



You, Your Boss, Your School; Keeping Priorities in Line

Coordinated by CoSIDA Board member and Moravian College SID Mark Fleming

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What is important to you in your roll? Do those priorities match up with what your boss thinks? Are those priorities in line with what your schools feel is important?

CoSIDA's second continuing education session of 2014 seeks to answer these questions using the experience and expertise of three of its own: Jeff Blair, Leonard Reich and Mark Fleming. CoSIDA corporate partner ASAP Sports provides a full transcript - a Fastscript - of the call, available at <http://www.cosida.com>, where members can find links to an archived audio recording and CoverItLive blog of the discussion.



Ohio Dominican University Athletic Director **Jeff Blair** started in college athletics as a graduate assistant with the University of Findlay baseball team and in the sports information office. He was hired as Ohio Dominican's Sports Information Director in 2000 and eventually promoted to full-time Athletic Director in 2011 after serving as an interim.

Blair Profile:

http://www.ohiodominicanpanthers.com/information/directory/bios/Blair_Jeff

Blair's Suggestions

- I'm in a little bit of a different situation than most, having been both an SID and now an AD. The most important thing for our SID is to promote our student-athletes and the athletic department as a whole. But it's more than just that, as the SID's role is critical because he or she has the pulse of the entire department, working closely with all of the programs on a daily basis. Coaches and student-athletes must feel comfortable communicating and working with the SID, and vice versa. At a small school, where the SID takes on so many other responsibilities, having a good working relationship with the AD and everyone around campus is key.

University of Mount Union Assistant to the Athletic Director/Sports Information Director **Leonard Reich** has a wealth of experience in the sports information field. He has 17 years of experience in the field and is in his sixth year at Mount Union. Reich is an active member of CoSIDA, having served on both the Technology and Academic All-American committees, published articles in the CoSIDA Digest and has been a moderator and presenter at past CoSIDA conventions.



Reich Profile:

http://athletics.mountunion.edu/information/directory/bios/Reich_Leonard

Reich's Hints

- Trust and Confidence ... The SID and AD relationship is built on trust and confidence. This is especially true for the SID that reports to the AD and works in the athletic department. The SID needs to trust that the AD knows what the SID has to do and respect the multitasking that usually comes with the job and on occasion the AD must be an advocate for the SID inside and outside the department. Conversely the SID must trust the AD and reinforce the goals and objectives that AD has for the

department as a whole and communicate those both inside and outside the department. The SID must have confidence in their own work and abilities and be willing to discuss and work with the AD on variety of things. When the AD and SID are on the same page working together, much can be accomplished.



Mark Fleming is the Sports Information Director at Moravian College. He is in the final year of a three-year term on the CoSIDA Board of Directors, and has been the Communications Director for the D3SIDA Board since the inception of the Board. While Fleming works with the athletic department, his office and reporting structure are part of the public relations office.

Fleming Profile: <http://moraviansports.com/information/directory/bios/fleming>

Fleming's Tips

- The biggest thing when you aren't an official member of the athletics staff is to have open lines of communication. Attend athletic department staff meetings when possible and also have meetings with the athletic department leadership on a monthly basis, or more often if needed. Having open communication with the administration is also beneficial so you can know the marketing strategy the admissions office wants to use. That way, you can tailor what athletics does with the overall strategy of the school. Know what are the important stories for both the athletics department and the administration so you can find those feature stories and/or events to push out to the public.

The You, Your Boss, Your School; Keeping Priorities in Line panel is the latest in CoSIDA's 2013-14 continuing education program, which considers recommendations from the 2013 [Cryder-Rinebold Report](#), CoSIDA's strategic branding initiative. The continuing education program is a year-round on-line series where members learn and discuss pertinent news and principles across the communications spectrum through webinars, teleconferences and re-playable video sessions. Experts present the latest in theory and practices from the worlds of technology, professional sports, business, media and non-profit entities. The program also features special sessions for specific membership groups.

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