and also thank ASAP Sports for its continued assistance.

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