

## Capital One Academic All-America Program: Topics & Tips

CoSIDA Members:

As the first Capital One Academic All-America teams of the season are selected in the coming weeks, I'm writing with a few helpful reminders on using proper terms and marks when publicizing the accomplishments of your student-athletes.



CoSIDA and Capital One are proud to continue their partnership in presenting the Capital One Academic All-America Teams as Selected By CoSIDA. Capital One is in its fifth full year as the presenting sponsor of our program, which honors nearly 2,000 student-athletes at the national level and 4,000 student-athletes at the district level for their all-around accomplishments in the classroom, in the community and in competition.

Here are some helpful reminders on properly publicizing your honorees:

**\*Please remember to refer to teams as the “Capital One Academic All-America Team as selected by CoSIDA** (or the College Sports Information Directors of America). This tagline must be used when referring to either the district or national teams in all instances without exception.

**\*CoSIDA and Capital One hold the exclusive trademark on the term “Academic All-America”.** With that in mind, please do not refer to any coaches association’s team or any other collegiate organization’s programs with the term “Academic All-America”. For example, the National Field Hockey Coaches Association selects an All-Academic team, not an Academic All-America team. Your help and cooperation in maintaining the exclusive trademark is greatly appreciated. We ask that you be diligent about enforcing proper use of the term, and if you see any organization or school infringing upon that trademark, please contact Academic All-America Committee Chair Emeritus Dick Lipe ([rlipe@bentley.edu](mailto:rlipe@bentley.edu)) or CoSIDA Executive Director Doug Vance ([doug Vance@cosida.com](mailto:doug Vance@cosida.com)) immediately.

**\*With soccer, football and volleyball being the first three programs of the year, I have listed the proper names of the academic programs that each respective sport’s coaches’ associations use below.** A complete list of all coaches associations academic team names will be posted on CoSIDA.com later this fall:

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## **Football**

American Football Coaches Association  
Academic Achievement Award (Team)

National Football Foundation  
NFF Scholar-Athletes  
NFF Hampshire Honor Society

## **Volleyball**

American Volleyball Coaches Association  
AVCA Academic Award (Team)

## **Men's & Women's Soccer**

National Collegiate Soccer Coaches Association  
Scholar All-America/Scholar All-Region

**\*Capital One has developed a specific mark for use in publicizing all teams at both the district and national levels.** If you would like to receive a copy of this mark, please e-mail either myself ([jseavey@maritime.edu](mailto:jseavey@maritime.edu)) or Barb Kowal, CoSIDA's Director of External Affairs ([barbkowal@cosida.com](mailto:barbkowal@cosida.com)), and we will be happy to send you both the jpeg and eps files.

\*On the Capital One Academic All-America webpage at CoSIDA.com, please find tips on *Maximizing Your Academic All-America Nominations* as well as on *Nominating For The Capital One Academic All-America Hall of Fame*, which was prepared by Committee Special Projects Coordinator Roger Horne of Pepperdine. Please feel free to contact either myself or Roger ([roger.horne@pepperdine.edu](mailto:roger.horne@pepperdine.edu)) at any time with any questions you have regarding this information. You can also contact Academic All-America Hall of Fame Coordinator Mark Fleming at Moravian ([sportsinfo@moravian.edu](mailto:sportsinfo@moravian.edu)) with any questions regarding Hall of Fame nominations.

\*Please refer to the **2014-15 Academic All-America calendar (PDF)**, which lists all of the deadlines and release dates for each program during the academic year.

\*Capital One also has a website devoted to the Academic All-America program which we also ask to help promote throughout the year, and that URL is [www.CapitalOneAcademicAllAmerica.com](http://www.CapitalOneAcademicAllAmerica.com). If you have a student-athlete selected as the Academic All-America of the Year in his or her respective program, you will be contacted directly by members of the Academic All-America Committee on additional promotional materials.

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\*Follow the Academic All-America program on social media. Committee Vice Chair of New Media Mark Adkins of Manchester University (Indiana) works with CoSIDA staff to coordinate these following channels and developed the YouTube page for your Capital One AAA student-athlete videos. You can access information throughout the year on the following platforms:

Twitter: @CoSIDACapitalOneAAA  
Facebook: www.facebook.com/aaacosida  
You Tube: www.youtube.com/CapitalOneCoSIDA

\*Additional information on the Academic All-America program can be found on the CoSIDA homepage at <http://www.cosida.com/Awards/allamerica.aspx>.

Once again, thank you for your continued support of the Capital One Academic All-America. Please remember to nominate deserving student-athletes in all of our programs throughout the year, and keep in mind that all nominations for the Capital One Academic All-America Hall of Fame must be submitted by November 7<sup>th</sup>. Please feel free to contact me at any time if you have additional questions.

Sincerely,

Jim Seavey  
Massachusetts Maritime Academy  
CoSIDA Academic All-America Committee  
Committee Associate Chair, Marketing/Hall of Fame Event Operations