

NAIA-SIDA Continuing Education Call

Wednesday, September 23, 2014 – Time Management and Organization

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- A. Why Time Management
 - a. Personal Sanity
 - b. Away Time from “work”
 - c. Balance in your life
 - d. Has to be Down Time
- B. Office Organization
 - a. Calendar of Events
 - b. Staff meetings
 - c. Weekly Emails
 - d. Delegate
- C. Style Guide
 - a. Lays out entire department
 - b. Consistency
 - c. Sport Coverage
 - d. Social Media
 - i. Animal that you need help with
- D. 10 Commandments – Blair Cash – 2013 Convention
 - a. The 10 Commandments of an Efficient Sports Information Office
 - Save, save, save (save your documents and projects regularly so you don't have to redo them if you accidentally delete!)
 - Care for your assistants
 - Develop a basic template for your stories and your programs and use them throughout a whole season for all sports.
 - File hard copies the day of or day after a game or they'll pile up on your desk.
 - Take mug shots as soon as possible (obvious for fall sports), including winter and spring sports in the fall; you can always delete photos of kids who leave or get cut.
 - Create new web pages, update all records and bios during the summer.
 - Prepare program inserts early in the week; don't wait for day of the game
 - Set up SM schedules in advance
 - Communicate daily, hourly, secondly!
 - Ask for advice! Stay in constant contact with AD, public relations office, marketing director, etc., anyone who is over you or can help you.
- E. Getting Ahead