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2014 OCTOBER E-DIGEST



**COSIDA and NACDA
EXTEND PARTNERSHIP THROUGH 2022**

2015 - Orlando

2016 - Dallas

2017 - Orlando

2018 - Washington, D.C.

2019 - Orlando

2020 - TBA - West

2021 - Orlando

2022 - TBA - West

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2014 CoSIDA

OCTOBER E-DIGEST



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CoSIDA CONVENTION
June 14-17, 2015
ORLANDO

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CoSIDA and NACDA

Extend Partnership Through 2022

Dear CoSIDA Membership:

We are pleased to announce that the College Sports Information Directors of America organization has extended the contract for a relationship with the National Association of Collegiate Directors of Athletics (NACDA).

Through an extensive process that included the opportunity of input from all of our 3,000+ members, we have agreed to a contract that will add six years to our remaining two-year agreement, thus continuing the relationship through 2022. The announcement was made by NACDA.

I feel that it is important to write you to provide a summary of our process:

- A survey was commissioned in which we received a total of 829 responses from the CoSIDA membership. This survey discussed the current year-round educational opportunities as well as convention aspects including access, networking, internet services, costs, and other aspects of the convention.
- A majority of the membership indicated that they wanted CoSIDA to remain associated with NACDA.
- During this year's convention, I visited with many individuals privately for their thoughts and input about the experience. In addition, our staff and board members also gathered thoughts and comments.
- We received input from various leaders of all our collegiate service organizations at all levels.
- The board and staff received the results and provided thoughts and opinions that were then presented to the officers.
- At our annual officers meeting in Indianapolis, I took the input of the officers and staff through the survey notes and produced a document with the key, common themes we saw in the survey and heard from our membership.
- This document was then modified, produced and provided to our Executive Director, Doug Vance, to provide to NACDA Executive Director Bob Vecchione a week prior to the staff's visit to NACDA's Headquarters in Cleveland.
- In late July, the staff met with the NACDA officials and produced a contract that was examined by our board, then vetted through our CoSIDA legal team, which is a standard practice.
- The contract was signed by Doug and Bob and the announcement was scheduled.



Partnership Agreement Extended

Here are some of the key highlights you can look forward to that will enhance your experience, including areas that we requested through our membership and board input:

- No increase in our \$25,000 annual fee, through 2022
- Sites will be Orlando (2015), Dallas (2016), Orlando (2017), Washington, DC (2018), Orlando (2019) and Orlando (2021)
- A Western city will be the host in 2020 and 2022 (either Mountain or Pacific time zone)
- No hotel rate will exceed \$200 per night through the agreement
- Full access for CoSIDA registered members to attend all NACDA affiliate panels and sessions (except for private conference and other meetings, and private receptions and luncheons)
- An affiliate presidents' call to discuss common areas and integrate more programming and crossover talent for affiliates and CoSIDA sessions
- Crossover partner sponsorship opportunities with affiliates
- Continued year-round exposure with the NACDA Daily Review and other new media informative opportunities to our membership and all of the collegiate athletic community in regards to CoSIDA
- Many of the areas that our membership provided input on were addressed in the above points in some fashion. The annual fee remains the same, we will be in a Western city location in the near future, and we have full access to all sessions.

We will be hosting an online educational presentation in October to answer your questions regarding the new agreement.

NACDA and CoSIDA Extend Partnership Through 2022

I wish to thank Doug, Barb and Will from our staff for their efforts through the process including the survey and their work in Cleveland. I thank the board for their input on this important project and service to the membership. I thank Bob Vecchione, Pat Manak and Julie Work of NACDA for working so closely with us to serve us and continue to work with us with this new agreement. And, I thank YOU for your input, comments and suggestions.

Whether you have attended the last two years, or last year, or you had not attended and were not sure about the future, I hope you now can see that CoSIDA's members, from the experienced veteran to the young "rising star" to the job seeker, will benefit even more with our enhanced NACDA relationship.

Thank you and best of luck to your student-athletes in 2014-15.

Sincerely,

Eric McDowell
Union College (N.Y.) Assistant Athletics Director/Sports Information
2014-15 CoSIDA President
mcdowe@union.edu

UPCOMING CONVENTIONS at NACDA & Affiliates Convention Week

2015 - Orlando

2016 - Dallas

2017 - Orlando

2018 - Washington, D.C.

2019 - Orlando

2020 - TBA

2021 - Orlando

2022 - TBA

The National Association of Collegiate Directors of Athletics (NACDA) and the College Sports Information Directors of America (CoSIDA) have renewed their partnership through 2022. The partnership between the two organizations began in 2009, with CoSIDA joining NACDA & its affiliate associations at their Conventions in 2013, 2014 and again next summer in 2015.

"We are pleased to extend our relationship with CoSIDA through 2022," stated NACDA Executive Director Bob Vecchione. "This six year extension (2022) will become the benchmark for all of our 14 associations to target as we begin to strategically reformat our Convention to maximize the multi-tiered educational platforms each of our affiliates associations brings to the table."

As part of the updated agreement, CoSIDA will continue to receive a page in Athletics Administration, NACDA's magazine that is published eight times a year; will have visibility on NACDA's website and include content links in the NACDA Daily Review, amongst other opportunities.

"CoSIDA is proud and honored to continue the relationship with our friends at NACDA and the other national affiliates. During the first two years of our Conventions in conjunction with NACDA's, we have enjoyed the opportunity to network with a variety of professions in collegiate athletics. Our members look forward to the opportunity to attend various panels with topics and discussions that benefit our profession and our service to the student-athletes," said CoSIDA President Eric McDowell, assistant athletics director/sports information at Union College. "I would like to thank Bob Vecchione, Pat Manak, Julie Work and all of the individuals at NACDA who work closely with us now and in the future."

CoSIDA will continue to run its association and Convention independently of NACDA, but its Convention will coincide with NACDA's each year. The extension of this partnership allows continuous interaction for CoSIDA, NACDA and its affiliate associations members at one common site to discuss issues and share ideas. This partnership opens up the lines of communication and allows the associations to compose joint task forces; cross-over panelists, topics and sessions; and unparalleled networking opportunities for both sides. CoSIDA Convention attendees are encouraged to attend all NACDA affiliate education sessions throughout the NACDA Convention.

The NACDA and CoSIDA Conventions will coincide next summer at the World Center Marriott Resort in Orlando, FL from June 14-17.

DAVE GUFFEY

Legendary Montana SID to Retire



Release courtesy of
University of Montana Athletics

Photos courtesy of Montana Athletics
and www.brentreser.com

Over nearly four decades he's watched Montana transform from a basketball school to one crazy about football. He's witnessed the explosion of collegiate women's sports. And he's been courtside and in the press box while following the likes of Griz legends Dave Dickenson, Shannon Cate and Larry Krystkowiak.

Starting next fall he'll see it all from a brand-new perspective: the bleachers.

Dave Guffey, who next month will start his 37th year as Montana's sports information director, decided recently that he will retire next June 30. (He currently holds the title of Associate Athletics Director for Communications).

"It's been a great run, but it's time. I've been fortunate to be here as long as I have and to be around a lot of great people. It's been very rewarding," says Guffey, who started in October 1978, seven months after Micheal Ray Richardson played his final game in a Griz uniform.

"It's going to be really weird and kind of scary, because it's been such a big part of my life for so long. I'm looking forward to having my falls off and being able to do what I want to do. That will still mean going to Griz games, that will never change, but now as just a fan."

Guffey has watched 439 of Montana's last 442 football games, from the days the Grizzlies struggled to outdraw the men's basketball team at Dornblaser Stadium to the I-AA/FCS dynasty that emerged with the on-campus construction of Washington-Grizzly Stadium.

Some perspective: He hasn't missed a Griz football game since the third year of the Don Read era.

"I've missed three football games in my tenure. Two for the birth of my sons, and my wife's brother had the audacity to get married during the football season," Guffey says, feigning disgust.

"I've seen all 52 playoff games and seven national championships. I'd say I've been pretty lucky. Not too many SIDs can claim that."

Guffey arrived in Missoula when Montana was mad about basketball, and football was mostly something to do in the fall until the winter sports season arrived. If football even registered at all.

In Guffey's first abbreviated football season, in the fall of 1978, the Grizzlies opened with a 23-12 home loss to the University of Puget Sound and ended their home schedule drawing 1,001 fans to watch a victory over Northern Colorado.

The Griz basketball team that winter averaged 7,658 fans over 14 home dates.

The dynamics of the teams Guffey primarily has covered for the sports information office since 1978 have changed considerably, but their SID has remained a constant.

"You think of the history Dave has witnessed over the years, and it's really remarkable," says UM Director of Athletics Kent Haslam, the ninth AD under which Guffey has worked.

"He's seen the growth of Montana from a regional university to one that now has a nationally recognized athletics program. He saw where football started and what it's become today. He's seen what Robin Selvig has done with the Lady Griz from day one.

"He's been a witness to all of it and holds a lot of knowledge of this place. That's very valuable, so we look forward to keeping Dave engaged in what we do here, even in retirement."

In Guffey's first week on the job, Montana hosted Idaho at Dornblaser Stadium and lost 34-30. Three weeks later a 3-5 Montana team hosted 7-1 Montana State. The Griz won 24-8.

"I remember going out on the town that night, and it was crazy," says Guffey. "Everyone was elated we beat the Cats. That's when I figured out the rivalry was a pretty big deal."

In his first eight years on the job, Guffey publicized a football team that had just one winning record -- 7-3 in 1981. Enter Don Read in 1986, and Montana would not have a losing record until 2012. Postseason appearances became the norm, then the expectation of Griz Nation.

Guffey worked alongside Griz coaches Gene Carlson (1976-79) and Larry Donovan (1980-85), then with Read (1986-95), Mick Dennehy (1996-99), Joe Glenn (2000-02), Bobby Hauck (2003-09), Robin Pflugrad (2010-11) and now Mick Delaney.

Read led Montana to the 1995 I-AA national championship, Glenn to the 2001 title.

"To have only six football coaches since 1986 tells you everything you need to know about the success of the program. Don Read got it going, and it's still going," says Guffey. "To average 25,000 per game in a town of 70,000 is pretty amazing."

Guffey's first basketball season, 1978-79, coincided with the start of Mike Montgomery's eight-year run leading the Grizzlies.

Montgomery, who retired last spring following a stellar coaching career that concluded at California, led Montana to eight straight winning seasons, with at least 21 victories in each of his final four years, but he never got his team to the NCAA tournament.

Whether it was Idaho, Nevada, Boise State, Montana State or Weber State, there was always a Big Sky tournament stumbling block.

That all changed for the Grizzlies in 1990-91, in Stew Morrill's fifth and final year at UM after replacing Montgomery. Montana won the regular-season title by a game over Nevada, then hosted the tournament and defeated Idaho in the championship game behind tournament MVP Kevin Kearney.

That's the first memory that flashes to mind when Guffey is asked about his favorite moments from over the years.

"We'd done well under Mike Montgomery but had never made it to the NAAs," he says. "When we finally won the league tournament and made the NAAs, that was a really big deal at the time."

Guffey's other two memorable moments are from football, not surprising given the rise and continued success of the program and the statewide devotion it's developed. One highlights the team's emergence as a conference force, the other as a national power.

In 1993 Montana traveled to Idaho for the penultimate game of the regular season. A Big Sky Conference title was on the line. The result: a 54-34 Montana victory that helped the Grizzlies win their first outright Big Sky title since 1970.

Two year later Montana won its first national championship, 22-20 at Marshall. Or what Guffey likes to think could have been title No. 3.

"I think we could have won three straight national championships in football, in 1993, '94 and '95," he says. "We lost 49-48 to Delaware in 1993, and if Dave Dickenson had been healthy in 1994 we could have beat (eventual national champion) Youngstown State in the semifinals."

All the memories come easily and off the cuff, an encyclopedic memory of all things Grizzly. It's a reminder of what will be lost when the SID decamps next summer. He's not leaving Missoula, though, so maybe a resource not so much lost as less easy for people to find.

When Guffey first sat down at his desk in 1978, his primary piece of equipment was a manual typewriter. His basketball statistics crew was manned by eight people, and photographs required a time-intensive process to go from shooting to having an actual print in hand.

The fax machine was a big enough advancement. Had he been able to look ahead to 2014 in his early years, it's doubtful he would have believed it.

Today he sits at his computer, every school's roster and statistics only a few clicks away. Nearby sits a smartphone. The basketball stat crew? Now down to just two people, with neither one holding a pencil. And everyone's a photographer, with images available in the time it takes to snap your fingers.

"A lot of people who got into this business when I did were sportswriters, and the profession has changed dramatically since then. It's night and day," says Guffey, who worked at the Fresno Bee and in the sports information office at Fresno State before he was hired at Montana.

"It's been a challenge to keep up with all the recent technical advances, but I've done my best."

Guffey's next challenge: learning a skill that's a little less stressful and practiced in a more peaceful setting than an athletics department. "My goal is to become a proficient fly-fisherman. I'll admit, I'm not very good," he says. All he needs is time.

A national search to find Guffey's replacement will commence in early 2015.

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ROY PICKERILL

To Enter Kentucky Wesleyan Athletic Hall of Fame



**Kentucky Wesleyan
Athletic Hall of Fame**

ROY PICKERILL

May 2015 Inductee



Release courtesy of Kentucky Wesleyan Athletics

The longest tenured sports information director in Kentucky Wesleyan history, Roy Pickerill will be inducted into the third class of the KWC Athletic Hall of Fame in May 2015. Pickerill is the first and only SID from the state of Kentucky inducted into the national College Sports Information Directors of America Hall of Fame, and he is a prior president of D2-SIDA, serving that leadership group of the NCAA Division II athletic media relations professionals from 2006-09. Pickerill was inducted into CoSIDA's Hall of Fame in 1999.

A year prior, he received the prestigious CoSIDA Warren Berg Award, presented to a college division member who has made an outstanding contributions to the field of sports information.

Pickerill is in his 42nd year with Kentucky Wesleyan College and his 26th year as Sports Information Director. He also has served 21 seasons as the Media Coordinator for the NCAA Division II Elite Eight Men's Basketball Championship. He was named the 2014 Great Lakes Valley Conference (GLVC) recipient of the Dr. Thomas Kearns Service Award this past May.

**COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA
Future Convention Sites**

2015 - ORLANDO

June 14-17

Orlando Marriott World Center Resort & Convention Center

2016 - DALLAS

June 12-15

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CoSIDA “Volunteer 15” program launches

*by Sam Atkinson, Gallaudet University Assistant AD for Communications/
Chair, CoSIDA Goodwill and Wellness Committee*

The College Sports Information Directors of America (CoSIDA) has announced its new Volunteer 15 program, developed and managed by the CoSIDA Goodwill and Wellness Committee. The program was unveiled at the 2014 CoSIDA Convention which took place at the World Center Marriott in Orlando.

The CoSIDA Volunteer 15 program is an initiative to get CoSIDA members more involved in their communities. CoSIDA members promote the great civic works done by their athletics teams but there is no promotion, or very little, about CoSIDA members doing community service either with these teams or independently. The CoSIDA Volunteer 15 program is designed to help promote the great efforts and success our members have in their communities.

CoSIDA members are encouraged to volunteer at least 15 hours of community service during the 2014-15 school year.

CoSIDA has set up a special email address - volunteer@cosida.com - for members to use throughout the Volunteer 15 program.

**To access the CoSIDA VOLUNTEER 15 description and service log go to:
<http://www.cosida.com/documents/2014/6/20/volunteer15.pdf>**

CoSIDA members who complete the Volunteer 15 program will be recognized three different ways:

- each participants name, school and/or affiliation and division will be listed on the official CoSIDA Volunteer 15 web page during the 2014-15 school year and later archived
- an official CoSIDA Volunteer 15 certificate will be available for download
- and, at the 2015 CoSIDA Convention, all participants who completed the CoSIDA Volunteer 15 program will be recognized during one of the luncheons

“We wanted a program that would recognize all of the great civic work our CoSIDA members do on their campus and in their communities,” said Sam Atkinson, Assistant Athletic Director for Communications and chair of the CoSIDA Goodwill and Wellness Committee. “We believe the Volunteer 15 program will help show University and athletic administrations the valuable contributions Sports Information Directors can make outside of the office and in the community.”

There are many ways to volunteer and accumulate service hours. Your volunteer work is not limited to your campus or place of employment. Volunteering your time in your community is an excellent way to get involved.

Examples of how to volunteer your time in your community include, but not limited to, a local food bank, homeless shelter, a non-profit organization, religious establishment, senior center, etc. No compensation should be taken or expected for your volunteer hours.

Examples of how to get involved on your campus include volunteering with service organizations or clubs, organizing a service project with your athletics department or sports information office, go with your athletic teams when they do community service and get involved in the activity (not just taking photos) but doing the work as well.

“We hope the CoSIDA membership embraces the Volunteer 15 program this year. This is a chance for CoSIDA to become a leader in athletics when it comes to community service,” said Atkinson. “For some, volunteering comes naturally while for others this program may be an incentive to get them active. Either way, the end result is helping out others that need our help and time.”

If you have questions about the Volunteer 15 program please email Atkinson at sam.atkinson@gallaudet.edu.

All completed CoSIDA Volunteer 15 forms should be emailed to volunteer@cosida.com.



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CoSIDA ANNUAL MEMBERSHIP, CONVENTION ATTENDANCE

| Year | Site | Membership | Convention | Year | Site | Membership | Workshop |
|------|---------------|------------|------------|------|------------------|------------|----------|
| 2014 | Orlando | 3056 | 886 | 1994 | Chicago | 1804 | 1030 |
| 2013 | Orlando | 2954 | 852 | 1993 | Atlanta | 1810 | 987 |
| 2012 | St. Louis | 2786 | 859 | 1992 | Lexington | 1706 | 989 |
| 2011 | Marco Island | 2862 | 727 | 1991 | San Francisco | 1669 | 915 |
| 2010 | San Francisco | 2497 | 614 | 1990 | Houston | 1627 | 947 |
| 2009 | San Antonio | 2563 | 553 | 1989 | Washington, D.C. | 1467 | 1122 |
| 2008 | Tampa | 2397 | 832 | 1988 | Kansas City | 1361 | 855 |
| 2007 | San Diego | 2216 | 920 | 1987 | Portland | 1426 | 701 |
| 2006 | Nashville | 2143 | 726 | 1986 | Nashville | 1360 | 836 |
| 2005 | Philadelphia | 1946 | 783 | 1985 | Boston | 1341 | 904 |
| 2004 | Calgary | 1961 | 496 | 1984 | St. Louis | 1304 | 714 |
| 2003 | Cleveland | 1954 | 780 | 1983 | San Diego | 1170 | 610 |
| 2002 | Rochester | 1888 | 748 | 1982 | Dallas | 1077 | 651 |
| 2001 | San Diego | 1877 | 1065 | 1981 | Philadelphia | 984 | 639 |
| 2000 | St. Louis | 1855 | 980 | 1980 | Kansas City | 944 | 495 |
| 1999 | Orlando | 1839 | 1195 | 1979 | Chicago | 593 | 458 |
| 1998 | Spokane | 1812 | 609 | 1978 | Atlanta | 510 | 415 |
| 1997 | New Orleans | 1825 | 1060 | 1977 | Los Angeles | 550 | 312 |
| 1996 | Boston | 1803 | 1056 | 1976 | Cincinnati | 671 | 335 |
| 1995 | Denver | 1772 | 903 | 1975 | Houston | 623 | 303 |



**The NBA
thanks all
CoSIDA
members
for their help
and assistance
throughout
the year**

How To Train Your Attention & Be Effective When Working Online



By Beth Kanter,

Article images, courtesy of googlygooeys.com, bethkanter.org and Mind Map by Jane Genovese

Take a guess. Be honest. How long can you pay attention when working online before your mind wanders?

According to the Statistic Brain site list of attention span stats, in 2000 we had a 12 second attention span compared with an 8 second attention in 2013.

To put this context, a gold fish has an attention span of 9 seconds! Attention span is the amount of concentrated time on a task without becoming distracted. Most educators and psychologists agree that the ability to focus attention on a task is crucial for the achievement of one's goals. It's no surprise attention spans have been decreasing over the past decade with the increase in external stimulation – social media, mobile phones, and the flood of online information.

What's making our human brains like those of gold fish? There is also so much information online that it is now measured in exabytes, which is equal to a quintillion bytes.

The creation and sharing of content on social media and social networks is accelerating the problem. This infographic summarizes how much information is generated online by users in a minute. For example, Facebook users share 684,478 pieces of content in a minute. When we work online, especially social, we have to fight this jungle of unstructured user generated information, content, and data and build up our focusing skills.

We can't simply blame the problem on information overload, it is mindless consumption of information. We all need to go on an Information Diet as Clay Johnson described it in his book with the same title. That means we must practice mindful consumption and sharing of information. And, we have to understand and apply a little brain science.

According to a Daniel J. Levitin, professor and researcher at McGill University and author of “The Organized Mind: Thinking Straight in the Age of Information Overload”, human brains alternate between two modes of consciousness:

(1) the task-positive network, which helps you get things done, and (2) the task-negative network, which functions when you daydream or let your mind wander. Balancing between the two is essential to completing tasks and coming up with creative solutions to problems. When you’re constantly jumping between Facebook, email and texts, however, your brain has to divide its limited resources. This can destruct your attention span and your ability to make distinctions between what is important and what isn’t. In short, you don’t spend enough time in either mode for your brain to be effective.



We all rely on the Internet to get a lot of our work done, but we are working on the best ever invention for procrastination because it can quickly shift our brains into task negative territory (if we let it). Come on, you know what I’m talking about. That thought that pops into your head, “Before I write that report, I’m just going to check my email or Facebook.” Careful, it can become an endless loop.

And even worse, checking your email creates a flight or fight response – what Linda Stone has coined as “Email Apnea” Next time you check your email (and don’t do before your finish reading this post), notice that you are holding your breath – which will make your body gasp and fight for air. So, if you are toggling in short bursts between trying to accomplish a task that requires concentration and checking your email (or Facebook), you are doing yourself a disservice.

Our mobile phones make it worse, because now we can check into the Internet, anywhere and anytime. According to this recent Harris Poll, nearly 60% respondents said they don’t go an hour without checking their phone. Younger folks were the most addicted: 63% of women and 73% of men ages 18-34 say they don’t go an hour without checking their phones. Our connection never sleeps. 54% said they check their phones while lying in bed: before they go to sleep, after they wake up, even in the middle of the night. We need access everywhere. Nearly 40% admit to checking their phone while on the toilet.

Learning how to train our attention is an essential nonprofit work place skill, especially for emerging leaders! And, self-knowledge is the first step. I’ve developed this 10 question assessment that can help you reflect on whether you are developing good focus habits or whether you are becoming an ADHD goldfish!

Attention training is technique from Howard Rheingold, author of NetSmart. It is a simple, elegant way to train your attention while working online to keep mindful how you are spending your time and when your mind wanders. As he says in his book, your attention is one of your most available assets. Yet, we often squander it by not being mindful.

Mindful online is defined as not just going into auto pilot to update your FB status or scan your Twitter stream but to consciously think about all aspects of your digital actions. Rheingold’s low-tech technique, a post-it note on your computer monitor, is a simple and elegant way to help train your attention. (I’ve used this technique, but have also extended it by setting my iPhone alarm every 60 minutes to remind myself about my goals and if I’m on task.)



This mindmap is one of the most, practical set of tips for learning to manage distraction. I discovered it a few years ago and immediately printed it out and have it taped to my wall. I then set out to practice these techniques, one at time, for a month at time until I had successfully retrained my brain. I think I can out focus a gold fish now, although there are occasional lapses.

According to Levitin’s book, “The Organized Mind: Thinking Straight in the Age of Information Overload”, brain science dictates that you should chunk your day into project periods. Your social networking should be done during a designated time, not as constant short dips in and out throughout your day. He also recommends that email should be time boxed or done a designated intervals. An email that you know is sitting there, unread, robs your attention as your brain keeps thinking about it, distracting you from what you’re doing. It is an irresistible siren.



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FIVE

Questions . . . With Tyler Cundith

Sports Information Director, Johnson County Community College

by Larry Happel, Central College

1. *Talk about your career path. Where have you been and who are the people who have influenced you?*

I have always been a sports nut. As a kid, I wanted to be a professional at whatever sport was in season. Once I realized I wasn't going to make it as a player, I knew I still wanted to work in sports somehow. When I was an undergrad at Kansas, I was introduced to Doug Vance, the SID there. He offered me an opportunity to work in his office my senior year, and I was hooked. He, along with assistant SIDs Jeff Cravens and Jeff Bolig, and graduate assistant Pat Madden, were very influential that year.

After graduating, I decided to get a masters in sports administration at Wichita State. After completing my degree and internship, I was fortunate to be hired as SID at Johnson County Community College in July of 1991.

Now starting my 24th year, I have had the opportunity to work with and meet a lot of great people. However, Doug is who I credit getting my career started in the right direction.



2. There's been an effort to get two-year college sports information professionals more involved in CoSIDA. What progress is being made?

Several things right now. At the CoSIDA Convention last summer, a group of nearly 17 to 20 community college SIDs met. From that meeting, we asked the board if we could start our own 2YSIDA group. One hope is this will help us generate more members in CoSIDA and help give the 2-year SID a bigger voice.

Also, Mark Krug and Michael Teague at the NJCAA have helped with giving our level a bigger presence nationally.

Another thing I do is include 2-year SIDs on my publications committee. I asked them to serve as contest coordinators, which gets them involved in CoSIDA.

3. How have athletics communications positions evolved in schools similar to yours in recent years?

Social media is huge! It allows us to engage with potential students, students, fans, friends, parents, media and college personnel. Before you had to rely on newspapers putting your stories/releases in print, and competing here with KU, KSU, Mizzou, Royals, Chiefs and Sporting KC, that would leave little space for small colleges. Social media allows me to get everything I want about our program out there.

4. What are the biggest challenges you face in your work?

As I mentioned before, with our school in the Kansas City metro area, there are a lot of bigger teams that garner the most attention. Also, while our school has nearly 20,000 students, it is a commuter school, so students aren't still on campus to attend weeknight or weekend games. Three hundred attendance at a basketball game is huge.

5. With the increased focus on digital communications, how has that affected the work of the CoSIDA Publications Committee?

The biggest change is how schools enter now. With so many schools no longer printing guides and going digital, they are now entering the guides either downloaded to a CD or with a link to the website where the guide can be displayed.

BILL GATHRIGHT Little East Conference to honor late UMass Dartmouth SID

Release and information courtesy of the Little East Conference

The Little East Conference will honor 11 individuals as the Hall of Fame Class of 2014 in October, including former long-time UMass Dartmouth Sports Information Director William (Bill) Gathright. Gathright, who served at UMass Dartmouth for 31 years (1973-94) will be honored posthumously as he passed away in 2004 at the age of 54.

Gathright was the first SID at UMass Dartmouth where he served as founder of the Corsair Athletic Hall of Fame. He also as part of a small group of administrators instrumental in the creation and growth of the Little East Conference in the 1980's.



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June 14-17
Orlando Marriott
World Center

Continuing Education

CoSIDA's Fall 2014 online continuing education schedule

The videos listed on the following page from the 2014 CoSIDA Convention will be available on-demand and free of charge.

Each session was video-taped at the 2014 CoSIDA Orlando Convention and the series is a prominent piece of our fall continuing ed initiatives.

CoSIDA thanks our corporate partner NewTek, CoSIDA's Official Continuing Education Video Production Provider, for the video services provided in Orlando in conjunction with Full Sail University. Full Sail provided the on-site video personnel and production of the session videos, utilizing NewTek's Tricaster camera and video systems.

CoSIDA 3rd Vice President Rob Carolla (Big 12 Conference) is coordinating our live conference call/webinar continuing education program this year. If you have ideas or want to present on a call/webcast, Rob can be contacted via rcarolla@big12sports.com.

Following their launch date, each video will be housed on CoSIDA.com for on-demand viewing. The link to the the on-demand viewing is the CoSIDA Continuing Education Showcase: <http://cosida.com/watch/>

Archived Video:

Wed., Sept. 3 - Laws Impacting The Sports Information Salary Structure – What You Need To Know

How do new labor laws affect your office? What do you do about overtime and allowable hours for students, graduate assistants and interns?

Guest Speaker: Tracy Warren, Partner, Ogletree Deakins/Sports Broadcaster

Moderators: Andy Seeley, Assistant Athletics Director for Communications, UCF/Dave Walters, Assistant Athletics Director/Sports Information Director, Guilford College

Wed., Sept. 10- Up to Speed? (NCAA Division I panel)

When the speed of news and rumor overtake your options for a planned response, how to retake control of your message: six contemporary Division I case studies and interactions.

Panelists: Chris Syme, CKSyme Media Group; Teresa Valerio Parrot, TVP Communications; Malcolm Moran, Indiana University National Sports Journalism Center; Greg Christopher, Athletics Director, Xavier; Erik Christianson, Managing Director of External Affairs, NCAA; Larry Dougherty, Senior Associate Athletics Director for Communications, Temple; Rocco Gasparro, Assistant Sports Information Director, Louisville; Charles Bloom, Senior Associate Athletics Director for External Affairs, South Carolina

Moderator: Justin Doherty, Associate Athletics Director for External Relations, Wisconsin

Wed., Sept. 17: The Student-Athlete and You

Athletic communications from the perspective of the student-athlete. Panelists are representatives from Division I, II, III and NAIA.

Student-Athlete Panelists: Nicole Barringer, Volleyball Student-Athlete, Averett; Spencer Dodd, Baseball Student-Athlete, St. Martin; Chris Hawthorne, Football Student-Athlete, Minnesota; Whitney Howell, Volleyball Student-Athlete, Columbia (Mo.)

Moderator: Eric McDowell, Union [N.Y.]/CoSIDA President

Wed., Sept. 24- Competing for Exposure

How do you get your story out to the media? What new avenues are available?

Panelists: Andy Staples, Writer, *Sports Illustrated*; Carol Stiff, ESPN Sr. Vice President of Multimedia and Integration; Iliana Limon, College Sports Editor, *Orlando Sentinel*; Doug Meffley, Director of Digital & Social Communications, Northwestern University

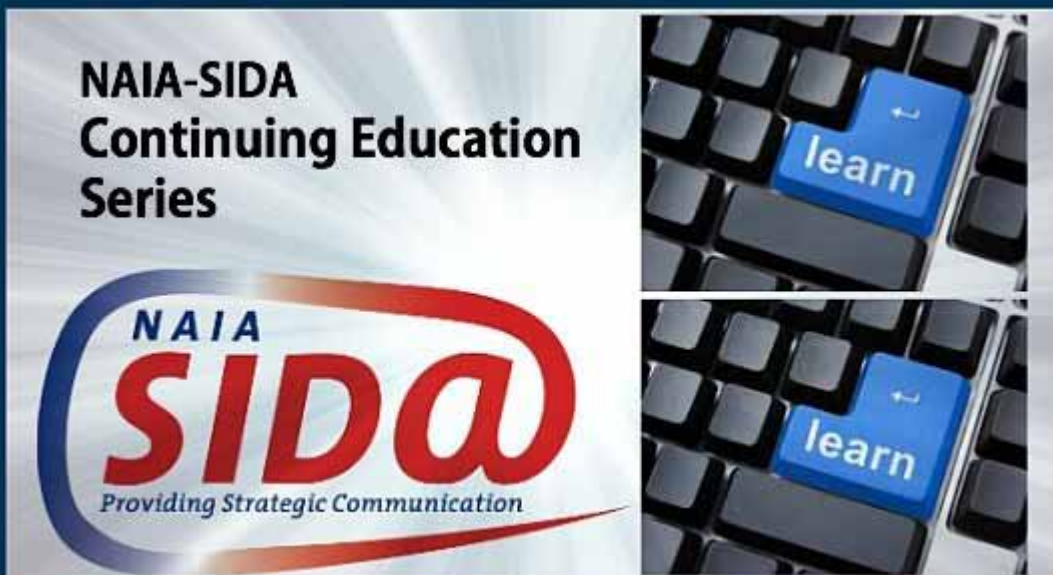
Moderator: Frank Mercogliano, Assistant Athletic Director for Communications, New Mexico

Wed., Oct. 1: Developing a Budget (presented by CDMAC)

Sports information offices — and athletic departments in general — are asked to do more with less. This panel will discuss effective ways to build a budget and ways to stretch your dollars through grant-writing and developing relationships with other departments on campus.

Presenters: Andy Schlichting, Sports Information Director, Metro State; Matt Jacobs, Assistant Athletics Director, Butler Community College

Moderator: Blake Timm, Sports Information Director, Pacific (Ore.)



NAIA-SIDA Announces Fall Continuing Education Series

The NAIA-SIDA Board of Directors has organized its annual "Continuing Education Webinar Series" with insightful and hands-on training programming for fellow SID's. These sessions are free and all members of CoSIDA are invited to attend, regardless of divisional status.

The fall series will consist of three conference calls/webinars, including: Time Management as an SID, Working with Interns/Student Workers and Best Practices for a Successful Live Video Streaming Experience.

All times will be 2 p.m. ET/1 p.m. CT for each session.

The NAIA-SIDA board is still in need of Webinar hosts for the October and November series. So if you are interested in hosting a webinar, please contact NAIA-SIDA Board member Tyler Price Baker University (Kan.) at 913-645-4111 or tprice@bakeru.edu.

How to access the webinars/calls:

Dial 1-866-951-1151

Passcode: 4370118#

Tuesday, Sept. 23: Time Management as an SID

Host: Aaron Sagraves Assistant AD for Communications at Cornerstone (Mich.)

Audio Archive: <https://global.openvoice.com/wav/rec/43b/8043089b-5a3f-4938-873a-a51bb724d43b.mp3>

Most of us are a one-man shop and some weeks we can have three home events in one day or a five-day stretch of home games plus a big athletic event like a Hall of Fame banquet that all needs to be managed by the SID. How do you get it all done? How do you prioritize what needs to get done first and how do you manage your time with everything going on. Cornerstone SID Aaron Sagraves breaks it down for us.

September

October

Tuesday, Oct 28: Working with Interns/Student Workers

Time: 2 pm (Eastern)/1 pm (Central)/Noon (Mountain)/11 am (Pacific)

Host: TBA

We can all use some extra help around the office or on game days. Each of our institutions is full of young and hungry college students ready to learn a new skill. How can you find interns/student workers and how can you make their role in your department robust for all involved?

November

Tuesday, Nov. 18 - Best Practices for a Successful Live Video Streaming Experience for Fans

Time: 2 pm (Eastern)/1 pm (Central)/Noon (Mountain)/11 am (Pacific)

Host: TBA

In the 2014-15 school year, it is important to provide a reliable and strong live video product for your fans. Fans and on campus administrators are beginning to expect that for all NAIA and NCAA institutions for either a fee or for free. How can you accomplish a stellar live video broadcast on your campus, even with smaller budget means?



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NOMINATE TODAY FOR 2015 SPECIAL AWARDS

Nominations for CoSIDA's annual special awards are now accepted year-round at www.cosida.com. You may nominate online for all of CoSIDA's 16 special award categories with a deadline for the 2015 awards of **JANUARY 30, 2015 (Midnight ET)**.

Under the drop down Membership link at www.cosida.com, go to Special Awards Online Nomination/Voting to begin the nomination process.

NOMINATE TODAY.

CoSIDA Special Award Descriptions

CoSIDA HALL OF FAME

For members of CoSIDA who have made outstanding contributions to the field of college sports information. Voted on by current CoSIDA Hall of Fame Members.

25-YEAR AWARD RECIPIENTS

The CoSIDA 25-Year Award is presented to members who have completed 25 years in the profession.

ARCH WARD AWARD RECIPIENTS

Presented annually to a university division member who has made outstanding contributions to the field of college sports information, and who by his or her activities, has brought dignity and prestige to the profession. Voted on by the Special Awards Committee.

WARREN BERG AWARD RECIPIENTS

Presented annually to a college division member who has made outstanding contributions to the field of college sports information, and who by his or her activities, has brought dignity and prestige to the profession. Voted on by the Special Awards Committee. Note: Nominee must be a college division member.

JAKE WADE AWARD RECIPIENTS

Presented annually to an individual who has made an outstanding contribution in the media to the field of intercollegiate athletics. Voted on by the Special Awards Committee. Note: Nominee must be a member of the media.

BOB KENWORTHY COMMUNITY SERVICE AWARD RECIPIENTS

Presented annually to a member for civic involvement and accomplishments outside of the sports information office. Voted on by the Special Awards Committee.

LESTER JORDAN AWARD RECIPIENTS

Presented to an individual for exemplary service to the Academic All-America Award Program and the promotion of the ideals of being a student-athlete. Voted on by the Academic All-America® Committee.

DICK ENBERG AWARD RECIPIENTS

Given annually to a person whose actions and commitment have furthered the meaning and reach of the Academic All-America® Teams Program and/or the student-athlete while promoting the values of education and academics. Voted on by a special committee and Dick Enberg.

KEITH JACKSON ETERNAL FLAME AWARD RECIPIENTS

Presented to an individual who, or an organization which, has made a lasting contribution to intercollegiate athletics, has demonstrated a long and consistent commitment to excellence and has been a loyal supporter of CoSIDA and its mission. Voted on by the Special Awards Committee. Each year, will be selected only if the Awards Committee deems worthy.

MARY JO HAVERBECK TRAILBLAZER AWARD RECIPIENTS

Presented annually to an individual who is a pioneer in the field of sports information who has mentored and helped improve the level of ethnic and gender diversity within CoSIDA. In March of 2014, the award was named in honor of the first recipient, the late and former Penn State associate SID Mary Jo Haverbeck. Voted on by the Special Awards Committee.

BUD NANGLE AWARD RECIPIENTS

Presented annually to an individual outside of CoSIDA or to a member of CoSIDA who shows ethics and integrity under unusual or stressful situations. Voted on by the Special Awards Committee with approval of the CoSIDA Board.

RISING STAR AWARD RECIPIENTS

Presented to a University Division Member and a College Division Member member annually with 10 years of service or less whose work at their institution and service, dedication, energy and enthusiasm to the profession make that individual a "rising star" in sports information. Voted on by the Special Awards Committee.

CoSIDA LIFETIME ACHIEVEMENT AWARD RECIPIENTS

The CoSIDA Lifetime Achievement Award is presented to members who have served at least 25 years in the profession who are retiring or leaving the profession.

CoSIDA DISTINGUISHED SERVICE AWARD RECIPIENTS

Presented in appreciation for endless work and devotion to CoSIDA. Note: this special award is presented by the Board of Directors and is not an award in the general nomination category.

BILL ESPOSITO BACKBONE AWARD RECIPIENTS

Presented to a member who displays sound judgment and unusual courage in guiding their institution through difficult public relations situations. Voted on by the Special Awards Committee. Will be selected only if the Awards Committee deems worthy.

ASSISTANT OF THE YEAR AWARD RECIPIENTS

Details to come on this new award.

2014-15 SCHEDULE FOR ACADEMIC ALL-AMERICA® NOMINATIONS AND SELECTIONS

| Program | M/W Soccer | Football | Volleyball | M/W Basketball | Baseball/ Softball | M/W At-Large | Track/Cross Country |
|--|---|---|---|---|---|---|---|
| Nomination Forms Available | Tues. Oct. 7 | Tues. Oct. 14 | Tues. Oct. 14 | Tues. Jan. 13 | Tues. April 14 | Tues. April 21 | Tues. April 28 |
| Nomination Deadline | 6 p.m. ET Tues. Oct. 14 | 6 p.m. ET Tues. Oct. 21 | 6 p.m. ET Tues. Oct. 21 | 6 p.m. ET Tues. Jan. 20 | 6 p.m. ET Tues. April 21 | 6 p.m. ET Tues. April 28 | 6 p.m. ET Tues. May 12 |
| DCs Finalize Ballots | Fri. Oct. 17 | Fri. Oct. 24 | Fri. Oct. 24 | Fri. Jan. 23 | Fri. April 24 | Fri. May 1 | Thurs. May 14 |
| District Voting Deadline | 6 p.m. ET Tues. Oct. 28 | 6 p.m. ET Tues. Nov. 4 | 6 p.m. ET Tues. Nov. 4 | 6 p.m. ET Tues. Feb. 3 | 6 p.m. ET Tues. May 5 | 6 p.m. ET Tues. May 12 | 6 p.m. ET Thurs. May 21 |
| Academic All-District® Team Release Date | Thurs. Oct. 30 | Thurs. Nov. 6 | Thurs. Nov. 6 | Thurs. Feb. 5 | Thurs. May 7 | Thurs. May 14 | Fri. May 22 |
| Updating Deadline for First-Team All-District Selections | noon ET Mon. Nov. 3 | noon ET Mon. Nov. 10 | noon ET Mon. Nov. 10 | noon ET Mon. Feb. 9 | noon ET Mon. May 11 | noon ET Mon. May 18 | noon ET Mon. June 1 |
| NC OKs National Ballot | Tues. Nov. 4 | Tues. Nov. 11 | Tues. Nov. 11 | Tues. Feb. 10 | Tues. May 12 | Tues. May 19 | Tues. June 2 |
| National Ballot Voting Deadline | 6 p.m. ET Tues. Nov. 11 | 6 p.m. ET Tues. Nov. 18 | 6 p.m. ET Tues. Nov. 18 | 6 p.m. ET Tues. Feb. 17 | 6 p.m. ET Tues. May 19 | 6 p.m. ET Tues. May 26 | 6 p.m. ET Tues. June 9 |
| AAA Teams to Publicity Group | Wed. Nov. 12 | Wed. Nov. 19 | Wed. Nov. 19 | Wed. Feb. 18 | Wed. May 20 | Wed. May 27 | Wed. June 10 |
| Academic All-America® Team Release Date(s) | noon ET Th. Nov. 20 (C) F. Nov. 21 (3) M. Nov. 24 (2) T. Nov. 25 (1) | noon ET M. Dec. 1 (C) T. Dec. 2 (3) W. Dec. 3 (2) Th. Dec. 4 (1) | noon ET M. Dec. 8 (C) T. Dec. 9 (3) W. Dec. 10 (2) Th. Dec. 11 (1) | noon ET M. Feb. 23 (C) T. Feb. 24 (3) W. Feb. 25 (2) Th. Feb. 26 (1) | noon ET SB BA T. 5/26 (C) M. 6/1 W. 5/27 (3) T. 6/2 Th. 5/28(2)W. 6/3 F. 5/29 (1) Th. 6/4 | noon ET M. June 8 (C) T. June 9 (3) W. June 10 (2) Th. June 11 (1) | noon ET M. June 22 (C) T. June 23 (3) W. June 24 (2) Th. June 25 (1) |

KEY: (C) = College Division (NAIA, CIS, 2-year); (3) = NCAA Division III; (2) = NCAA Division II; (1) = NCAA Division I

NOTE: Academic All-America team release dates are subject to change depending on Capital One availability.

updated June 16, 2014



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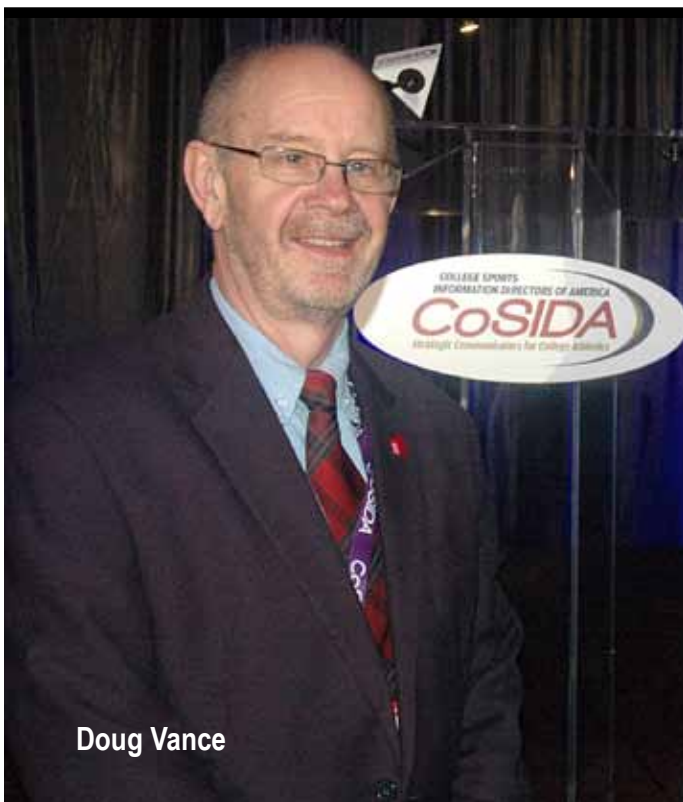


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Doug Vance

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| 1975-76 | Bob Bradley | Clemson |
| 1974-75 | Hal Bateman | Air Force |
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| 1970-71 | Elmore Hudgins | Southeastern Conference |
| 1969-70 | Harry Burrell | Iowa State |

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| 1967-68 | Bill Young | Wyoming |
| 1966-67 | Marvin Francis | Wake Forest |
| 1965-66 | Bob Culp | Western Michigan |
| 1965-66 | Val Pinchbeck | Syracuse |
| 1964-65 | Harold Keith | Oklahoma |
| 1963-64 | Warren Berg | Luther |
| 1962-63 | Bob Hartley | Mississippi State |
| 1961-62 | John Cox | Navy |
| 1960-61 | Marty Reisch | Air Force |
| 1959-60 | Wilbur Evans | Southwest Athletic Conf. |
| 1958-59 | Fred Stabley Sr. | Michigan State |
| 1957-58 | Ted Mann | Duke |



CoSIDA's
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President
(2014-15)
*
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