

# The Value and Impact of Athletics Communications in College Athletics

An Advocacy Message from



**An athletic director needs a trusted ally... that person is the sports information director.**

**Their work influences perception, which can determine the success of fundraising.**

**Our athletics communications professionals are a critical part of our team, and that is no different with or without competition.**

**SIDs have a greater pulse on the collective college athletic landscape.**

**If you can't find value in what (SIDs) do for an athletic department, you're probably not valuing things appropriately.**

**Our SIDs are our mouthpieces, vital in sharing our stories.**

# IN 2020, CoSIDA MEMBERS CAME TOGETHER TO KEEP OUR PROFESSION AND OUR ORGANIZATION STRONG.

*#SIDsMakeItHappen*



# This Publication Is for You

**To those who have oversight of athletics communications:** If you read nothing else, read page 5. No part of your athletic department has more constituents, or connects with more people, than your communications professionals. They are vital to the mission and vision of your athletic department and your institution.

**To our CoSIDA members:** This is a celebration of the work you do. Student-athletes, coaches, administrators, fans, parents, donors, media and anyone else who cares about college athletics benefit from your work and your passion.

...

## Editor's Note: Professional Communicators Are Essential

Bill Little, a CoSIDA legend who spent nearly five decades chronicling the athletic department history at the University of Texas, once observed that "no part of an athletics department has more constituents, or touches more people, than sports information."

It's a simple but powerful statement and one of the primary reasons we took on the challenge of telling the story of the sports information office and the national organization that represents it. The pages ahead represent a broad collection of information that serves to validate Little's belief while certifying why the communication office is an essential facet in helping an athletic department achieve its goals.

Our target audience includes anyone who has administrative oversight of a sports information office. In addition, it should be considered an aide for CoSIDA members in their efforts to be effective advocates for the attributes they bring to the table.

It also serves to magnify the importance of the national organization and to help attract a new generation into the profession. Finally, we hope it delivers a message to all of our current and future external stakeholders who are valued friends of the CoSIDA community.

## Find Inside

*The Value of CoSIDA*

*The Value of an SID*

*CoSIDA's Priorities*

*Reviewing the 2020  
CoSIDA Compensation  
& Career Satisfaction  
Survey*

*CoSIDA's Governance  
Structure and Leadership*

*And more.*

## CoSIDA Diversity & Inclusion Value Statement

*"As leaders in the intercollegiate athletics landscape, the College Sports Information Directors of America (CoSIDA) seeks to foster and encourage environments that embrace equality, diversity and inclusion. As an organization, CoSIDA is committed to education, discussion, advocacy and programming to establish and sustain an equitable, inclusive and diverse culture within the membership and the institutions it serves."*

# CoSIDA 360 MAGAZINE IS THE OFFICIAL PUBLICATION OF THE COLLEGE SPORTS INFORMATION DIRECTORS OF AMERICA

Read our stories at [CoSIDA.com/cosida360](http://CoSIDA.com/cosida360)

VOL. 5 ISSUE 1  
WINTER 2020  
CoSIDA.com

## CoSIDA 360 MAGAZINE

Modernizing CoSIDA's Governance Model

### What Moms Can Teach Us

Wear sunscreen as you head outside for spring sports and know the signs of skin cancer.

### Class is in Session

Tom Caudill of Muskogee started an athletics communication academic major from scratch.

### Media Training for Student-Athletes in the Digital World

### Attending a Grateful Dead concert with "cool uncle" Bill Walton

National Gate of Florida Tech ▶

# CoSIDA in 2020 ...and Beyond

Members in their 20s offer perceptions of the job heading into the new decade and visions of what it would have to look like for them to stick around for the next 20 years.

**PLUS:** JOB SEEKERS TIPS ■ FINDING YOUR GO-TO CIRCLE ■ PERSPECTIVES OF SID/TURNED ADMINISTRATORS ■ THE FOUR PILLARS OF THE ADVOCACY COMMITTEE ■ AND MUCH MORE!

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VOL. 5 ISSUE 2  
SPRING 2020  
CoSIDA.com

#CoSIDA2020  
Virtual Convention  
June 8-12

## CoSIDA 360 MAGAZINE

# Zoom Season

CoSIDA Members Tell Us What It's Been Like Working From Home During COVID-19

**PLUS:** EMBRACING A GROWTH MINDSET ■ STAYING AHEAD OF THE TECHNOLOGY CURVE ■ TOUGH WITH T ■ PETS OF CoSIDA ■ HAIRING YOUR NEXT JOB INTERVIEW ■ AND MUCH MORE!

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VOL. 5 ISSUE 3  
SUMMER 2020  
CoSIDA.com

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## CoSIDA 360 MAGAZINE

# Survive and Advance

Reflections on how we've adapted and lessons we've learned during COVID-19

**PLUS:** ADMINISTRATOR EXPECTATIONS FOR FALL ■ PLANNING FOR SPRING ■ GUT PUNCH ■ CHAMPIONING ALLYSHIP INTO ACTION ■ THE CoSIDA FITNESS CHALLENGE IS CHANGING LIVES ■ 10 THINGS TO IMPROVE YOUR WEBSITE'S ACCESSIBILITY ■ AND MUCH MORE!

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VOL. 5 ISSUE 4  
FALL 2020  
CoSIDA.com

## CoSIDA 360 MAGAZINE

# Staying Power

Members give the secret to overcoming your obstacles and enjoying a long career in athletics communications.

**PLUS:** CAREER PLANNING IN UNCERTAIN TIMES ■ CoSIDA FAMILIES SHARE THEIR STORIES OF ADOPTION ■ SPORT SUPERVISION ■ PROVIDING QUALITY STUDENT-ATHLETE EXPERIENCES DURING COVID-19 ■ ACADEMIC ALL-AMERICAN PLAYS FOR 2020-21 ■ CoSIDA RENEWS WITH NAACDA ■ AND MUCH MORE!

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# Advocacy

*noun (AD-vuh-kuh-see): The act or process of supporting a cause or proposal: the act or process of advocating for something. (Source: Merriam-Webster Dictionary)*



## A message from CoSIDA Executive Director Doug Vance

It's a safe assumption that few in our profession recognize the name Homer Dunham or understand his status in the sports information profession. Homer spent 51 years in the sports information profession, starting at Alma College and later at Western Michigan.

According to a 1964 article in the *CoSIDA News-Digest* announcing his passing, Dunham is "reputed to have been the **first SID** when (in 1912) he worked his way through Alma College on a scholarship." The article referred to Dunham as the "Dean of SIDs."

He was inducted into the CoSIDA Hall of Fame in 1969.

Homer was known as being an originator and is credited with several 'firsts' in the profession. Among other things, he was the first to design a records book and was the research editor for the first NCAA Guide for baseball.

I'm going to add **first advocate** for sports information to his list, although I doubt he realized it at the time. He was an advocate in the sense that the impact of his work, professionalism and integrity delivered a message of support for the quality and importance of sports information.

His example likely helped encourage others in college athletics to create the same job at their schools.

Which leads me to the point of mentioning Dunham and his history. I wonder how many current SIDs recognize that their work can influence the perception of the profession? It's mostly an unintended influence in the big picture of advocacy, but it all adds up when building the case for our profession.

There is a process to the art of advocacy and every member of CoSIDA should consider themselves a part of it. Your work and accomplishments reflect how we are perceived as a profession.

Never in its 64 years of existence has CoSIDA been more important to the profession it represents.

It has been a season of lost story tellers, strategic communicators, historians and skilled media relations professionals who bring honors to student-athletes. Veterans of our profession and future stars are being forced out due to evaporating revenue in athletic departments.

The future of our profession is at a crossroads and the moment dictates that we look closely at redefining our role and value in athletic departments. The pandemic is forcing the industry of college athletics into a transition and it's vital that SIDs take a proactive approach in finding their niche in a changing work environment.

We need every member to lock arms and advance the profession in any way possible. Your national organization and its leadership have been espousing the virtues of the sports information industry for many years and that effort has expanded in recent months.

The definition of advocacy, as displayed in the heading of this story, is straightforward. The undertaking of the act of advocacy is also not complicated. Simply do your job with a commitment to excellence and stand up in vocal support of the profession when the opportunity is presented. If you don't want to be an active, vocal campaigner to magnify the value of the profession, let your work

and your commitment to it serve as your unspoken sales pitch.

Advocacy for the profession and CoSIDA is the primary purpose of this publication.

Normally, CoSIDA prints an Annual Report and Convention Review for distribution to the membership. However, the landscape of college athletics right now seems to dictate a different approach this year.

The CoSIDA Executive Board of Directors, Advocacy Committee and national staff determined that we need a resource that serves to drive home a message about the value of the profession and its national organization.

It's our hope that some of the information ahead will prove to be insightful to help our members better understand the values of our profession.

Among the items you'll find are quotes from several past presidents that speak to the value of the profession. If you are uncertain about how to plead the case for what your office brings to the athletic department table, you might find the answers in these statements from some of our best leaders of the past and present.

It's a much different profession than the one Homer Dunham triggered with his efforts in establishing a profession more than a century ago. When he retired in 1964, he could not envision what the sports information job now entails.

Let the record show that it's up to everyone who is a member of CoSIDA along with its national staff to make sure that what Homer started has a strong future.

That responsibility is in our hands.

## Where CoSIDA Brings a Voice of Influence

- ✓ Advocacy Committee: **policy guidance and strategy development** with a think-tank of leaders representing all levels of members
- ✓ Compensation and Career Satisfaction Survey: **data for members to use in improving salary and resource support**
- ✓ CoSIDA Convention as part of NACDA Convention Week: provides **endless opportunities to advocate on behalf of the membership**
- ✓ CoSIDA Leadership Forum and June Stewart Leadership Series
- ✓ Diversity & Inclusion Committee: **education and insight into racial and social justice concerns, gender equity, LGBTQA+ and ADA**
- ✓ NCAA Inclusion Forum
- ✓ NCAA Convention: meetings with ADs and President Mark Emmert
- ✓ NAIA Convention: meetings with ADs and President Jim Carr
- ✓ Officers and staff summer meetings with NCAA governance leaders at all levels
- ✓ NACDA Mid-Winter **Meeting with athletic directors of influence**
- ✓ The opportunity to have the attention of NCAA Division I athletic directors with attendance at the LEAD1 Convention
- ✓ Women Leaders in College Sports Convention: **networking with key stakeholders and leaders**
- ✓ Collegiate Athletic Leadership Symposium (CALs): more **exposure with key leaders and those of influence**
- ✓ Partnership with the Knight Commission on Intercollegiate Athletics
- ✓ Annual CoSIDA updates to NCAA leadership groups representing NCAA Division II, NCAA Division III and Public & Media Relations
- ✓ NCAA Communications Summit: conference communication office leaders meetings
- ✓ Participation on monthly NCAA Communications Office calls
- ✓ Attendance at national championship events (CFP National Championship; Men's and Women's Final Four)
- ✓ National Football Foundation events in New York City
- ✓ Participation in educational presentations at the NABC Convention
- ✓ Partnerships with the FWAA, USBWA and the WBCA
- ✓ Corporate partnerships with the NCAA, major bowls, television networks, College Football Playoff and national award organizations

## CoSIDA Advocacy Resources

- ✓ CoSIDA 360 Magazine
- ✓ Annual CoSIDA Convention
- ✓ CoSIDA Membership Recognition Week: outreach on a nationwide basis to bring the spotlight on our members
- ✓ Academic All-America® Program & Hall of Fame is CoSIDA's signature program and defines our commitment to student-athlete achievement
- ✓ Letters of appreciation to ADs acknowledging CoSIDA leadership service
- ✓ National Championship SID Award program
- ✓ CoSIDA Code of Ethics: establishing of standards of excellence
- ✓ CoSIDA has been a leader in prioritizing change through the establishment of a Diversity & Inclusion Value Statement
- ✓ CoSIDA Racial & Social Justice Initiative: diversity, inclusion and equality content
- ✓ Growth through opportunities for leadership by involvement with the Executive Board of Directors and by serving as divisional cabinet chairs or committee chairs

Navigate to the "Advocacy" tab on CoSIDA.com for these and other resources:



➔ [CoSIDA.com/CoSIDAConversations](https://www.cosida.com/CoSIDAConversations)



➔ [CoSIDA.com/2020SalarySurvey](https://www.cosida.com/2020SalarySurvey)



➔ [CoSIDA.com/ThankYourSID](https://www.cosida.com/ThankYourSID)



➔ [CoSIDA.com/CoSIDAforChange](https://www.cosida.com/CoSIDAforChange)



➔ [CoSIDA.com](https://www.cosida.com) > [Careers Tab](#)

# The Value of an “SID”

**The reputation of your institution hinges on the quality of your communications. A quality communications professional is irreplaceable.**

Too often, even within the walls of college athletics, when someone hears the term “SID” they think of someone who simply keeps stats and talks to the media. Are you one of those people? Consider the facts below.

**Simply put, communications professionals — especially those who are sitting at the decision makers’ table — are extremely valuable.**

SIDs help establish strategy, promote and consistently communicate the brand and “voice” of the athletic department and its student-athletes through creative media across many different platforms, which, in turn helps:

- Create the public identity of the department, teams, coaches and individual student-athletes
- Shape perception of your institution in times of crisis
- Recruit new student-athletes, general students, fans and donors to the university

*“An athletic director needs a trusted ally. Someone who can take a broad-based view of the department and program and also focus in on one aspect. A colleague who can advise on communicating with the university administration, athletic staff, alumni, fans and media. A trusted counsel with a big-picture perspective. An employee who works as hard as anyone for the love of the game, the love of the student-athletes and coaches and the love of the college. That person is the sports information director.”*



**- Pete Moore, Syracuse  
CoSIDA Past President, 2001-02**



## SIDs Are Connected

No one in an athletic department has the pulse of more stakeholders than the SID. SIDs have immense insight into your student-athletes, coaches, fans, parents, recruits, donors, the media, and almost everyone else in the athletic department.



## SIDs Have the Expertise

Has your institution been thinking about “strategic moves” and “better positioning” in a “changing media landscape”? Often this means replacing your SIDs with more specialized communicators who focus on social media. While it’s valuable to add specialized communications personnel when budgets permit, the loss created from losing well-rounded communications professionals is immense. The wide variety of talents and the institutional knowledge cannot be replaced by specialists. For more on the value SIDs add, see the illustration on page 35.



## SIDs Can Solve Your Problem

No matter whether you’re at a big school or a small school, to do the work your individual SIDs do in the corporate world there would be a team of people hired to accomplish the job. The creativity and the ability to get the job done by college athletics communicators, many times without the proper resources, is not easy to match.

**CoSIDA supports all who have a stake in communications throughout college athletics.**



**Louise McCleary**  
**NCAA**  
 Managing Director of  
 NCAA Division III  
 Former SID 1991-97

*“Being an SID set the foundation for my career. It honed my organization skills. It taught me how to be an effective communicator. I learned the value of paying attention to the details, and most importantly, the key to success is building relationships. #SIDatHeart”*

**#SIDsMakeItHappen**



**Jim Carr**  
**NAIA**  
 President and CEO

*“SIDs are the storytellers for their student-athletes, teams and athletic-related accomplishments. They are some of the most passionate people in sports and their unique and comprehensive skillset is vital in recognizing the importance of athletics on a campus.”*



**John Calipari** ✓  
 @UKCoachCalipari

Fortunate to work at a school that values our communications staff. Couldn't do what we do without [@EricLindsey7](#) & [@UKMR\\_Deb](#). They work their tails off for our staff & most importantly our players. Same can be said about all our SIDs who serve our teams. Thank you for all you do!



**Krista L. Montague**  
**Montana State Billings**  
 Athletic Director

*“Our athletics communications professionals are a critical part of our team and that is no different (with or without competition). We know better days are ahead and we'll lean on our communications staff to help us plan and communicate our messages moving forward. Our director of communications is an important part of our decision-making team.*

*“It's often said there is no off-season for athletics communications professionals. Although the work and demands may look a little different this year, we used this time to get creative and keep our students engaged and involved in the best and safest way possible.”*



**Holly Rowe**   
 @sportsiren

Dear Sports Information Directors of America. You are our life line. We love and appreciate all you do. Long hours, many demands, not much pay. We are very grateful to you!!!  
#cosida #sidproblems



**Dan Wetzel** @DanWetzel · Oct 6

College sports isn't as popular or as beloved without sports information directors helping tell the stories of athletes and teams.



**Ralph D. Russo** @ralphDrussoAP · Oct 6

Support your local SIDs. If you can't find value in what they do for an athletic department, you're probably not valuing things appropriately.

Especially, when it comes to bang for the buck.  
Because none of those folks are getting rich off college sports.



**Anne Marie Anderson**   
 @AnneMAnderson

No way I could do my job without the invaluable assistance of SIDs. My first call when assigned a game, a fact check if I'm unsure of something, a temperature check before I speak with the coach .... my gosh, such a critical tool in being able to tell the story of a team.



**Fiesta Bowl**   
 @Fiesta\_Bowl

Thank you SID's today and every day for helping to bring our biggest events to life! #ThankYourSID | @CoSIDAnews



**Jim Nantz**  
CBS Sports

*"There is not a bigger fan of CoSIDA than me. I've spent over 30 years of my career leaning on the nicest, hardest-working folks in the industry. They have provided me with invaluable insights into their teams and universities, have given me stories that I have retold to national audiences, and they have welcomed me onto their campuses and even into their homes. I feel so fortunate to call them my colleagues. The SIDs have done far more for me than I've ever been able to do for them. Please #ThankYourSID!"*



**Malcolm Moran**  
USBWA Executive Director  
IUPUI Director of the Sports  
Capital Journalism Program

*"The SID is an expert on changes in the ever-evolving media biz and knows local, regional and national personnel. Their work influences perception, which can determine the success of fundraising."*

## CoSIDA SUPPORTS COMMUNICATORS FROM ALL DIVISIONS OF COLLEGE ATHLETICS



**CoSIDA representatives regularly attend national conventions and other events to meet with top leaders.**

Pictured at left, NAIA President and CEO Jim Carr (fourth from left) at the NAIA Convention in 2019. Pictured right, NCAA President Mark Emmert (front row, fourth from right) makes it a point to frequently update CoSIDA leaders throughout the year.

## WE SERVE ATHLETICS COMMUNICATIONS PROS IN ALL DIVISIONS



*"A CoSIDA membership has been invaluable personally and professionally in my 12 years as an SID. The resources that CoSIDA provides through continuing education and the convention have made an impact on my development and directly contributed to our University, and it hasn't gone unnoticed. I give all credit to CoSIDA for the enhancements our department has made in some major areas over the past decade-plus.*

*"Almost as important is the networking element of CoSIDA. I'm so grateful for the relationships I've built throughout my career and truly feel my fellow SIDs are like family. I've felt that family connection especially in 2020, as we've all looked out for each other and helped each other any way we can.*

*"I wouldn't be where I am today if it weren't for the professionals I have met through CoSIDA. One of the most rewarding things is the ability to give that knowledge I have gained and pass that on to others. I'm proud to say five of my former interns or GAs are now full-time SIDs. I think of the following quote from former Lipscomb head men's basketball Don Meyer on a daily basis. "Discover your gift, develop your gift and then give it away every day."*



**- Tyler Price – Park University, Assistant AD for Media Relations & Marketing**

# The Value of CoSIDA

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Being a CoSIDA member means something different to everyone.

*"It's no secret that SIDs work insane hours with high expectations to wear many hats and do it well. There have been many times in my career that I've felt alone or misunderstood at work. Once I became more than a casual CoSIDA member, that all changed. I got more involved and I gained a support system, a family and a group of people that understand not only what I do, but the struggles and successes. On the good days, I have a group to celebrate with and on the bad days that same group picks me up.*

*"This past year has been challenging in many ways. We're all doing more with less and in a time where things are constantly changing, the constant has been my SID friends across the nation. I wouldn't have this family, support system or sanity without all that CoSIDA does to connect and support us.*

***"CoSIDA gave me the family that I didn't know I needed and I sure am grateful for them."***

**- Theresa Kurtz - Mountain West Conference, Associate Director, Strategic Communications**



## DUES-PAYING MEMBERS BENEFITS

- ✓ **Academic All-America®**  
Nominating and voting rights
- ✓ **Leadership Opportunities**  
Executive Board of Directors, committee service
- ✓ **Discounts on Job Postings**  
\$125 listings for unlimited time window  
Complimentary freelance help-wanted listings
- ✓ **Recognition Opportunities**  
CoSIDA Hall of Fame & Special awards  
Publication and Writing Contests  
Scholarships & Grants
- ✓ **Mentorship Program**  
Pairing mentors and mentees based on your preferences
- ✓ **CoSIDA 360 Magazine**  
Delivered four times per year
- ✓ **Regular Communication**  
Receive timely emails and targeted relevant information based on your profile
- ✓ **Best pricing for convention**  
Opportunity to apply for Convention Attendance Grants
- ✓ **Priority to be featured in CoSIDA publications**  
Including magazine, website and social channels

## AVAILABLE TO MEMBERS & NON-MEMBERS

- ✓ **Career Center**  
Job listings are free to view  
Listing in the Freelancer Database  
\$250 job listings for 30 days for non-members
- ✓ **Professional Development Webinars & Podcasts**  
Anyone can register to attend our live webinars, watch on-demand videos, or listen via podcast.
- ✓ **Join Our Slack Community**  
Our online community includes selected free channels open for anyone to participate.
- ✓ **CoSIDA.com and @CoSIDAnews Social**  
Follow us on Twitter, Instagram, Facebook and LinkedIn
- ✓ **Full price convention registration**  
Non-members can attend the convention
- ✓ **Support**  
Many programs such as the Fitness Challenge and Coffee Shop are generally open to all

Member benefits and availability are subject to change.

➔ [CoSIDA.com/Membership](https://www.cosida.com/membership)

# THANK YOU TO OUR PARTNERS!

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[nabc.com](http://nabc.com)



NATIONAL FOOTBALL  
FOUNDATION

COLLEGE FOOTBALL HALL OF FAME

[footballfoundation.org](http://footballfoundation.org)



[pac-12.com](http://pac-12.com)



[secsports.com](http://secsports.com)



[sportswriters.net/usbwa](http://sportswriters.net/usbwa)

## OFFICIAL PROVIDERS

Official CoSIDA Website Provider: SIDEARM Sports

Official Legal Services Provider: XOS Digital

Official Printer: Provations Group

Official Awards/Contests Software: OpenWater

Official Membership Software: Impexium

Official Awards Provider: Levy Recognition

# What is the value of a communications professional to an athletic director?



**Bernard M. Muir**  
**Stanford**  
 Jaquish & Kenninger  
 Director of Athletics

*"I sincerely appreciate how our communications team has embraced (the challenges during COVID-19), demonstrating a combination of versatility, creativity and willingness to adapt to the changing landscape. The team's mission during that time remained the same: inspire people around the world to value the simultaneous pursuit of excellence in both athletics and academics.*

*"As we (continue), that same mindset and emphasis on storytelling will again be critical...we also rely on our communications team to remain connected and responsive to their student-athletes and coaches, serving as a trusted resource and familiar face to those programs during this period of uncertainty."*



**Heather Lyke**  
**Pittsburgh**  
 Director of Athletics

*"As we define and refine the 21st century student-athlete, we need to keep their stories at the forefront. Our SIDs are our mouthpieces, vital in sharing these stories. The pressures the coaches feel are real and sometimes they just need to vent. An important skill our media relations staff has is to be that great sounding board for coaches, help center them with the right messaging and prepare them for the every day media blitz. I'm biased, but our media relations team at Pitt is extraordinary."*



**Todd Stewart**  
**Western Kentucky**  
 Director of Athletics

*"In most athletic departments, the communications/media relations staff are the ones who have the pulse of the greatest variety of key people. They are around the media the most, and they are around our players and coaches the most. They have a very good feel for things and are very good at determining if perception and reality are the same. I solicit their input before any media or public appearance I do, and I value their feedback because it is truly helpful."*



**Aaron Sagraves**  
**Cornerstone**  
 Director of Athletics

*"The value of the communications team within athletics is so valuable as it gives us a direct opportunity to share the student-athlete story. It's easy to share about wins and losses, good games and bad...but to be able to see the person for who they are instead of what sport they play is critical to our campus community and outside branding. Our SID does a fantastic job at this to be able to see the WHO in our school."*

# CoSIDA's Priorities

“CoSIDA” is not just the Executive Board of Directors. It’s not just the national office staff. CoSIDA is not just a convention, and it’s much more than an Academic All-America® team. “CoSIDA” is ALL of us who work in college athletics communications coming together to **advocate, connect, educate, honor** and **support** each other.

Thanks and appreciation to everyone who makes CoSIDA a successful professional development association 365 days a year. Following are some of the ways CoSIDA, as an organization, provides value to communications professionals, institutions and student-athletes across all levels of college athletics. Our priorities, all in the name of advocacy, begin below and continue through page 31.



## NETWORKING & CONNECTION

*Providing a sense of belonging and community*

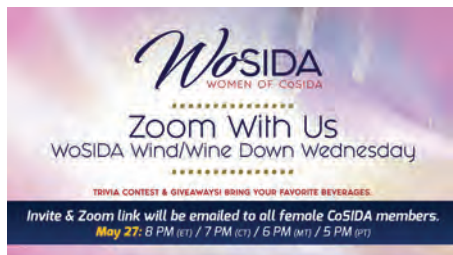
Many affectionately refer to the “CoSIDA family” and look forward to the “family reunion” at the CoSIDA Convention each June. In 2019-20, we did not get near as much of the in-person connection we all love, yet somehow we came together closer than ever. We all want to have a sense of belonging and community, and want the opportunity to network and meet new people. Here are some of the ways the CoSIDA community came together this year and will continue to come together.



### CoSIDA Coffee Shop

One of the organization’s first priorities when the pandemic hit was to come together to connect and support our colleagues on an emotional level. Hosted primarily by staff, over 100 online “coffee shops” have been held including 40 in the first two months after the pandemic shut down. These sessions were offered as an escape and an outlet for members to connect and share their thoughts, feelings and ideas on whatever the group wanted to talk about. Using the coffee shop format, targeted sessions have been hosted by the Young Professionals Committee and CoSIDA U Committee.

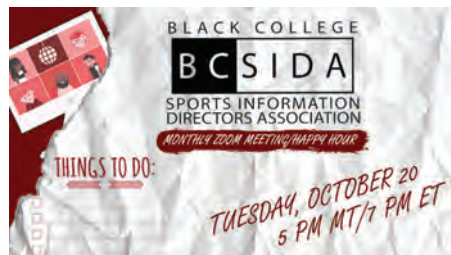
➔ [CoSIDA.com/CoffeeShop](https://CoSIDA.com/CoffeeShop)



### WoSIDA Wind/Wine Down

Beginning in the summer of 2020 in support of the women of CoSIDA, these monthly online social gatherings average nearly 60 women per session.

➔ [CoSIDA.com/WoSIDA](https://CoSIDA.com/WoSIDA)



### BCSIDA

Black College Sports Information Directors Association provides professional development, virtual happy hours and more for members.

➔ [Twitter.com/The\\_BCSIDA](https://Twitter.com/The_BCSIDA)



### CoSIDA Cares Fund

This fund supports members who have experienced losses related to natural disasters or other weather-related problems. Multiple members were impacted by hurricanes and wild fires in 2020.

## What important contributions can athletics communications professionals provide looking forward?



### Bob Williams

NCAA Senior Vice President of Communications

“What we all need to do is start thinking about what we want college sports to look like in the coming years. **One of the ways to ensure that you, the athletics communications professional, get a seat at the table — or strengthen your position at the table — is to pose to the leaders and decision-makers in your organization the realities of where we are today and the challenge of where we, as leaders, want to be tomorrow.** That conversation must happen around the table; if that conversation doesn’t happen AT the table, it will happen TO that table.

“The way to secure the seat is to bring all the important issues to your leaders, asking, ‘How will we address and handle a student-athlete group on campus saying, *Here are our demands?*’ Step forward and impress your leadership before these issues are put on them. Understand as communicators, we are the ones who forecast — saying and strategizing that ‘this is on the horizon, here are the issues, and we need to start talking about these things today.’ And, you need to come with potential solutions...not just questions.

“The biggest value we can leverage across all communicators in every NCAA division and at every campus is to further communicate the narrative on everything we all provide for our student-athletes. You start changing outlooks and opinions when people have skin in the game. Let the public know: here’s what we provide, here are the student-athlete benefits, and let them know we want to provide more for them. This is the key to us moving forward.”

**This appeared in the September 2020 issue of CoSIDA 360 Magazine.**



## PROFESSIONAL DEVELOPMENT & EDUCATION

Career Development/Continuing Education & Training presented by Capital One



Professional development is at the heart of CoSIDA's year-round programming through our extensive live and on-demand webinar and podcast series. A wide range of topics ensure that on-going sessions are available for all of our members, regardless of division, experience level, career stage or job title.

Our year-round programming provides lifelong learning to help you improve your job skills, stay competitive and advance your career. Each session is provided with the goals to:

- help athletic communications professionals be better prepared, knowledgeable, more strategic and efficient in their every day responsibilities
- elevate the skill sets of SIDs to meet our ever-changing communications needs
- ask questions, exchange ideas, share useful resources and be inspired
- provide connection to colleagues and leaders in the communications and collegiate sports industry

When COVID-19 hit and we needed to explore how the pandemic changed the ways we work in college athletics, a new series was introduced — Listening & Leading — to hit on the most relevant topics and issues that continue to face us.

Included in CoSIDA's online training options is a robust on-demand library of content through our GoToWebinar platform, YouTube and through most popular podcasting services.

### Our offerings include:

- Teachable Tuesdays and Building Knowledge Monthly Webinars
- Listening & Leading Series (topics relevant to COVID-19 pandemic)
- Monthly NAIA-SIDA Continuing Education series
- June Stewart Leadership Series
- Educational Lounges (focused small-group learning labs)
- Racial & Social Justice Initiative
- CoSIDA U Student Programming
- #CoSIDA2020 Virtual Convention

- ➔ Stay up-to-date on upcoming webinars at [CoSIDA.com/ProfessionalDevelopment](https://www.cosida.com/ProfessionalDevelopment)
- ➔ Watch archived webinars at [CoSIDA.com/Webinar](https://www.cosida.com/Webinar)
- ➔ Subscribe to CoSIDA podcasts at [CoSIDA.com/Podcast](https://www.cosida.com/Podcast)

In the 2019-20 academic year, CoSIDA delivered over **120 hours of impactful professional development video content**, all free of charge.

This included 59 year-round professional development sessions and 47 virtual convention programming sessions over three weeks in June during #CoSIDA2020.

An additional 12 sessions (CoSIDA Committee-based podcasts and committee-generated content) also were offered throughout 2020-21.

### Sphere of Influence & Expertise

Nearly 150 athletics directors, conference commissioners, senior administrators, head coaches, industry consultants and career coaches, NCAA and NAIA leaders, and student-athletes offered their expertise to CoSIDA members in 2020. See **page 28** for a full list of these influential speakers.

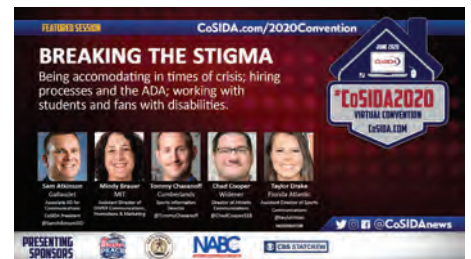


# DIVERSITY & INCLUSION

CoSIDA is, and has been, a leader on the diversity and inclusion front in college athletics for several years. The organization developed its Diversity & Inclusion Committee and value statement in 2017, and has continued to make strides in its educational offerings each year. In 2020, the CoSIDA Executive Board of Directors launched the CoSIDA Racial & Social Justice Initiative aimed at making a greater impact in our efforts to promote opportunity and equality.

CoSIDA is proud of its growth when it comes to representation of its leadership. In 2019-20, CoSIDA enjoyed its most diverse board in its history in terms of race and gender. In 2020-21, the diversity extends to having at least one representative from every division from NCAA, NAIA, Two-year Colleges and Canadian institutions.

- Racial & Social Justice Initiative: [CoSIDA.com/CoSIDAforChange](https://CoSIDA.com/CoSIDAforChange)
- LGBTQA+ Webinars: [CoSIDA.com/Webinar](https://CoSIDA.com/Webinar)
- Disability and Accessibility: [CoSIDA.com/Webinar](https://CoSIDA.com/Webinar) and [CoSIDA.com/CoSIDA360](https://CoSIDA.com/CoSIDA360)



## RECENT PROGRAMMING HIGHLIGHTS

- **WEBINAR:** Opportunities and Challenges Faced by Young Women of Color in Athletics Communications
- **SALARY SURVEY:** A Look at CoSIDA Member Demographics
- **CoSIDA 360:** More than Able: Employers should focus on abilities, not disabilities, when making hires.
- **#CoSIDA2020:** Breaking the Stigma: Being accommodating in times of crisis; hiring processes and the ADA; working with students and fans with disabilities.
- **CRITICAL CONVERSATION:** The Intersection of Race and Athletic Communications
- **CRITICAL CONVERSATION:** Activism and How to Amplify the Voices of Student-Athletes and Staff
- **CoSIDA 360:** Race, Sports and Athletic Communications: Championing Allyship into Action
- **CoSIDA 360:** 10 Things You Can Do To Improve the Accessibility of Your Website
- **WEBINAR:** LGBTQ+ Inclusion Initiatives in College Athletics (Administrator Point of View)
- **WEBINAR:** LGBTQ+ Inclusion Initiatives in College Athletics (Student-Athlete Point of View)
- **CRITICAL CONVERSATION:** Crafting and Communicating the Messages of a University Diversity Plan
- **THROUGH MY LENS:** Jessica Poole of Chicago State
- **CRITICAL CONVERSATION:** How Communicators Can Become Effective Allies
- **THROUGH MY LENS:** Rob Knox of UNC Greensboro
- **THROUGH MY LENS:** Denise Thompson of the Big Sky Conference



*“Be authentic, creative, have fun, adaptable, value people & cherish every moment. Remember, you make a difference in the world everyday through your energy and actions.”*

*- Rob Knox, UNC Greensboro  
CoSIDA Past President, 2018-19*



## CAREER DEVELOPMENT

The CoSIDA Career Center is regularly one of the most viewed pages on CoSIDA.com. CoSIDA members get the best rates on posting job opportunities. For years, CoSIDA has offered a free resumé posting service for job seekers and a listing of job transactions.

In 2020, CoSIDA offered new services to continue to help members and non-members alike during a difficult time. These services include a Peer Resume Review provided by the Job Seekers Committee, an free opportunity for current members. The CoSIDA Freelance and Help Wanted Database is a new service aimed at making connections between freelancers and those seeking to hire freelancers. Anyone can request to be added to the freelance database, while the help wanted listings are offered complimentary to current members.

CoSIDA also partnered with Trip Durham of 2D Consulting LLC to offer professional career coaching services.

Read our **CoSIDA Job Seekers Top 10** at [CoSIDA.com/JobSeekerTop10](https://www.cosida.com/JobSeekerTop10)

- ➔ Job Listings and Member Transactions: [CoSIDA.com/jobs.aspx](https://www.cosida.com/jobs.aspx)
- ➔ Job Seeker Resumes: [CoSIDA.com/JobSeekers](https://www.cosida.com/JobSeekers)
- ➔ Peer Resume Review: [CoSIDA.com/ResumeReview](https://www.cosida.com/ResumeReview)
- ➔ Freelance and Help Wanted Database: [CoSIDA.com/Freelance](https://www.cosida.com/Freelance)
- ➔ Professional Career Coaching Offer with Trip Durham: [2dconsultingllc.com/career-coaching](https://www.2dconsultingllc.com/career-coaching)



Follow  
[@CoSIDAJobs](https://twitter.com/CoSIDAJobs)  
for the latest job  
openings and  
transactions.



## MENTORSHIP

More than 500 members have participated in the CoSIDA Mentorship Program, now in its fifth year. Solid, lasting relationships have resulted. Networks have been strengthened, advice has been given and received — some leading to career advancement.

➔ [CoSIDA.com/Mentor](https://www.cosida.com/Mentor)



**Brian Morales  
Wagner**  
Mentorship Committee Chair

*"The CoSIDA mentorship program, now more than ever, is an invaluable member benefit, and is available for all SIDs and athletic communicators. I say that we are a 'family' of listeners and advisors because that's what do as part of the program.*

*"Our work in the last five-plus years reinforces the fact that we are in this together. For those new to the profession, it can be scary. You may be achieving your life-long dream of working in sports but getting started can be daunting. Having mentors with years in the profession eases that transition from the nervous 'rookie' to a seasoned professional by years' end.*

*"To achieve your goals, there are always those that have your best interest in mind, and those come in the form of mentors."*

## What aspects of leadership are you looking for in communications professionals you work with?



### Gina Lehe

NCAA Managing Director of Communications - Strategy & Branding

“I think we’re seeing a common theme for me – I look for humility and sense of purpose in life and in their professional work. I don’t ask, in interviews, ‘what are your greatest strengths, your greatest weaknesses?’ Those have always felt like memorized answers to me. **In the communications industry, I want to be able to have a basic ‘who are you’ conversation in an interview — not what your resumé lists, or what you’ve word-smithed on a cover letter, or the number of social media likes and retweets you might have on your account.**”

“If we cannot just talk, then the fit in this industry is not going to be great. Ironically, some of the worst communicators work in communications. Trying to draw them out of their comfort zone where a core communications skill set has either left them, escaped them, or never been there to begin with ... I want to try and draw that out. You can tell a lot by a young star who is hitting the ground to network, observe and most importantly, to listen. People say, don’t be afraid to ask questions, and I agree, but you also can learn a lot by observing and listening.

“Recently, during an intern hiring process, we had many candidates with tremendous experience. We asked one female candidate, what do you define as success? Her answer: ‘I just want to be happy.’ I got off the phone and looked at the people in the room and said, ‘she’s hired.’ For her to say that and not give a prescribed response, it really struck me. She ended up being a great intern. Wise beyond her age. Her answer was authentic. She came in and listened and observed. When you talk about future stars, one of the common cores for me is (that) authenticity will get you places.”

**Listen to more from Gina Lehe on the December episode of the June Stewart Leadership Podcast. Visit [CoSIDA.com/podcast](https://www.cosida.com/podcast) or search on your preferred podcasting platform.**



## LEADERSHIP OPPORTUNITIES

Volunteer service of engaged current members is the lifeblood of CoSIDA.

### New Governance Structure Passes in Landslide Vote at the 2020 CoSIDA Business Meeting and adds nearly 70 new voices of membership influence in decision making.

Led by Herb Vincent and the Governance Review Working Group, CoSIDA approved a new governance structure designed to:

1. Create opportunities for **members with common issues to effectively engage** on those issues
2. Create **more leadership opportunities**
3. Develop a **more engaged and efficient Board of Directors**
4. Develop **more opportunities for diversity** in leadership positions

The initiative passed a vote of the membership and is being rolled out over the next four years. As part of the new structure, divisional cabinets have been established for NCAA Division I, II and III, NAIA, Two-year Colleges, Canadian institutions and Past Presidents to all have a voice and a path to bring issues forward to the Executive Board of Directors. See more about the roll out on page 44.

#### CoSIDA Committees

There are currently 16 standing committees with over 500 members volunteering for service. Changes in 2020 include the consolidation of the continuing education and convention programming committees into the new Professional Development and Education Committee, and the formal elevation of the Membership Recognition Committee.

The consolidation of the Professional Development and Education Committee reinforces CoSIDA's year-round focus on providing educational opportunities. The Membership Recognition Committee was previously an informal group that helped develop plans for Membership Recognition Week and now will add more year-round duties to better recognize members.

CoSIDA continues to sponsor the Academic All-America® Core Committee, Academic All-America® Hall of Fame Committee, Advocacy Committee, CoSIDA U Committee, Diversity & Inclusion Committee, Fred Stabley, Sr. Writing Contest Committee, Goodwill & Wellness Committee, Job Seekers Committee, Mentorship Committee, New Media Committee, Publications & Digital Design Awards Committee, Scholarships Committee, Special Awards Committee and Young Professionals Committee.



*"The work of sports information directors is largely unseen by most because it happens behind the scenes and at odd hours, but it dramatically shapes how the world views an athletics department and the entire university."*

- Tammy Boclair, Alday Public Relations  
CoSIDA Past President, 2003-04



*"No part of an athletics department has more constituents, or touches more people, than sports information. We are responsible to the media, our department administrators, our coaches, our student athletes, our university administration, our faculty, our alumni and our fan base. That is at least eight different 'publics' that we serve.*

*"It's often been said that an athletics department is a university's 'front porch.' Because of the vast media opportunities it brings, I prefer to look at it as a university's 'Window to the world.' It is the SID's job to open that window."*

- Bill Little, Texas  
CoSIDA Past President, 1988-89



## MENTAL HEALTH

We are not **only** our jobs or job titles. Supporting the “whole health” of our members is crucially important to CoSIDA. When the COVID-19 pandemic hit, the first webinar planned was a mid-March Town Hall to connect with our members followed immediately that same week by a session with mental health expert and sports psychologist Dr. Jarrod Spencer.

The CoSIDA Coffee Shop concept was developed as an informal and safe group setting to share experiences. Webinars, magazine features, blogs and social media links have been shared with the aim of supporting mental well-being and to encourage better mental health and discuss topics of stress, anxiety and depression.

The highest rated #CoSIDA2020 Convention session — A Real Story of Victory: Mental Health Matters — featured (former collegiate basketball head coach) Mark Potter and his wife Nanette Potter who offered perspective on every audience question submitted.

Mental health empowerment speaker Ivy Watts, founder of Ivy Watts Speaks and a 2015 NCAA Woman of the Year Top 30 Honoree, shared resources for overcoming trauma and emotional wellness during the pandemic along with CoSIDA members who personally battled mental health setbacks.

In December of 2020, CoSIDA partnered with two Winthrop University researchers (Dr. Chris Yandle, a former SID, and Dr. Martha Rivera, for a survey and study on Mental Health and The Sports Information Director. This academic research project is investigating the stressors and emotional/mental health of athletic communicators and final results will be prepared for mid-year 2021.

### RECENT PROGRAMMING HIGHLIGHTS

- **WEBINAR:** Mental Health Support with Dr. Jarrod Spencer: Anxiety – Our Fear of the Unknown
- **WEBINAR:** Goodwill To All Men and Women – Dealing with Holiday Demands and Your Wellness
- **#CoSIDA2020:** A Real Story of Victory: Mental Health Matters with Mark and Nanette Potter
- **WEBINAR:** A Guide To Understanding and Improving Your Mental Health & Wellness in COVID-19



Dr. Jarrod Spencer



Ivy Watts



Mark Potter



## GOODWILL & WELLNESS

Another way CoSIDA creates community is by supporting members in areas of physical fitness, nutrition, community service and other wellbeing initiatives.

Among the most popular offerings is the annual 5K Fun Run/2-Mile Walk where CoSIDA invites all NACDA & Affiliates to join. In 2020, CoSIDA had a record 320 participants in this event, which was held virtually.

Proceeds of the 5K are donated to a local charity in conjunction with a community service event. In 2020, \$4,033 was donated to Three Square Food Bank of Las Vegas.

*Over 10 years, nearly \$30,000 has been donated to local charities.*

On a year-round basis, CoSIDA has offered multiple 10-week fitness challenges based around support and encouragement to live a healthy lifestyle. These challenges based around exercise and nutrition create camaraderie and real results.

Beyond the annual community service event held in conjunction with the convention, CoSIDA members are also encouraged to give back to their communities by completing at least 15 hours of service through the Volunteer 15 program. In 2019-20, 136 members logged 10,252 hours.

The Goodwill & Wellness Committee tells the stories of members bettering themselves and their communities through the Communicators Outside the Lines feature series.

- ➔ [CoSIDA.com/CoSIDA5K](https://www.cosida.com/CoSIDA5K)
- ➔ [CoSIDA.com/Volunteer15](https://www.cosida.com/Volunteer15)
- ➔ [Facebook.com/CoSIDAFitnessChallenge](https://www.facebook.com/CoSIDAFitnessChallenge)
- ➔ [CoSIDA.com/CommunicatorsOTL](https://www.cosida.com/CommunicatorsOTL)



### 5K Run/2-Mile Walk and Community Service Project

After the cancellation of in-person events, the Goodwill & Wellness Committee organized a virtual opportunity with 320 participants and \$4,033 donated to Three Square Food Bank of Las Vegas.



### CoSIDA Fitness Challenge

This initiative from the Goodwill & Wellness Committee is changing lives for the better. More than 200 members are losing weight, eating better, creating lasting friendships and feeling healthier. This makes those who participate better employees and SIDs.



**Amie Canfield Vassar**  
CoSIDA Fitness Challenge Participant

*"The encouragement provided by being part of the fitness challenge is huge. For me, especially being alone during the pandemic, this has been helping me have that accountability. Yeah, I could skip a workout, but is that the best thing for me?"*

*"I'm not just doing it for me, but I'm doing it to give hope to others that were just like me a couple of months ago, that didn't think they could do it, didn't think they could get through a 30-minute routine."*

*"Just being able to see everybody and what you're doing, no matter how many minutes you've logged, the fact that you're just trying and putting in effort, right now, that's all you can do."*

*"And honestly, it's nice to have people comment. It makes you feel good about what you've done."*



# ACADEMIC ALL-AMERICA® TEAM

SELECTED BY **CoSIDA**



## HISTORY: THE AWARDS

- Awarded by CoSIDA to the most accomplished student-athletes for academic and athletic achievement each year since 1952
- Awards sponsored in soccer, volleyball, football, basketball, baseball, softball, track and field/cross country and an at-large program that includes sports for which the NCAA sponsors a championship

## EXCLUSIVITY: THE NUMBERS

- Longest-running and most prestigious academic and athletic award for student-athletes
- All nominees must have a GPA of 3.30 or above and be a starter or important reserve
- 20,000 nominations yearly
- 4,000 all-district selections each year
- 1,500 All-America selections each year
- 50 Academic All-America of the Year selections each year in each sport and division
- 5 Academic All-America Team Member of the Year selections with one individual chosen in each division

## PROCESS: HOW SELECTIONS ARE MADE

- Nominating and voting are privileges held exclusively by CoSIDA members on behalf of student-athletes from throughout the NCAA, NAIA, Two-year Colleges and Canadian institutions
- Members vote on Academic All-District® teams within their division and district
- All-District selections advance to the national ballot where members vote for Academic All-America® teams within their division
- Teams are announced to the public on AcademicAllAmerica.com
- Awards for All-District, All-America and All-America of the Year in each sport are sent to the schools for distribution and/or display

## PRESTIGE: PAST HONOREES

- Current commissioner and former NBA executive Val Ackerman
- Major League Baseball Manager Joe Girardi
- Super Bowl MVPs Peyton Manning and Drew Brees
- Civil rights activist Dr. Harry Edwards
- Former Secretary of Education Arne Duncan
- WNBA standouts Rebecca Lobo, Maya Moore and Ruth Riley
- Former Harlem Globetrotter Lynette Woodard

LEDECKY



GIRARDI



ACKERMAN



WOODARD



MANNING



BATTER



@CoSIDAAcadAA

/AAACoSIDA

@cosida\_aaa

**About CoSIDA:** CoSIDA (College Sports Information Directors of America) is a diverse organization comprised of 3,100+ sports communications professionals throughout all levels of collegiate sports in the United States and Canada. CoSIDA is the proud provider of the Academic All-America® program.



## ACADEMIC ALL-AMERICA®

*Nominate your best student-athletes for this prestigious award.*

CoSIDA began the distinguished Academic All-America® program in 1952, and since then, has honored tens of thousands of deserving student-athletes from numerous sports across all divisions with these elite Academic All-America® scholar-athlete honors.

2019-20 marked the second year CoSIDA honored NAIA student-athletes in a separate division, also opening up more opportunity for honorees from two-year colleges and Canadian institutions. Despite the COVID-19 pandemic, CoSIDA remained committed to honoring student-athletes in all sports and divisions. As the pandemic continues to affect us in 2020-21, CoSIDA will adapt and honor thousands more.

Special thanks to NCAA Division II, NCAA Division III and NAIA for their continued partnership and financial support of the Academic All-America® program.

### 2020-21 Program Moves to Spring 2021

#### Nomination Dates (subject to change)

M/W Basketball: April 13-20

M/W Soccer: May 11-18

Football: May 18-25

Volleyball: May 18-25

Baseball: June 1-8

Softball: June 1-8

M/W At-Large: June 8-22

M/W College Division At-Large: June 8-22

M/W Track & Field/Cross Country: June 22-29

*CoSIDA membership is required to nominate and vote in the Academic All-America® program.*

- ➔ Team announcements and program history at: [AcademicAllAmerica.com](https://AcademicAllAmerica.com)
- ➔ CoSIDA member information at: [CoSIDA.com/AcademicAllAmerica](https://CoSIDA.com/AcademicAllAmerica)
- ➔ WATCH: Video series of our 2019-20 AAA of the Year honorees: [AcademicAllAmerica.com/2020Top4](https://AcademicAllAmerica.com/2020Top4)



### Harry Edwards, Ph.D.

San José State Track & Field/Basketball

Academic All-America® Hall of Fame Class of 2018

*"I hold the CoSIDA Academic All-America® Hall of Fame honor in extraordinary esteem because it recognizes the highest ideals and aspirations of the collegiate student-athlete: excellence in academic achievement, in athletic performance, and in community service and commitment. I am truly honored to have this recognition as part of my career legacy and as a model and example for all of those young people — particularly in places such as my hometown of East St. Louis, Illinois — who are seeking paths both to personal development and lifetime service toward the betterment of this society and this nation."*



## MEMBER NEWS

If you want to know what's going on with your colleagues around the country, we've got you covered on CoSIDA.com or by following @CoSIDAnews on Twitter, Facebook, Instagram and LinkedIn. CoSIDA 360 Magazine, as well as our member features during Membership Recognition Week and during Special Awards announcements, is filled with stories about our members on a human level. CoSIDA posts job transactions on CoSIDA.com and on a special Twitter feed — @CoSIDAjobs — for people to follow members' job announcements.



## INDUSTRY NEWS

We keep you informed on the latest relevant trends in college athletics, the SID business, and the global communications industry through @CoSIDAnews and the *Roundup: Latest Tips and News* on CoSIDA.com. CoSIDA leaders regularly attend national events and develop relationships with leaders from across college athletics to keep our members well-informed. More than ever before, CoSIDA has a voice and the important "seat at the table" at a national level as we advocate for the profession and for our professionals.



## HOW-TO/BEST PRACTICES

CoSIDA members are experts in many things. Understanding the basics of the job is important and content is delivered throughout the year reinforcing the "nuts and bolts" of the industry. Whether it's learning how to start a new sport, learning a new technology, advice on developing templates or becoming a more effective writer, there is a webinar, website or magazine feature, or just a friendly face ready to answer your question in one of the many CoSIDA online communities.

- ➔ Teachable Tuesday webinars: [CoSIDA.com/ProfessionalDevelopment](https://www.cosida.com/ProfessionalDevelopment)
- ➔ New Media Committee Tips & Tricks: [CoSIDA.com/NewMedia](https://www.cosida.com/NewMedia)
- ➔ Educational Lounge: [CoSIDA.com/2020EducationalLounge](https://www.cosida.com/2020EducationalLounge)



Replacing CoSIDA Connect, this new community provides a modern and mobile option for CoSIDA members, committees and other groups to communicate quickly and effectively.

➔ [CoSIDA.com/Slack](https://www.cosida.com/Slack)



*"Athletics Communicators tell the story of the student-athlete, their accomplishments and successes. These stories shine a light on the institution and provide a window to the world of what your institution can provide to a young man or woman ready to learn and grow for their future."*

*"The person in the role of 'SID' is dedicated, loyal, tireless, and enthusiastic. Most of all, they care about their student-athletes. This individual provides multi-faceted value to a director, to the alumni, parents, fans and the media."*

- Eric McDowell  
CoSIDA Past President, 2014-15



*"Communication is vital to a successful athletic department. The sports information staff is charged with the task of providing a clear and accurate message to the public."*

- Max Corbet, Retired Boise State  
CoSIDA Past President, 1999-2000

# SUPPORTING WOMEN IN COLLEGE ATHLETICS COMMUNICATIONS



**Marissa Avanzato**  
Texas A&M

Assistant Director, Athletics Communications

*"The CoSIDA coffee shops and WoSIDA social hours were the highlight of my days during quarantine. It was so nice to catch up with old friends and connect with new people in the industry. The **WoSIDA social hours were so eye opening and helped me realize everyone is going through the same issues with our new normal.** It was great to lean on others and pick people's brains during these uncertain times. I'm so thankful for the CoSIDA community."*



**Jenna Jorgensen**  
Colgate

Assistant Director of Athletic Communications

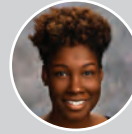
*"While I've always participated in CoSIDA webinars and the convention in the past, the CoSIDA Coffee Shop sessions and WoSIDA socials have helped me feel more connected to SIDs than ever before. The small settings lend to personal conversations to learn about other schools, divisions, and people. While we have been distanced for eight months and lost the experience of an in-person convention, **I feel that my membership in CoSIDA is the most active it's been in my seven years as a member, and I believe that the Coffee Shops are to thank.** There has been the support of other SIDs to work through this tough time, stay creative in our work, and the ability to connect as individuals outside of our professional setting has been invaluable over the last several months."*



**Ali Paquette**  
Middlebury College

Assistant Director of Athletic Communications

*"**Being a CoSIDA member has been essential to my growth and successes in this profession.** As a member, I know that I have a built-in support network. This support comes in many forms, and one way the membership has really helped me grow is by providing many opportunities for professional development throughout the year. I regularly attend workshops and talks which allow me to build my skills in different areas. **There is intentionality behind all programming to ensure that we are hearing from a diverse group of people, whether that is racial diversity, gender, position or division working at, there is a wide breadth of knowledge in each workshop and panel.** Additionally, CoSIDA membership provides opportunities to give back, while gaining confidence in certain disciplines. Recently, I was asked to write a feature in the magazine and I hosted a coffee shop for young professionals. These experiences are invaluable and I would not be where I am today without CoSIDA. In an industry that is constantly changing, being a part of a supportive and welcoming organization is important. I know that I can pick up the phone and call anyone from our membership, regardless if I personally know them, and they are willing to help me out. You really don't find that in a lot of organizations, and I believe that is what sets ours apart from others."*



**Monyae Williamson**  
Western Illinois

Assistant AD for Communications

*"I can't thank CoSIDA enough for its influence on my personal and professional growth. From on-the-job advice to fitness support, this organization has connected me with true rock stars in the field, who I am so grateful to be surrounded by. **In 2017, the NCAA Inclusion CoSIDA Convention Grant paired me with a mentor that I'm still connected with today and sent me to my first convention. I've been a regular attendee ever since and always leave a better SID than I arrived, eager to return home to put the knowledge gained into practice.**"*



The women who have served or are serving in the CoSIDA presidential rotation. Clockwise from bottom right: Jessica Poole (first female African-American), Shelly Poe, Tammy Boclair, Judy Willson and Cindy Potter (first NAIA representative). Not pictured, CoSIDA's first female president, the late June Stewart.



# CoSIDA SPECIAL AWARDS

## CoSIDA HALL OF FAME

Presented to CoSIDA members who have made outstanding contributions to the field of sports information in intercollegiate athletics. Minimum 15 years in the profession. *Voted on by current CoSIDA Hall of Fame Members and the Special Awards Committee.*

**There are three categories for Hall of Fame nominations:** University Division (NCAA DI), College Division (NCAA DII, DIII, NAIA, Two-year colleges and Canadian/U Sports) and Veterans (retirees/deceased/ former members who have left the sports information profession). All CURRENT professionals shall be nominated in the University and College Divisions, while all other nominees (retirees, deceased and those who have left the profession) shall be part of the Veterans nomination process.

## 25-YEAR AWARD

Presented to CoSIDA members who have completed 25 years in the sports information profession (as of July, 2020). *Vetted and voted on by the Special Awards Committee.*

## ARCH WARD AWARD

Presented annually to a **current CoSIDA 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

Presented annually to a CoSIDA **college division** (NCAA DII, DIII, NAIA, Two-year Colleges, and Canadian/U Sports) 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: Nominees can be an active or retired member.)*

## JAKE WADE AWARD

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. Nominee must be a member of the media.*

## BOB KENWORTHY COMMUNITY SERVICE AWARD

Presented annually to a CoSIDA member for **civic involvement, community service and accomplishments** within and/or outside of the sports information profession. *Voted on by the Special Awards Committee.*

## BUD NANGLE AWARD

Presented to a CoSIDA member or an individual outside of CoSIDA who **embodies the ideals of intercollegiate athletics by showing ethics, integrity, compassion and/or bravery** in a singular act or under an unusual or stressful personal or professional situation. *Voted on by the Special Awards Committee only when worthy candidates are nominated.*

## LESTER JORDAN AWARD

Presented to an individual for **exemplary service to the Academic All-America® Program** and the promotion of the ideals of being a student-athlete. *Nominations solicited by, and voted on, by the Academic All-America® Core Committee.*

## DICK ENBERG AWARD

Presented annually to an individual whose actions and commitment have **furthered the meaning and reach of the CoSIDA Academic All-America® Teams Program** and/or the student-athlete while promoting the values of education and academics. *Voted on by the CoSIDA Board of Directors.*

## KEITH JACKSON ETERNAL FLAME AWARD

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 CoSIDA Board only when worthy candidates are nominated.*

## MARY JO HAVERBECK TRAILBLAZER AWARD

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. *Voted on by the Special Awards Committee.*

## RISING STAR AWARD

Presented annually to two CoSIDA members – one in the University Division (NCAA DI) and one in the College Division (NCAA DII, DIII, NAIA, Two-year Colleges, U Sports) – with 10 years of service or less whose work at their institution, conference office or intercollegiate athletics-affiliated association 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

Presented to individuals who have served at least 25 years **in the sports information profession (as of July 2021) who are retiring or leaving the profession.** *Voted on by the Special Awards Committee.*

## CoSIDA DISTINGUISHED SERVICE AWARD

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

Presented to a CoSIDA member who **displays sound judgment and unusual courage in guiding his/her institution, conference office or collegiate athletics-affiliated association through a difficult public relations situation.** *Voted on by the Special Awards Committee only when worthy candidates are nominated.*

## CoSIDA ACHIEVEMENT AWARD

Presented annually to two CoSIDA members – one in the University Division (NCAA DI) and one in the College Division (NCAA DII, DIII, NAIA, Two-year Colleges, Canadian/U Sports) – **currently serving in the role of an associate or assistant director in the sports information field who have made outstanding contributions to the field of sports information** and provided exceptional service to their institution, conference office or intercollegiate athletics affiliated association. A nominee must have 10-or-more years of experience in the sports information profession and must have not served in the lead role overseeing a sports information office. This award, introduced in 2014-15, is designed for an individual who has not been a recipient of any prestigious CoSIDA major award (Arch Ward, Warren Berg, CoSIDA Hall of Fame) in their careers. *Voted on by the Special Awards Committee.*

## PRESIDENT'S AWARD

Presented to an individual selected by the reigning CoSIDA President. Introduced in 2014-15, this award serves to **honor exemplary volunteer service and leadership within the organization's committee structure** in support of programs that benefit CoSIDA members.



# RECOGNITION

CoSIDA invests heavily into the recognition and honoring of its members and the student-athletes we serve. For members, the center of our annual recognition is the CoSIDA Hall of Fame and Special Awards honorees. CoSIDA offers opportunities to be recognized through numerous contests, scholarships, grants and other awards throughout the year.

**Nearly 500 member awards and 4,000 student-athlete honors are given by CoSIDA in all of its recognition programs each year.**

### MEMBERSHIP RECOGNITION

- ➔ CoSIDA Hall of Fame: [CoSIDA.com/hof.aspx](https://www.cosida.com/hof.aspx)
- ➔ Special Awards: [CoSIDA.com/SpecialAwards](https://www.cosida.com/SpecialAwards)
- ➔ Scholarships & Grants Program: [CoSIDA.com/Scholarships](https://www.cosida.com/Scholarships)
- ➔ Publications & Digital Design Contest: [CoSIDA.com/Publications](https://www.cosida.com/Publications)
- ➔ Fred Stabley, Sr. Writing Contest: [CoSIDA.com/Stabley](https://www.cosida.com/Stabley)
- ➔ CoSIDA Kudos Peer-to-Peer Recognition: [CoSIDA.com/Kudos](https://www.cosida.com/Kudos)
- ➔ National Championship SID Program: [CoSIDA.com/NationalChamps](https://www.cosida.com/NationalChamps)

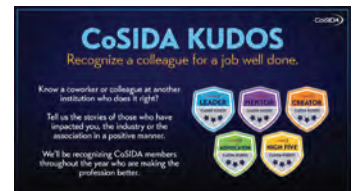
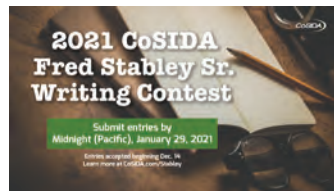


*"That story on College GameDay that made you tear up ... the one that the big donor mentioned to you this afternoon? That doesn't happen without a good athletics communications professional. And that's just the tip of the iceberg."*

- Andy Seeley, Florida Atlantic  
CoSIDA Past President, 2016-17

### STUDENT-ATHLETE RECOGNITION

- ➔ Academic All-America® Program: [CoSIDA.com/AcademicAllAmerica](https://www.cosida.com/AcademicAllAmerica) and [AcademicAllAmerica.com](https://www.AcademicAllAmerica.com)
- ➔ Mayo Clinic Comeback Player of the Year: [Comeback-player.com](https://www.Comeback-player.com)



# Listening & Leading



## INFLUENCE/EXPERTS

*Hundreds of experts from inside and outside CoSIDA*

CoSIDA members have year-round access to a wide variety of experts, influencers and personalities through our webinars, podcasts and CoSIDA 360 Magazine articles. Below is a list of all of the outside (non-CoSIDA member) contributors from the past year.

### NCAA

- Mark Bedics – NCAA, Associate Director of Media Coordination and Statistics
- Erik Christianson – NCAA, Managing Director of Communications
- Dan Dutcher – NCAA, Vice President of Division III
- Mark Emmert – NCAA, President
- Abe Frank – NCAA, Managing Director of Government Relations
- Dr. Derrick Gragg – NCAA, Senior VP - Inclusion, Education & Community Engagement
- Chris Johnson – NCAA, Assistant Director of Academic and Membership Affairs
- Ryan Jones – NCAA, Associate Director of Division II
- Gina Lehe – NCAA, Managing Director of Communications - Strategy and Branding
- Kevin Lennon – NCAA, VP of Division I Governance
- Felicia Martin – NCAA, VP of Eligibility Center
- Louise McCleary – NCAA, Managing Director for Division III
- DeeDee Merritt – NCAA, Acting Director for Leadership Development
- Kayci Mikrut – NCAA, Associate Director of Communications - Social Media Strategy
- Amy Wimmer Schwarb – NCAA, Associate Director Communications/Champion Magazine
- Adam Skaggs – NCAA, Assistant Director of Division III Governance Communications
- Terri Steeb Gronau – NCAA, Vice President of Division II
- Dana Thomas – NCAA, Director of Communications, Creative & Digital
- Michelle Watsky – NCAA, Assistant Director of Media Coordination and Statistics
- Bob Williams – NCAA, Senior VP of Communications
- Jeff Williams – NCAA, Associate Director of Media Coordination & Statistics
- David Worlock – NCAA, Director of Media Coordination and Statistics



Mark Emmert



Jim Carr

### NAIA

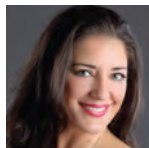
- Jim Carr – NAIA, President & CEO
- Brad Cygan – NAIA, Director of Athletic Communications



Erik Christianson



Derrick Gragg



Gina Lehe



Louise McCleary



Terri Steeb  
Gronau



Dana Thomas



Bob Williams



David Worlock



Tom Bowen



Jennifer Cross



Mike Cross



Dawn Dugle



Trip Durham



Dr. Victoria Farris



Stanley Johnson



Suzanne Johnson



Justin Patton



Patti Phillips



Mark Potter



Jeff Rubin



Crista Samaras



Dr. Jarrod Spencer



Ivy Watts



Keith Womack

**Experts**

- Joe Benedictis – SIDEARM Sports, Customer Advocacy Director
- Tom Bowen – Bellwether Athletic Leadership Strategy Company LLC, President/Founder
- Jennifer Cross – Athlete Viewpoint, Co-founder
- Mike Cross, PhD – Athlete Viewpoint, CEO and Co-founder
- Dawn Dugle – StorySelling Solutions, CEO, Author and Storyteller
- Trip Durham – 2D Consulting LLC, Owner / Former NACMA President
- Dr. Victoria Farris – Farris Consulting LLC, Social Justice Consultant, Speaker, Coach
- J.D. Fox – PrestoSports, Director of Partnerships and Product Management
- Kathleen Hessert – Sports Media Challenge, Founder & CEO
- Matt Hicks – MSH Visual, Photographer
- Stanley Johnson – Minority Opportunities Athletic Association (MOAA), Executive Director
- Suzanne Johnson – Grace Financial Coaching, Owner
- Dave Jones – SIDEARM Sports, Creative Director
- Erica Madden – Bloom Strategic Communications, Owner / Former SID
- Justin Patton – International Speaker & Leadership Coach
- David Petroff – Genius Sports, Support & Implementation Manager
- Patti Phillips – Women Leaders in College Sports, CEO
- Mark Potter – D2UP, President
- Nanette Potter – D2UP, Co-owner
- Liz Reyes – Cleveland Browns, Manager Community & Alumni Relations
- Jeff Rubin – SIDEARM Sports, CEO/President
- Crista Samaras – Brave Enterprises, Founder & CEO
- Dan Sanger – Dan Sanger Photography, Photographer
- Dr. Jarrod Spencer – Sports Psychologist and Author
- Ivy Watts – Founder, Ivy Watts Speaks, mental health empowerment speaker/  
2015 NCAA Woman of the Year Top 30 honoree
- Oliver Wells – Genius Sports, Executive Project Manager
- Keith Womack – PrestoSports, President



**CoSIDA is grateful to have impactful speakers who have delivered important messages on these topics and more:**

- ADVOCACY • DIVERSITY & INCLUSION • LGBTQA+ •
- DISABILITIES ACT • SUPPORTING WOMEN •
- MENTAL HEALTH • RACE & SOCIAL JUSTICE • LEADERSHIP •
- CAREER DEVELOPMENT • PERSONAL FINANCE •
- STORYTELLING • STATISTICS • PHOTOGRAPHY •
- WEBSITE DEVELOPMENT

**CoSIDA Worked With Athlete Viewpoint on the 2020 CoSIDA Compensation & Career Satisfaction Survey (See page 34)**

*“CoSIDA’s investment in, commitment to, and advocacy for its members was exceptional throughout our process.*

*“The Compensation and Career Satisfaction Survey yielded important and insightful results about the profession and emphasized the central role sports communication professionals play throughout all areas of intercollegiate athletics.*

*“The survey’s 65% response rate showed an incredible level of engagement from CoSIDA’s members and created extraordinary reliability and validity of the results.”*

*- Jennifer Cross,  
Athlete Viewpoint COO*



David Aldridge



Stacey Dales



Myron Medcalf



John X. Miller



Malcolm Moran



Anna Negron



Bill Walton



Gene Wang

**Media**

David Aldridge – The Athletic D.C., Editor in Chief

Anne Marie Anderson – Emmy Award-Winning Broadcaster

Stacey Dales – NFL Network, TV Reporter/Analyst

Reva Labbe – ESPN, Senior Social Media Specialist

Ivan Maisel – ESPN, Senior Writer

Myron Medcalf – ESPN.com, College Basketball Writer

Brian Milam – WKYT-CBS TV - Georgetown, Ky., Sports Director

John X. Miller – The Undefeated, Senior Editor - Colleges, Commentary & HBCUs

Malcolm Moran – USBWA Executive Director / IUPUI Director of Sports Capital Journalism Program

Tony Moss – ESPN.com, Deputy Editor, College

Anna Negron – ESPN, Senior Publicist - College Sports

Kal Oakes – Georgetown News-Graphic, Sports Editor

Meghan Robinson – ESPN, College GameDay Features Producer

Leah Secondo – TV Analyst for ESPN, Fox Regional, CBS Sports Network, ACC Network

Patrick Stevens – College Sports Writer for *The Athletic* Baltimore, Washington Post, US Lacrosse Magazine

Bill Walton – College Basketball Broadcaster / CoSIDA Academic All-America® Hall of Famer

Gene Wang – Washington Post, Reporter

**ADs**

Jim Abbott – Oklahoma City University, Assistant VP of Intercollegiate Athletics, Director of Athletics

Stevie Baker-Watson – DePauw University, Associate Vice President for Campus Wellness and Director of Athletics

Omar Banks – Campbell University, Director of Athletics

Rachel Burlison – Franklin Pierce University, Director of Athletics

Greg Byrne – University of Alabama, Director of Athletics

Joel Cain – Jones College, Athletic Director

M. Grace Calhoun – University of Pennsylvania, Director of Athletics and Recreation / NCAA Division I Council Chair

Pat Chun – Washington State University, Director of Athletics

Vicky Chun – Yale University, Director of Athletics

Jasher Cox – Lincoln Memorial University, Director of Athletics

Devin Crosby – Lynn University, Director of Athletics

John Currie – Wake Forest University, Director of Athletics

Lonnie Folks – Maryville (Mo.), Director of Athletics

Andrew Gavin – University of Wisconsin-Parkside, Director of Athletics

Beth Goetz – Ball State University, Director of Athletics

Jason Horn – Xavier University of Louisiana, Assistant VP for Student Affairs and Athletics Director

Amy Huchthausen – America East Conference, Commissioner

Shawn Jones – Henderson State University, Director of Athletics

Heather Lyke – University of Pittsburgh, Director of Athletics

Tim McMurray – Texas A&M University-Commerce, Director of Athletics

Krista L. Montague – Montana State University Billings, Athletic Director

Bernard Muir – Stanford University, Director of Athletics

DeWayne Peevy – DePaul University, Director of Athletics

Gary Pine – Azusa Pacific University, Director of Athletics

Nate Pine – U.S. Air Force Academy, Director of Athletics

Mack Rhoades – Baylor University, VP and Director of Intercollegiate Athletics

Aaron Segraves – Cornerstone University, Director of Athletics

Todd Stewart – Western Kentucky University, Director of Athletics

Scott Stricklin – University of Florida, Director of Athletics

*Hundreds of CoSIDA members joined the names of contributors on these pages in volunteer service to provide expertise, perspective and inspiration through CoSIDA's vast programming.*



Vicky Chun



KC Cross



Jason Horn



Layne Ingram



Dr. Kristene Kelly



DeWayne Peevy



Scott Stricklin



Tanya Vogel

Jacob VanRyn – New England Collegiate Conference, Commissioner  
 Bill Villa – Chaminade University of Honolulu, Director of Athletics  
 Tanya Vogel – George Washington University, Director of Athletics  
 Matt Wilson – Gulf South Conference, Commissioner  
 Natalie Winkelfoos – Oberlin College, Associate Vice President/Director of Athletics

## University Athletics Personnel

Dr. Alisse Ali-Joseph – Northern Arizona University, Faculty Athletics Representative  
 Brandon Berrio – Louisiana State University, Associate Director of Creative & Digital Content  
 Kevin Bonner – University of Pennsylvania, Senior Associate Athletic Director - Governance & Administration  
 Kenny Boyd – Baylor University, Senior Associate AD/Student-Athlete Health & Wellness  
 Ryan Bradley – University of Alabama, Associate Vice President - Marketing and Brand Strategy  
 Sara Braun – Rogers State University, Associate AD for External Operations / SWA  
 Mary-Beth A. Cooper, PhD, DM – Springfield College, President  
 Julie Cribbs – LSU, Director of Game/Event Management CEFMA Board Member  
 KC Cross – University of Arkansas, Mental Health and Performance Clinician  
 Hannah Delph – Florida Southern University, Director of Compliance and Academic Services  
 Carolayne Henry – Mountain West Conference, Senior Associate Commissioner - Governance & Legal Affairs  
 Jessica Hammond-Graf – University of Maryland Baltimore County, Deputy AD/SWA  
 Brandon Hensley – University of the Cumberlands, Assistant AD for Broadcasting  
 Jordan Hoover – Catholic University, Assistant AD for Facilities and Operations  
 Meredith Jenkins – Fresno State University, Deputy Director of Athletics  
 Julian Jones – Kansas State University, Assistant AD - Student-Athlete Development / Chief Diversity Officer  
 China Jude – University of Wyoming, Senior Associate AD, SWA / MOAA President  
 Dr. Kristene Kelly – Vanderbilt University, Deputy Athletic Director for Internal Affairs  
 Chelsey Kraft – University of Oklahoma, Senior Marketing and Communications Writer (Division of Enrollment Management)  
 Resa Lovelace – University of Maryland, Assistant AD - Student-Athlete Development  
 Chevonne Mansfield – Florida Memorial University, Deputy Athletic Director / SWA  
 Kylie Murphy – Oregon State University, Director of Ideation  
 Eddy Occhipinti – Monmouth University, Associate AD/Marketing & Sponsorships  
 Renae Myles Payne, Ed.D. – University of Miami (Fla.), Senior Associate AD - Administration / Chief Diversity Officer  
 Chris Plonsky – University of Texas, Chief of Staff / Executive Senior Associate AD  
 Adam Schemm – University of Wisconsin-Milwaukee, Senior Associate Director of Athletics - External Relations  
 Michael Thompson – Texas A&M University, Deputy AD for External Relations & Business Development  
 Denise Wujciak – Kean University, Director of Sports Medicine / SWA

## Coaches

Dain Blanton – University of Southern California, Beach Volleyball Head Coach / NBC Olympics Broadcaster  
 Jared Grasso – Bryant University, Head Men's Basketball Coach  
 Rob Holub – University of New Haven, Associate Director of Enrollment Operations/Head Men's Lacrosse Coach  
 Layne Ingram – Lansing Community College, Women's Basketball Coach

## Students

Jordyn Ballard – West Texas A&M University, Graduate Assistant  
 Anna Cockrell – University of Southern California, 2020 CoSIDA Academic All-America® of the Year - Women's Track & Field  
 A.J. Forbes – NFL Players Association/The Trust  
 Emma Gee – Temple University/Brigham Young University, Track & Field student-athlete  
 Tiana Mangakahia – Syracuse University, Women's Basketball student-athlete  
 Georgia McKee – Belmont University, Softball student-athlete  
 Jaden Vazquez – Fordham University, Football student-athlete



**10,409**

Total Attendance For  
Live Sessions

**320**

5K Fun Run/2-Mile Walk  
Participants

**8.4**

(Out of 10) Overall  
Featured Session Rating

**1,727**

Unique Attendees

**\$4,033**

Donations to Three  
Square Food Bank of  
Las Vegas

**34**

Programming Committee  
Organizers

**1,400+**

On-demand Views

**150+**

Keynote Speakers,  
Panelists & Moderators

**30**

Corporate Partners

**55**

Total Offerings

**49**

Hours of Education

**THANK YOU!**

To all who organized,  
contributed & participated  
in our June Virtual  
Convention.

[CoSIDA.com/2020Convention](https://CoSIDA.com/2020Convention)

# #CoSIDA21 CONVENTION WILL BE VIRTUAL

JUNE 2021

Planning is underway and details will be announced as available at  
[CoSIDA.com/2021Convention](https://www.cosida.com/2021Convention)

#CoSIDA21 will be highlighted by:

Featured General and Leadership Forum Sessions

Online Networking Opportunities

Recognition for 2020 and 2021 Special Awards Winners

Presentation for 2020 and 2021 Academic All-America<sup>®</sup> Hall of Fame Classes

Divisional Day Programming

Business and Committee Meetings

Executive Board Meetings

Selection of CoSIDA Third Vice President

...

*“Everyone understands that we had hoped to be in a position for a live convention in 2021. Yet, the circumstances dictate that our best and most reasonable course of action is to make it a virtual convention. We have to consider what makes the best sense from a health and safety standpoint and also with the knowledge that many of our members don’t have a professional development budget to fund their travel. Let me stress that our goals are the same as last year. We want to stage the best and most creative virtual convention we can.”*

*Doug Vance, CoSIDA Executive Director*



# 2020

IN PARTNERSHIP WITH LEADING COLLEGE ATHLETICS DATA COLLECTION AND ANALYSIS FIRM:



## COMPENSATION & CAREER SATISFACTION SURVEY

In 2020, the COVID-19 pandemic created unprecedented and uncertain situations surrounding our mental and physical health, as well as our economic livelihood. Social justice movements have reinforced the need for quality and diverse communications teams. During this time, **the value and importance of communications professionals has never been more evident.**

An impressive 65% of CoSIDA members completed our survey early in 2020 before the world changed in serious ways. This data remains important as **CoSIDA continues to stress that quality communications professionals are essential now and in the future.**

Our multi-part rollout of information released between April to June includes important data, infographics and conversations.

- Part 1 – Realizing the value of communications professionals
- Part 2 – Exploring career satisfaction and additional duties
- Part 3 – Examining athletic communications as a viable career option
- Part 4 – A look at CoSIDA membership demographics
- Part 5 – Release of the full compensation and career satisfaction survey results dashboard

View all of our findings and the full sortable dashboard results at:

[CoSIDA.com/2020SalarySurvey](https://www.cosida.com/2020SalarySurvey)

**College Athletics Communications 2020 Compensation and Career Satisfaction Survey**

Developed by CoSIDA in partnership with Athlete Viewpoint.

**A note from CoSIDA**  
In 2020, the COVID-19 pandemic created unprecedented and uncertain situations surrounding our mental and physical health as well as our economic livelihood. CoSIDA conducted this survey before the world changed in serious ways. This data remains important as CoSIDA continues to stress that quality communications professionals are essential now and in the future.

**The ultimate problem solvers, SIDs possess a wider variety of skills and juggle more tasks than most people realize.**

- Skills and value an SID provides the department and institution, even during the COVID-19 pandemic.
- Skills not being used when no games are being played.

Roles and Skills shown in the infographic include: Historian, Game Mgmt, Verbal Comms, External Comms, Crisis Mgmt, Broadcast Coord., Self-studies/Accreditation, Fundraising, Internal Comms, Image/Photo Mgmt, Special Events, Brand Mgmt, Social Media Analytics, Sponsorships, Graphic Design, Dever Relations, Publishing Design, Video Creation, Digital/Social Media, Spokes-person, Content Creation, Strategic Comms, Media Relations, Stats, and Publiccasts/Streaming.

**Communication is more essential than ever in times of crisis.**  
No other member of an athletics department is more connected to administration, coaches, student-athletes, media and other stakeholders.

**Our Skills Translate**  
Even when there are no games to broadcast or stay-at-home orders prevent large gatherings, our creative abilities and passion to do what is right for student-athletes allow us to use those same skills to deliver unique solutions in the most difficult situations.

# College Athletics Communications 2020 Compensation and Career Satisfaction Survey

Developed by CoSIDA in partnership with Athlete Viewpoint.

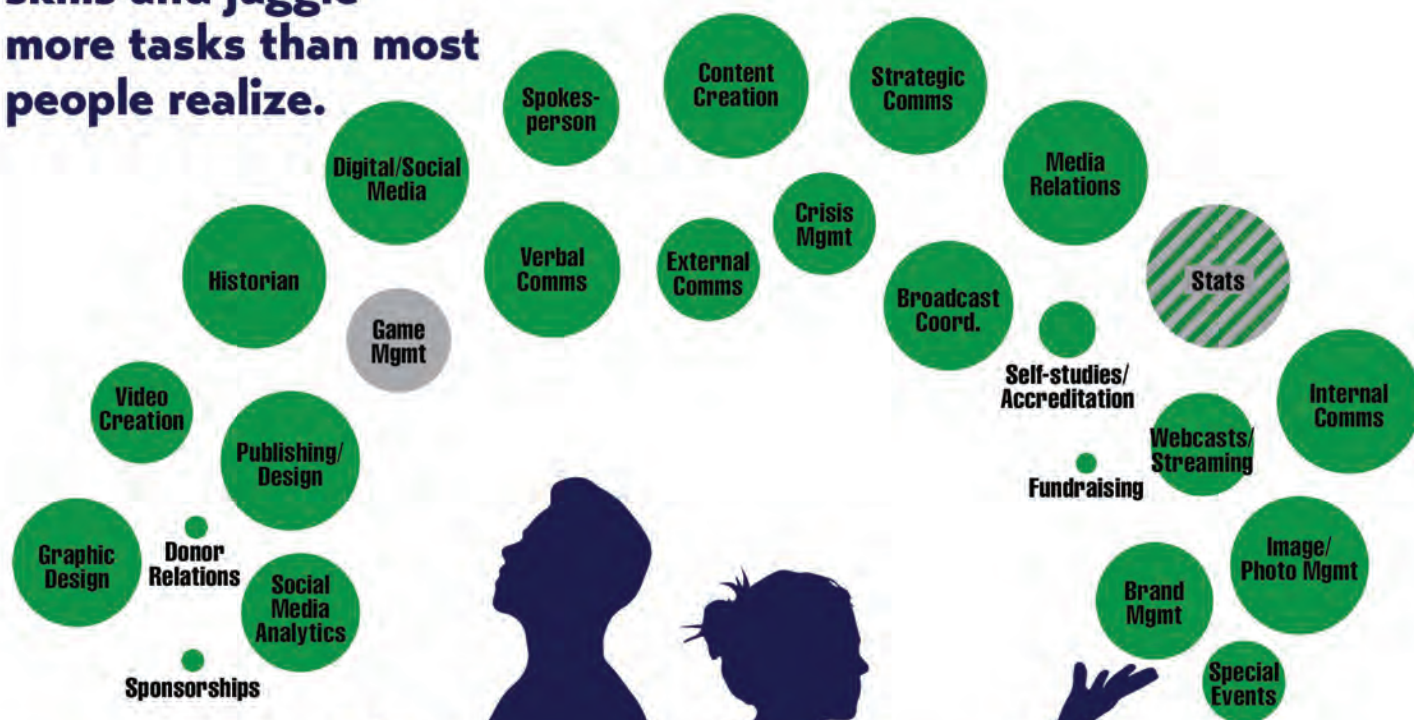


## A note from CoSIDA

In 2020, the COVID-19 pandemic created unprecedented and uncertain situations surrounding our mental and physical health as well as our economic livelihood. CoSIDA conducted this survey before the world changed in serious ways. This data remains important as CoSIDA continues to stress that quality communications professionals are essential now and in the future.

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# College Athletics Communications 2020 Compensation and Career Satisfaction Survey

Developed by CoSIDA in partnership  
with Athlete Viewpoint.



## Valuing Communications

Survey results show that for athletics communications professionals, **responsibilities have grown significantly**, but promotions in **title and compensation have remained mostly stagnant**.

## Career Satisfaction

STRONGLY DISAGREE STRONGLY AGREE

**I am satisfied with my total benefits package.**

85% agree or strongly agree



**I am satisfied with my amount of workplace flexibility.**

84% agree or strongly agree



**I am satisfied with my healthcare benefits.**

89% agree or strongly agree



**My compensation is sufficient for my geographic area.**

62% agree or strongly agree



**I am well compensated.**

21% believe they are compensated "very well" or "extremely well"



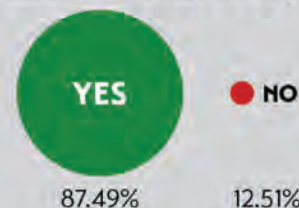
### What are members saying?

"These days we are responsible for so much and it can get overwhelming. I enjoy just about every aspect of my job, but when you combine everything that is expected — and factor in the time commitment and sacrifice to the rest of my life — it becomes difficult to handle it all. People I know who work in communications outside of athletics have multiple people to fill different roles that I'm expected to do all on my own for athletics."

### A note from CoSIDA

In 2020, the COVID-19 pandemic created unprecedented and uncertain situations surrounding our mental and physical health as well as our economic livelihood. CoSIDA conducted this survey before the world changed in serious ways. This data remains important as CoSIDA continues to stress that quality communications professionals are essential now and in the future.

Have your responsibilities increased in the last three years?



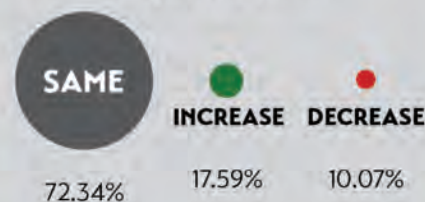
If your responsibilities increased, have they resulted in increased compensation?



If you received a raise, did it improve your job title?



In the last year, has your staff size increased, decreased or stayed the same?



# Positioning Yourself For The Future

Especially during COVID-19, you may be advocating to justify your value in your department, or you may be searching for a new position for the first time in years.

If the idea of an increase in responsibilities but no increase in compensation or promotion in title sounds all too familiar, it's time think more strategically.

## WHAT'S YOUR "STARTING 5"

If you asked an athletic director in 1957 (when CoSIDA was formed) to name the five most important things they expected of their SID, the answer — which was still relevant into the early 2000s — may have looked something like this:



- Keep game statistics
- Pitch stories to newspapers/coordinate interviews
- Produce publications such as media guides, programs and notes
- Write stories
- Keep historical records

Times have changed and, in 2020, that response is more strategic. Today, an AD might say:



- Support the mission of the institution
- Enhance the student-athlete experience
- Help recruit and create community for student-athletes/fans/donors
- Generate revenue
- Serve as a brand ambassador/tell the **story** of the institution

Institutional  
Mission

Forward  
Thinking

S-A  
Experience

Story-  
telling

Use your skills and problem solving abilities to **make your value and impact undeniable** to an institution, its student-athletes, and senior administration.

Crisis  
Mgt

Build  
Community

Revenue  
Gen.

Content  
Creation

# Close the Gap

Does what you deliver align with the goals of your supervisor and institution?

## WORK STRATEGY

### Make a list.

Using the responsibilities below as a starting point, make a list of what you do. **Ask your boss what is important to him/her.** Share your list and identify what is making the most impact.

Be realistic about how much is reasonable and draw a line. Your list may have 20 items or it may have 100. How would you prioritize what you do? What could you **automate**, **delegate** or **eliminate** to allow yourself to more strategically spend your time?

Feature writing

Website content & design

Social media management

Crisis management

In-game scorekeeping

Game mgmt. including scoreboard/  
music/videoboard/PA/etc.

Content planning

Graphic design

Media relations

Live streaming/webcasts

Video creation

Photography/image management

Spokesperson

Staff management including  
teaching student workers

Interview coordination

Awards nominations

Compilation of season/career stats

Student-athlete media training

Game programs

Game recaps

Game notes

Media guides

# College Athletics Communications 2020 Compensation and Career Satisfaction Survey

Developed by CoSIDA in partnership  
with Athlete Viewpoint.



# College Athletics Communications 2020 Compensation and Career Satisfaction Survey

Developed by CoSIDA in partnership  
with Athlete Viewpoint



## Exploring Workplace Happiness

### Most Sought-After Benefits by Communications Professionals in All Industries

In the *Ragan 2020 Salary and Workplace Culture Survey*, communications professionals nationwide in a variety of industries were asked what they wanted, in terms of benefits, from their employer. The top four responses were: 1) Professional development, 2) Ability to work from home, 3) Free coffee and 4) Flex hours. Also, pay matters. How do CoSIDA members stack up in these areas?

#### PROFESSIONAL DEVELOPMENT

- 97%** Employer pays for CoSIDA membership
- 71%** Employer pays for CoSIDA Convention
- 51%** Employer pays for subscriptions to industry-relevant publications
- 39%** Employer pays for attendance at other conventions or meetings
- 6%** Employer provides executive coaching

#### TELECOMMUTING

- 49%** Can work from home at least on occasion

#### PERKS (FREE COFFEE)

- 86%** Free gear
- 69%** Tickets to events
- 63%** Cell phone or phone allowance
- 26%** Free meals

#### FLEX HOURS

- 84%** Flexible work schedule

#### SATISFIED WITH PAY

- 21%** Agree or strongly agree they are paid well

## Pay Matters

According to the Bureau of Labor Statistics, the 2019 median pay for a Public Relations Specialist (the closest thing they list to an SID), was \$61,150. In the 2020 CoSIDA survey, based on 1,773 responses:

# 65%

Of all members make less than  
\$55,000/year

# 62%

Males < \$55,000

# 76%

Females < \$55,000

# 65%

Ethnic minorities < \$55,000

...

# 11%

Make over \$70,000

...

# 79%

Received a raise of 2%  
or less in the most recently  
completed fiscal/academic year  
(35% received no pay increase)

#### A note from CoSIDA

In 2020, the COVID-19 pandemic created unprecedented and uncertain situations surrounding our mental and physical health as well as our economic livelihood. CoSIDA conducted this survey before the world changed in serious ways. This data remains important as CoSIDA continues to stress that quality communications professionals are essential now and in the future.

# Long hours + high pressure + low pay = **BEST JOB EVER?**

CoSIDA members overwhelmingly love their **job**, and feel improvements must be made to make it a more attractive long-term **career**.



## MEMBERS SOUND OFF

*"I do the hours, put in the time and grind every day because I love it. I'll always advocate for a job that allows you to touch peoples lives in any way. I'll also tell them exactly what the job entails. It's rewarding, but hard and time consuming."*

*"Athletic communications can be a rewarding career, especially for someone who is mission-driven, enjoys the vibrancy of being on a college campus and sees the benefit of supporting students in their educational experience. However, being a member of an athletic department requires some level of sacrifice for family time or free time, particularly given that events occur on nights and weekends."*

*"If you're fortunate and cultivate the right relationships, you feel like you are part of a team that accomplishes goals and works hard to make them happen."*

## COMMUNICATIONS AS A VIABLE CAREER

### CoSIDA members cite these reasons why they love their job:

- ➔ Relationships with student-athletes
- ➔ Championship competition
- ➔ Every day is different
- ➔ Being part of a team
- ➔ Workplace flexibility
- ➔ Relationships in the profession and in the athletic department
- ➔ Travel opportunities
- ➔ Raising a family on a campus and around athletics

### To be able to recommend their job as a career to others, they would add:

- ➔ More freedom to work remotely on their own schedule when there are no games
- ➔ A path toward career advancement
- ➔ Competitive pay to similar pros outside of college athletics
- ➔ Better recognition of their immense value provided to the athletic department



### Hit Your Target

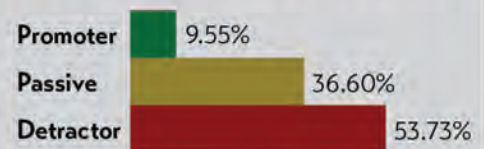
Everyone desires higher pay and better hours, and it's difficult to ask for both. **Be open and honest with your supervisor** about how you feel, and what you need to improve your unique situation.

### Filtering for Facts:

Members in their early 30s with 4-6 years of experience are the most at-risk individuals to leave the profession. These professionals are typically seeking promotions and may be struggling to balance work and raise a young family.

## Member Ratings (NPS)

Would you recommend a career in athletic communications?



Would you recommend a career in college athletics?



A note about **Net Promoter Score (NPS)**: A common measure of satisfaction, NPS responses are based on a 0-10 scale. Members were asked if they would recommend athletic communications or college athletics as a career. The answers across all demographics showed a big opportunity for improvement.

**Promoter** (9 or 10)    **Passive** (7 or 8)  
**Detractor** (6 or less)

# College Athletics Communications 2020 Compensation and Career Satisfaction Survey

Developed by CoSIDA in partnership with Athlete Viewpoint



# College Athletics Communications 2020 Compensation and Career Satisfaction Survey

Developed by CoSIDA in partnership  
with Athlete Viewpoint



## A note from CoSIDA

In 2020, the COVID-19 pandemic created unprecedented and uncertain situations surrounding our mental and physical health as well as our economic livelihood. CoSIDA conducted this survey before the world changed in serious ways. This data remains important as CoSIDA continues to stress that quality communications professionals are essential now and in the future.

## A look at CoSIDA membership demographics

Data collected in February 2020 from nearly 2,000 CoSIDA members represents 65% of the overall membership. This data is based on individual responses.

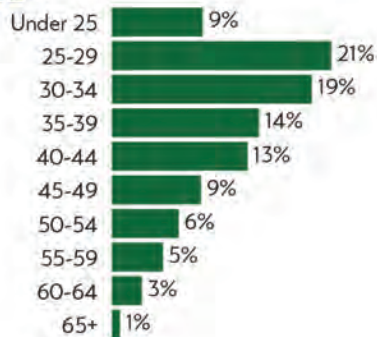
### GENDER



### RACE

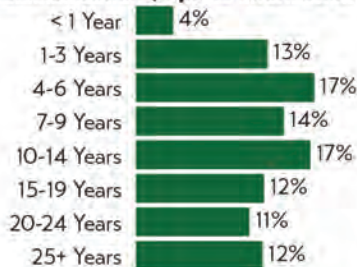


### AGE

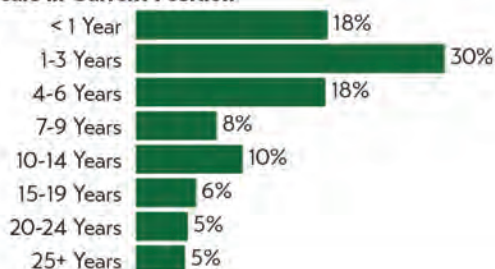


### EXPERIENCE

#### Total Years Worked Professionally in Athletic Communications/Sports Information



#### Years in Current Position



### EDUCATION



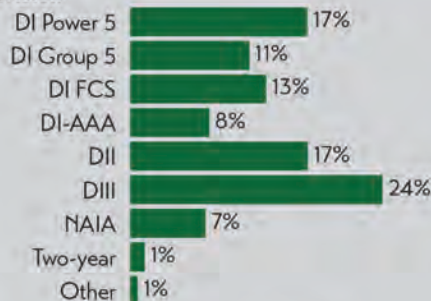
**76%**  
of females surveyed are less than 40 years old.

### INSTITUTIONAL DEMOGRAPHICS

#### Public/Private

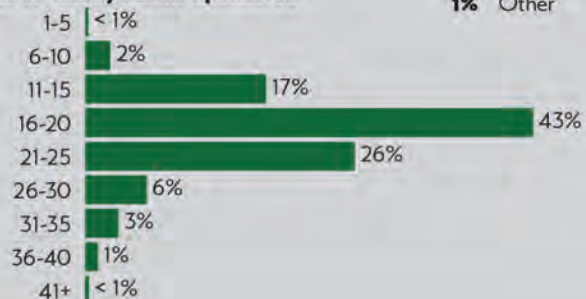


#### Division



**49%** NCAA Division I Institutions  
**50%** NCAA Divisions II and III, NAIA, Two-year and Canadian Institutions  
**1%** Other

#### Number of Varsity Teams Sponsored



# CoSIDA Diversity & Inclusion Value Statement

ADOPTED NOVEMBER 2017

"As leaders in the intercollegiate athletics landscape, the College Sports Information Directors of America (CoSIDA) seeks to foster and encourage environments that embrace gender equity, diversity and inclusion. As an organization, CoSIDA is committed to education, discussion, advocacy and programming to establish and sustain an equitable, inclusive and diverse culture within the membership and the institutions it serves."

## Organizations with inclusive cultures are:

Courtesy Deloitte Insights, January 2018

- 2x more likely to meet or exceed financial targets
- 3x more likely to be high-performing
- 6x more likely to be innovative & agile
- 8x more likely to achieve better business outcomes

## Reach Higher

In 2019-20, CoSIDA enjoyed the leadership of the most diverse group of officers and board of directors in the organization's history. For 2020-21, **0 people of color** and **4 women** applied for open board of directors positions.



## di·verse

/də'vɜrs,dɪ'vɜrs/

adjective

showing a great deal of variety; very different.

"a culturally diverse population"

Based on nearly 2,000 survey responses, this is what CoSIDA looks like in 2020.

**81%** Male

...

**91%** White

...

**51%** 35 or Older

What will the membership look like in five, 10 or 15 years?

## Individuals who identified as a person of color that completed the survey:



45	Black or African-American	22	Asian
34	Hispanic or Latino	5	American Indian or Alaska Native
27	Multi-ethnic/multi-racial	3	Native Hawaiian or other Pacific Islander

## 4 membership strategies practiced by CoSIDA:

- EDUCATION**
  - Focused webinars
  - CoSIDA 360 Magazine
- LEADERSHIP**
  - Proactively seek individuals for positions from all genders, races, sexual orientation, ages, disabilities, divisions, geography & more
- RECOGNITION**
  - Celebrate achievements
  - Special Awards
- COMMITTEES**
  - Diversity & Inclusion
  - Young Professionals
  - CoSIDA U
  - Advocacy
  - Mentorship

## HIRING MANAGERS

We need YOUR help!

## Help us make a difference.

CoSIDA uses demographic data in our membership database to help develop priorities around educational programming and advocacy.

LESS THAN

**40%**

of members have completed their profile related to age, gender and race.

Update your profile at:

[CoSIDA.com/profile](https://www.cosida.com/profile)

## College Athletics Communications 2020 Compensation and Career Satisfaction Survey

Developed by CoSIDA in partnership with Athlete Viewpoint



# College Athletics Communications 2020 Compensation and Career Satisfaction Survey

Developed by CoSIDA in partnership with Athlete Viewpoint



## Thank you

FULL SURVEY DATA  
NOW AVAILABLE

### to the 65% of members who completed the 2020 CoSIDA salary survey.

Your honest answers about compensation, career satisfaction, benefits, staff composition, professional development resources and other important data help us advocate for you and everyone in the industry. **Use this data to advocate for yourself.** When the time is right, make a case for higher pay or more resources in line with communications pros in the “real world.” Urge leadership to build more **inclusive staffs** that **reflect more diversity** in race, gender, experience and age.

Access our roll out of information including the full sortable dashboard at:

[CoSIDA.com/2020SalarySurvey](https://CoSIDA.com/2020SalarySurvey)

## Drill Down



Sort the data by any combination of these categories:

- Current Title
- Employment Status
- Race/Nationality
- Highest Degree
- Age
- State
- Gender
- Type of Organization
- Public/Private
- Primary Athletic Classification
- Number of Teams
- Years in Current Position
- Years at Current Institution/Organization
- Number of Years Professional Experience

## CoSIDA stands with you.

CONNECT · EDUCATE · SUPPORT · ADVOCATE · HONOR



### 65%

of CoSIDA members  
responded.

The average response rate for  
similar online surveys is 30%.

### 50

Members from all 50 U.S.  
states and the District  
of Columbia responded.  
Pennsylvania led the way with  
129 responses.

## Next Steps



- Talk about the data with your colleagues.
- Incorporate the data in budgeting and resource allocation.
- Advocate for yourself, your coworkers and the profession.
- Contact CoSIDA with questions or ideas. We'll use the data and your input for future programming and education.
- Update your member profile at [CoSIDA.com/profile](https://CoSIDA.com/profile).

### A note from CoSIDA

In 2020, the COVID-19 pandemic created unprecedented and uncertain situations surrounding our mental and physical health as well as our economic livelihood. CoSIDA conducted this survey before the world changed in serious ways. This data remains important as CoSIDA continues to stress that quality communications professionals are essential now and in the future.

# CoSIDA, NACDA Value Partnership and Shared Convention



## Understanding CoSIDA's relationship with NACDA

CoSIDA and NACDA first formed a partnership in 2009, with CoSIDA joining NACDA and its affiliate associations at their annual convention in 2013. Unlike other NACDA affiliates, CoSIDA is considered a hybrid partner. This allows CoSIDA to retain its independence as an organization, but be included in many NACDA functions. It also means CoSIDA is sometimes not included in some NACDA decisions.

*"We are proud to continue our relationship with CoSIDA. The athletics communicators, sports information directors and their staffs serve in very important roles, especially as we move into a post-COVID environment where communications channels will be even more critical. NACDA & Affiliates look forward to continued collaboration with CoSIDA for years to come."*



**- Bob Vecchione, NACDA CEO**

## CoSIDA and NACDA & Affiliates National Convention Schedule

- 2021 **Virtual Convention**
- 2022 **Las Vegas, Nevada** (Mandalay Bay Resort)  
Sunday-Wednesday, June 26-29
- 2023 **Orlando, Florida** (Marriott World Center)  
Sunday-Wednesday, June 11-14
- 2024 **Las Vegas, Nevada** (Mandalay Bay Resort)  
Sunday-Wednesday, June 9-11
- 2025 **Orlando, Florida** (Marriott World Center)  
Sunday-Wednesday, June 8-11
- 2026 **Las Vegas, Nevada** (MGM Grand)  
Sunday-Wednesday, June 14-17



**Nick Joos**  
**CoSIDA Past President, 2008-09**

Joos was CoSIDA President when the initial agreement with NACDA was formed.

*"Our vision back then was to make CoSIDA a 365-day a year organization rather than just a convention, if you will, which really helped set in motion all of the interactions with the membership that continue beyond just the convention. I believe all of us would agree that what has transpired over the years has exceeded our expectations while making a positive impact on our profession."*

## Why isn't CoSIDA membership free in 2020-21 like NACDA?

As a hybrid organization, CoSIDA has its own budget and governance structure, and runs its operations separately. CoSIDA membership and NACDA membership are not related. CoSIDA does not have the resources to sustain operations without dues revenue.

**For more information on the extension and the history of the partnership, please see:**

- CoSIDA Extends Partnership With NACDA Through 2026 on CoSIDA.com.
- The Decision that Gave CoSIDA "A Seat at the Table" in the November 2020 issue of CoSIDA 360 Magazine.

# New Governance Structure

CoSIDA's new governance structure, passed overwhelming by a membership vote in June 2020, will be phased in over four years. All existing leaders will have the opportunity to complete their terms.

The new structure is designed to create a clear path of decision making from all divisions of the organization. The three-tiered system includes an Executive Board of Directors, an Advisory Council and seven Divisional Cabinets. The Executive Board of Directors will continue to be selected by the Nominating Committee and Past Presidents. Positions on Divisional Cabinets and their appointees to the Advisory Council will be at the discretion of each division.

## Executive Board of Directors Transition Schedule

Transition Year 1 2020-21		Transition Year 2 2021-22		Transition Year 3 2022-23		Full Implementation 2023-24	
President	Sam Atkinson	President	Cindy Potter	President	Jessica Poole	President	John Paquette
First VP	Cindy Potter	First VP	Jessica Poole	First VP	John Paquette	First VP	2021 Electee
Second VP	Jessica Poole	Second VP	John Paquette	Second VP	2021 Electee	Second VP	2022 Electee
Third VP	John Paquette	Third VP	2021 Electee	Third VP	2022 Electee	Third VP	2023 Electee
Secretary	Jeff Hodges	Secretary	Jeff Hodges	Secretary	Jeff Hodges	Secretary	Jeff Hodges
Past Pres.	Herb Vincent	Past Pres.	Sam Atkinson	Past Pres.	Cindy Potter	Past Pres.	Jessica Poole
AL CD Rep	John Kean	AL Rep	Lenny Reich	CD Rep	Mary Beth Challoner	AL Officer	2023 Electee
AL CD Rep	KatieJo Svenson	AL Rep	Kevin Trainor	CD Rep	Dan Ruede	CD Officer	2023 Electee
AL Rep	John Sudsbury	CD Rep	Danielle Percival				
AL Rep	Denise Thompson	CD Rep	Mike Robles				
AL Rep	Lenny Reich	CD Rep	Mary Beth Challoner				
AL Rep	Kevin Trainor	CD Rep	Dan Ruede				
CD Rep	Danielle Percival						
CD Rep	Mike Robles						
CD Rep	Mary Beth Challoner						
CD Rep	Dan Ruede						

### Inclusive Representation

CoSIDA strives to select the best leaders possible while factoring many demographics including:

- Competitive division (NCAA DI, DII, DIII, NAIA, Canadian Institutions and Two-year Colleges)
- Gender
- Race
- Geographic location
- Age and experience

2020-21 marks the first year CoSIDA has had executive board representation from every division. President Sam Atkinson is the third NCAA Division III president in CoSIDA history. He'll be followed by Cindy Potter, the fifth woman overall and the first person to serve in the officer rotation from the NAIA.

This follows 2019-20 when the organization enjoyed the most racially diverse in CoSIDA history. In 2022-23, Jessica Poole will be the first African-American woman to become CoSIDA President.

# 2020-21 EXECUTIVE BOARD OF DIRECTORS

## OFFICERS



**Sam Atkinson**  
President  
Gallaudet University



**Cindy Potter**  
First Vice President  
Columbia College



**Jessica Poole**  
Second Vice President  
Chicago State  
University



**John Paquette**  
Third Vice President  
Big East Conference



**Herb Vincent**  
Past President  
Southeastern  
Conference



**Jeff Hodges**  
Secretary  
University of North  
Alabama

## REPRESENTATIVES



**John Kean**  
At-Large  
College Division  
Representative  
Missouri S&T



**KatieJo Svenson**  
At-Large  
College Division  
Representative  
Bethany Lutheran  
College



**John Sudsbury**  
At-Large  
Representative  
Allstate Sugar Bowl



**Denise Thompson**  
At-Large  
Representative  
Big Sky Conference



**Lenny Reich**  
At-Large  
Representative  
University of Mount  
Union



**Kevin Trainor**  
At-Large  
Representative  
University of Arkansas



**Danielle Percival**  
College Division  
Representative -  
Southeast  
Piedmont College



**Mike Robles**  
College Division  
Representative - West  
California Community  
College Athletic  
Association



**Mary Beth Challoner**  
College Division  
Representative -  
Central  
University of Toronto



**Dan Ruede**  
College Division  
Representative -  
Northeast  
University of New  
Haven

## NATIONAL STAFF



**Doug Vance**  
Executive Director



**Will Roleson**  
Associate Executive  
Director



**Barb Kowal**  
Director of External  
Affairs & Professional  
Development



**Laurie Bollig**  
Director of Membership  
Engagement



**Beau White**  
Director of Creative  
Services



**Danielle Potts**  
Intern

➔ For contact info and bio information, go to: [CoSIDA.com/Staff.aspx](https://www.cosida.com/Staff.aspx)

## 2020-21 ADVISORY COUNCIL



**Cindy Potter**  
First Vice President  
Columbia College



**Jessica Poole**  
Second Vice President  
Chicago State  
University



**Jeff Hodges**  
Secretary  
University of North  
Alabama



**Mex Carey**  
NCAA Division I  
Representative  
Michigan State  
University



**Bill Powers**  
NCAA Division II  
Representative  
Hawai'i Pacific  
University



**Scott Musa**  
NCAA Division III  
Representative  
Shenandoah  
University



**Chris Wells**  
NAIA Representative  
Lindsey Wilson  
College



**Blake Long**  
Two-Year Colleges  
Representative  
Northeast Mississippi  
Community College



**Ben Matchett**  
Canadian Institutions  
Representative  
University of Calgary



**Pete Moore**  
Past Presidents  
Representative  
Syracuse University

## DIVISIONAL CABINETS

### NCAA Division I Cabinet

Chair: **Mex Carey**, Michigan State  
Vice Chair: **Mike Mahoney**, Pennsylvania  
**Matt Ensor**, Arizona  
**John Heisler**, UCF  
**Brian Howard**, Florida A&M  
**John Painter**, Colgate  
**Jessica Paré**, Alabama  
**Kenisha Rhone**, Belmont  
**Scottie Rodgers**, Cotton Bowl  
**Amy Yakola**, Atlantic Coast Conference

### NCAA Division II Cabinet

President: **Bill Powers**, Hawai'i Pacific  
First Vice President: **Michael MacEachern**,  
Young Harris  
Atlantic Region: **Jon Holtz**, Slippery Rock  
Central Region: **Justin Maskus**,  
Missouri Southern  
East Region: **Emily Dorko**, Adelphi  
Midwest Region: **Chuck Yahng**,  
Maryville (Mo.)  
South Region: **Brian Henry**, West Florida  
South Central Region: **Sarah Meier**,  
Colorado-Colorado Springs  
Southeast Region: **Dom Donnelly**, Tusculum  
West Region: **Joe Danahey**, Humboldt State

### NCAA Division III Cabinet

President: **Shawn Medeiros**, Endicott College  
First Vice President: **Scott Musa**, Shenandoah  
Second Vice President: **Tim Volkmann**, RIT  
Past President: **Ann King**,  
Russell Sage College  
Region 1: **Ken Johnson**, MIT  
Region 2: **Sean Farnsworth**,  
St. John Fisher College  
Region 3: **Kevin Smith**, Wooster  
Region 4: **David Johnson**, UW-La Crosse  
Conference Liaison: **Emily Loux**, MASCAC  
Technology Coordinator: **Ali Paquette**,  
Middlebury College

### NAIA Division Cabinet

President: **Chris Wells**, Lindsey Wilson College  
First Vice President: **Donnie Smith**,  
Southeastern (Fla.)  
Second Vice President: **Ron Smith**, Westmont  
Past President: **Cindy Potter**,  
Columbia College (Mo.)  
Treasurer: **Wendy Reid**, Calumet College  
At-Large Rep: **Tommy Chasanoff**, Cumberland  
At-Large: **Tyler Price**, Park  
At-Large: **Jordan Alves**, Campbellville  
At-Large: **Sammi Wellman**,  
Cascade Collegiate Conference  
NAIA: **Brad Cygan**, NAIA National Office

### Two-Year Colleges Division Cabinet

Chair: **Kevin Maloney**, Jones College (NJCAA)  
**Nicho DellaValle**, Riverside City College  
(CCCAA)  
**McKenzie Garrison**, NJCAA National Office  
**John Kelly Jr.**, Borough of Manhattan Community  
College (NJCAA)  
**Matt Kinney**, Cloud County (NJCAA)  
**Blake Long**, Northeast Mississippi (NJCAA)  
**Tim McKinney**, Triton College (NJCAA)  
**David Silverstein**, Butte College (CCCAA)  
**Tracy Swisher**, NWAC National Office  
**Maura Vizza**, Moraine Valley (NJCAA)

### Canadian Institutions Division Cabinet

President: **Ben Matchett**, University of Calgary  
President-Elect: **Jill Clark**, University of Toronto  
**Angela Barrett-Jewers**, Dalhousie University  
(AUS)  
**Chris Cameron**, Ontario Tech University (OUA)  
**Connor Hood**, University of Alberta  
(Canada West)  
**Mathieu Tanguay**, Université Laval (RSEQ)  
**Clare Webb**, Bishop's University (At-large)

### Past Presidents Division Cabinet

Chair: **Pete Moore**, Syracuse  
Vice-Chair: **Tammy Bocclair**, Associate  
**Alan Cannon**, Texas A&M  
**Tom DiCamillo**, SUNYAC  
**Larry Dougherty**, Temple  
**Nick Joos**, Missouri  
**Rob Knox**, UNC Greensboro  
**Eric McDowell**, Associate  
**Langston Rogers**, Mississippi  
**Andy Seeley**, Florida Atlantic

## 2020-21 COMMITTEE CHAIRS



**Kevin Lanke**  
Academic All-America® Core Program  
Rose-Hulman Institute of Technology



**Mark Fleming**  
Academic All-America® Hall of Fame  
Moravian College



**Shelly Poe**  
Advocacy  
Auburn University



**Steve Flegel**  
CoSIDA U  
Whitworth University



**Jessica Poole**  
Diversity & Inclusion  
Professional Development  
Chicago State University



**Jeff Bernstein**  
Fred Stabley, Sr.  
Writing Contest  
New York University



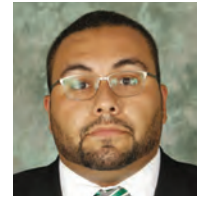
**Megan Jameson**  
Goodwill & Wellness  
St. Edward's University



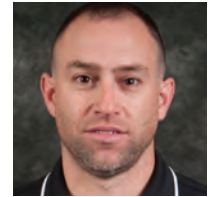
**Matt McCollester**  
Job Seekers  
University of Richmond



**Amy Yakola**  
Membership Recognition  
Atlantic Coast Conference



**Brian Morales**  
Mentorship  
Wagner University



**Chris Sabato**  
New Media  
Willamette University



**John Paquette**  
Professional Development  
Big East Conference



**Gene Cassell**  
Publications and Digital Design Awards  
Washburn University



**Brian Laubscher**  
Scholarships  
Washington & Lee University



**Diane Nordstrom**  
Special Awards  
University of Wisconsin



**Olivia Coiro**  
Young Professionals  
Syracuse University

## COMMITTEE VICE CHAIRS

Academic All-America® Core Program: **Craig Hicks**, Denison University  
Academic All-America® Hall of Fame: **Chris Masters**, Big Ten Conference  
Advocacy: **Danny Barnts**, Point Loma Nazarene University  
CoSIDA U: **Ashley Robbins**, University of Massachusetts Lowell  
Diversity & Inclusion: **Maurice Williams**, Mid-Eastern Athletic Conference  
Fred Stabley, Sr. Writing Contest: **Mike Falk**, Muhlenberg College  
Goodwill & Wellness: **Jeremy Rosenthal**, Indiana University  
Job Seekers: **Shelby Hild**, Illinois State University  
Membership Recognition: **Tommy Chasanoff**, University of the Cumberlands  
Mentorship: **Theresa Kurtz**, Mountain West Conference  
New Media: **Kelsey Whaley**, St. Cloud State University  
Publications & Digital Design Awards: **Riley Baker**, Black Hills State  
Scholarships: **Kenny Klein**, University of Louisville  
Special Awards: **Jeff Hodges**, University of North Alabama  
Young Professionals: **Jason Oliveira**, Seattle University

*There are currently 16 standing committees with more than 500 CoSIDA members volunteering for service.*

## FORMER COLLEGE ATHLETICS COMMUNICATIONS PROFESSIONALS NOW SERVING IN ATHLETICS OR CAMPUS ADMINISTRATION

All the following athletic leaders served as sports information directors/athletic communicators at some point in their careers. Many SIDs have gone into professional or amateur sports, and those former athletic communicators are not listed here.



Omar Banks



Charles Bloom



Sara Braun



Jasher Cox



Emily Dorko



Larry Dougherty



Stephanie Dutton



Joe Galbraith

Roy Allen – Florida SouthWestern State (former AD at Seward CC)  
 Harrison Baker – Marist, Associate Athletics Director & Director of External Affairs  
 Rick Baker – Mars Hill, Director of Athletics  
 Omar Banks – Campbell, Director of Athletics  
 Brad Bankston – Old Dominion Athletic Conference, Commissioner  
 Rhonda Lundin Bennett – Nevada, Senior Associate AD/SWA  
 Anthony Berich – Randolph College, Director of Athletics  
 Zack Bolno – George Mason, Deputy Athletic Director of External Operations  
 Matt Bourque – America East Conference, Senior Associate Commissioner  
 Jeff Blair – Ohio Dominican, Athletic Director  
 Charles Bloom – South Carolina, Executive Associate Athletics Director/Chief of Staff  
 Ryan Bradley – Alabama, Associate Vice President, Marketing & Brand Strategy  
 Sara Braun – Rogers State, Associate AD External Operations/SWA  
 Bob Burda – Big 12 Conference, Senior Associate Commissioner – Communications  
 Alan Cannon – Texas A&M, Associate AD, Athletic Communications  
 Mitch Capelle – Colby-Sawyer College, Director of Athletics  
 Karen Carty – Bradley, Assistant AD Marketing & Fan Engagement  
 Ed Cassiere – Xavier (La.), Associate AD for Strategic Communications  
 Julene Caulfield – Manhattanville College, Director of Athletics and Recreation  
 Art Chase – Duke, Senior Associate AD/External Affairs  
 Chris Cook – Texas Tech, Managing Dir. of the Office of Communications & Marketing  
 Jasher Cox – Lincoln Memorial, Director of Athletics  
 Mike Cragg – St. John’s, Director of Athletics  
 John D’Argenio – Siena, Vice President/Director of Athletics  
 Zach Dayton – Fairfield, Deputy Director of Athletics  
 Danny Day – Whatcom Community College, Director of Athletics  
 Tom DiCamillo – SUNYAC, Commissioner  
 Justin Doherty – Wisconsin, Senior Associate AD for External Communications  
 Emily Dorko – Adelphi, SWA/Associate AD for External Relations  
 Larry Dougherty – Temple, Senior Associate AD/Strategic Communications  
 Doug Drabik – West Coast Conference, Associate Commissioner for External Relations  
 Dani Drews – SUNY Brockport, Assistant AD  
 Stephanie Dutton – North Eastern Athletic Conference, Commissioner  
 Doug Elgin – Missouri Valley Conference, Commissioner  
 Dennis Farrell – Big West Conference, Commissioner (retired)  
 Jason Fein – Bates College, Director of Athletics  
 Brad Fields – Centre College, Director of Athletics and Recreation  
 Chris Freet – Kansas, Deputy AD/External Engagement  
 Joe Galbraith – Clemson, Assoc. VP for Strategic Communications, University Relations  
 Andrew Gavin – Wisconsin-Parkside, Director of Athletics  
 Joe Glover – Indiana University Southeast, Director of Athletics  
 Jonah Goldberg – Texas Rio Grande Valley, Senior Associate AD for Communications



**Tom McMillen**  
**LEAD1 Association**  
**President & CEO**

*“From everyone at LEAD1, a huge thank you to the communications professionals and SIDs for your great work promoting student-athletes. Your passion and hard work does not go unnoticed.”*

*“It’s still about relationships as the SID’s many talents compare to that of a ‘Swiss Army Knife.’ The athletic communications professional provides a trusted unified voice across all mediums. From a phone call to a Zoom presser, your SID keeps those relationships strong and effective.”*

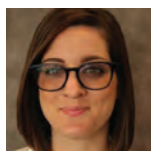


- Arnie Sgalio, Retired  
 CoSIDA Past President,  
 1989-90

## ASCENDING THE RANKS



Steve Hatchell



Katie Gwinn  
Hewitt



Dr. Torie  
Johnson



Tim Kennedy



Duane Lewis



Opio Mashariki



Chris Plonsky



Gary Pine



**Bill Hancock**  
**College Football Playoff**  
**Executive Director**

*“Indeed, the athletics department is the front porch of a university. And the SID is the front port of athletics. Thanks for what you do!”*

*“Every Senior Day makes you realize how our work benefits so many young people who learn to formulate and share their ideas as part of their collegiate experience. It’s our privilege to bear witness to their unique stories and the passion they bring to their journeys through sports.”*



- Shelly Poe, Auburn  
CoSIDA Past President,  
2013-14

*“An important role of our profession is to compile the history of our athletics program and maintain an extensive archive to better document our journey through time with the ability to touch so many lives.”*



- Langston Rogers,  
Ole Miss  
CoSIDA Past President,  
1980-81

Brian Granata – Arcadia (Pa.), Athletics Director  
Ari Grossman – Waterloo, Associate Director/Business Operations  
Patrick Guillen – Hawai’i Hilo, Director of Athletics  
Ted Gumbart – ASUN Conference, Commissioner  
Bill Hancock – College Football Playoff, Executive Director  
Brian Hardin – Drake, Director of Athletics  
Steve Hatchell – National Football Foundation & College Football HOF, President & CEO  
Renee Hellert – Moravian, Associate Athletic Director  
Katie Gwinn Hewitt – Temple, Assistant AD for Branding and Digital Strategy  
Jon Jackson – Duke, Deputy Director of Athletics/Men’s Basketball & External Affairs  
Creg Jantz – Oberlin, Senior Associate Athletic Director  
John Jaramillo – Roosevelt (Chicago), Athletics Director  
Meredith Jenkins – Fresno State, Deputy Athletics Director  
Dr. Torie Johnson – SEC, Assoc. Commissioner for Academic Relations  
Nick Joos – Missouri, Deputy Director of Athletics, Communications  
Dr. Kristene Kelly – Vanderbilt, Deputy AD/Internal Affairs and SWA/Title IX Liaison  
Tim Kennedy – Gustavus Adolphus, Vice President for Marketing and Communication  
Richard Kilwien – UC San Diego, Senior Associate AD – External Operations  
Tracy King – Liberty League, Commissioner  
Kenny Klein – Louisville, Senior Associate AD  
Rob Knox – UNC Greensboro, Associate AD for Strategic Communications  
Michael Kobylanski – Connecticut at Avery Point, Athletics Director  
Dan Kuklinski – Cardinal Stritch, Interim Athletics Director  
Kenny Lannou – Kansas State, Senior Assoc. AD for Communications & Public Relations  
Duane Lewis – Arkansas-Pine Bluff, Senior Associate AD/Strategic Communications  
Brian Lovellette – St. Louis Intercollegiate Athletic Conference, Assistant Commissioner  
Wes Mallette – UC Riverside, Chief of Staff & Senior Associate AD for External Affairs  
Steve Malchow – Iowa State, Senior Associate AD/Communications  
Chevonne Mansfield – Florida Memorial, Interim Athletics Director  
Dan Mara – Central Atlantic Collegiate Conference, Commissioner  
Drew Martin – Texas, Executive Senior Associate AD for External Affairs  
Opio Mashariki – Savannah State, Director of Athletics  
Ian McCaw – Liberty, Director of Athletics  
Greg McGarity – Georgia, Director of Athletics (retired Dec. 2020)  
Bill McGillis – San Diego, Associate Vice President/Executive Director of Athletics  
Scott McGuinness – Washington & Jefferson, Director of Athletics  
Tyson McHatten – Maine, Senior Associate AD for External Operations  
Tim McMurray – Texas A&M-Commerce, Director of Athletics  
Kenny Mossman – Oklahoma, Senior Associate AD/External Operations  
Adrienne Mullikin – Colonial States Athletic Conference, Commissioner  
Paul Murphy – Immaculata, Director of Athletics and Recreation  
Steve Murray – Pennsylvania State Athletic Conference, Commissioner  
Joe Onderko – Presidents’ Athletic Conference, Commissioner  
John Paquette – BIG EAST Conference, Senior Assoc. Commissioner, Sports Media Relations  
DeWayne Peevy – DePaul, Director of Athletics  
Gary Pine – Azusa Pacific, Director of Athletics  
Chris Plonsky – Texas, Chief of Staff & Executive Senior Associate Athletics  
Cindy Potter – Columbia College, Senior Deputy AD (former Interim AD)  
Will Prewitt – Great American Conference, Commissioner

## ASCENDING THE RANKS



Rachel Roche



Diana Sabau



Jim Schaus



Harry Stinson



Stan Wagnon



Matt Wilson



Doug Vance



Amy Yakola

Jeff Purinton – Alabama, Deputy Director of Athletics, External  
Rachel Roche – Redlands, SWA/Associate Director of Athletics  
Chris Roekle – Capital Athletic Conference, Commissioner  
Russell Rogers – Stevens Tech (N.J.), Director of Athletics  
Brian Rose – Westmoreland County (Pa.) Community College, Director of Athletics  
Diana Sabau – Ohio State, Deputy Director of Athletics  
Aaron Sagraves – Cornerstone, Director of Athletics  
Jim Schaus – Southern Conference, Commissioner  
Andy Seeley – Florida Atlantic, Senior Associate AD for External Relations  
Greg Seitz – Jacksonville State, Director of Athletics  
Terry Small – New Jersey Athletic Conference, Commissioner  
Curt Smyth – University of New England Associate, Director of Athletics  
Michael Smoose – Sacred Heart, Director of Athletic Communications & Marketing  
Former Johnson & Wales (Denver) Interim AD  
Harry Stinson – Lincoln (Pa.), Athletic Director  
Scott Stricklin – Florida, Athletic Director  
Dan Teliski – Gannon, Associate Athletic Director  
Craig Thompson – Mountain West Conference, Commissioner  
Ira Thor – New Jersey City, Senior Dir. of University Communications & Media Relations  
Kevin Trainor – Arkansas, Senior Associate AD/Public Relations  
Doug Vance – CoSIDA, Executive Director  
Paul Vecchio – Alfred (N.Y.), Director of Athletics  
Bob Vecchione – NACDA, Chief Executive Officer  
Herb Vincent – Southeastern Conference, Associate Commissioner/Communications  
Stan Wagnon – Central Oklahoma, Director of Athletics  
Kimberly Wenger – Northwest Conference, Commissioner  
Lindsey Williams – Great Lakes Valley Conference, Asst. Commissioner for Strategic Comms.  
Matt Wilson – Gulf South Conference, Commissioner  
Steve Wilson – Kansas Wesleyan, Athletic Director  
Mark Womack – SEC, Executive Associate Commissioner/CFO  
Amy Yakola – ACC, Executive Associate Commissioner & Chief of External Affairs  
Van Zanic – Geneva College, Athletic Director  
Mike Zapolski – Augustana College, Director of Athletics



**Greg Seitz**  
Jacksonville State  
Director of Athletics

*“Sports information is such a valuable part of the operations of an athletic department. You control the front door to the department which, in most cases, is the front door to your university. It is as evolving as any other department and definitely helped prepare me for the many things that come my way on a daily basis as an athletics director.”*



**Scott Stricklin**  
Florida  
Athletics Director

*“The values and skills I learned in my early years of working in sports information and communications were critical in my professional development and stay with me to this day in my daily duties as athletics director. I learned the value of collaboration, consensus building, understanding different viewpoints and listening. I viewed the sports information and communications office as an internal connector to all of the units in the athletic department and it allowed me to understand each department, its functionality and how it fit into the bigger picture. In short, I learned a lot about every department because I had to work with all of them in some capacity or another.”*

# COLLEGE ATHLETICS FACILITIES NAMED IN HONOR OF SIDs



- Auburn, football press box (David House)
- Augustana College, football press box (Dave Wrath)
- Ball State, press room located in press box (Earl Yestingsmeier)
- Bowling Green football press box (Don Cunningham)
- Butler, football and soccer press box (Jim and Judy McGrath)
- Clemson, football press box (Bob Bradley)
- Drake, basketball press room (Paul Morrison)
- Duke, football press box (Ted Mann)
- Duke, basketball arena hospitality area for players and their families (Mike Cragg)
- Evangel, sports information office (David Filmore)
- Francis Marion University, baseball press box (Michael G. Hawkins)
- Florida, football press box (Norm Carlson)
- Georgia, football press box (Dan Magill)
- Kansas State, football press box (Dev Nelson)
- Louisiana Tech, the press rows in the press box (Keith Prince)
- LSU, football press box (Paul Manasseh)
- Macalester College, baseball/softball press box (Andy Johnson)
- Madonna, football press box (Patrick Moore)
- Maryland Media Work Area, Football Pressbox (Joe Blair-Jack Zane)
- Miami (Ohio) baseball press box (Dave Young)
- Michigan State, football press box (Fred Stabley, Sr.)
- Mississippi, football press box (Billy Gates)
- Mississippi, athletic communications office (Langston Rogers)
- Mississippi State, football press box (Bob Hartley)
- Navy, football press box (Tom Bates)
- Nebraska, football press box (Don Bryant)
- Nebraska-Kearney, football press box (Donald "Don" K. Briggs)
- Northwestern, football press box (Walt Paulison)
- Northwestern State, football press box (Doug Ireland)
- Northern Illinois, football press box (Bud & Joyce Nangle)
- Oklahoma, football press box (Harold Keith)
- Old Dominion, basketball press room (Carol Hudson)
- Pittsburgh, basketball arena media work room (Beano Cook)
- Pittsburgh, football practice fields (Beano Cook)
- Purdue, football press box statistics booth (Robert Woodworth)
- South Alabama, baseball press box (Matt Smith Media Row)
- South Carolina State, football press box (William P. "Bill" Hamilton)
- Southern Illinois, softball press box (Mitch Parkinson)
- Southern Miss, football press box (Robert H. "Ace" Cleveland)
- Temple, basketball media room (Al Shrier Media Room)
- Texas, football and baseball press box (Bill Little)
- Toledo, football press box (Max Gerber)
- Toronto, football press box operations room (Paul Carson)
- UAB, basketball press room (Norm Reilly)
- USC, sports information office conference room (Tim Tessalone)
- Wake Forest, football press box working press area (Marvin "Skeeter" Francis)
- Wartburg, football press box (Duane Schroeder)
- Western Kentucky, basketball media room (Paul Just)

From top: Bill Little of Texas has the football and baseball press boxes named in his honor, pictured with Herb Vincent. The William "Bill" Hamilton Football Press Box at South Carolina State. USC's Tim Tessalone sports information office conference room. Ole Miss dedicated its media relations office suite to Langston Rogers. Augustana College named its football press box for Dave Wrath.

Send updates to this list to  
[doug Vance@cosida.com](mailto:doug Vance@cosida.com)

A membership dues donation fund was established in early November. Through the generosity of current CoSIDA members, there are enough funds to award a limited number of free memberships to deserving members. As more donations are made, more applicants will be awarded.



To make a donation, visit [CoSIDA.com/Donate](https://CoSIDA.com/Donate).

**THANK YOU TO OUR**  
**2,100+**

**loyal members so far in 2020-21!**  
**CoSIDA continues to work on your behalf.**

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for the 8th straight year!**

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**celebrate with us January 20-26**  
[CoSIDA.com/ThankYourSID](https://CoSIDA.com/ThankYourSID)



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**In 2019-20**

**4**

Academic All-America® Team Members of the Year  
(1 in each NCAA and NAIA division)



**JUSTIN HERBERT**  
Oregon  
Football  
General Science  
NCAA Division I

**AMANDA KAUTZER**  
Michigan Tech  
Skiing  
Biomedical Engineering  
NCAA Division II

**BEBE WANG**  
Denison  
Swimming  
Physics  
NCAA Division III

**GRACE BARRY**  
Concordia (Neb.)  
Basketball  
Secondary Education  
NAIA

**50**

Academic All-America® of the Year picks  
(by division/sport)

**IS YOUR INSTITUTION NOMINATING ITS BEST STUDENT-ATHLETES?**



**1,527**

Academic All-America® honorees



**CLASS OF 2020 AND DICK ENBERG AWARD RECIPIENT**

**3,726**

Academic All-District® selections

**18,835**

Nominations across all divisions



**STACEY DALES**  
Oklahoma  
Basketball

**BRUCE FURNISS**  
Southern California  
Swimming

**MICHELLE JOHANNES**  
Mount Holyoke  
Volleyball

**ALEX SMITH**  
Utah  
Football

**AMY PRIVETTE PERKO**  
Wake Forest  
Basketball  
DICK ENBERG AWARD

Each year since 1952, CoSIDA members, led by the Academic All-America Committee, honor outstanding academic and athletic achievement by student-athletes throughout the landscape of college sports. Thank you to the more than 170 volunteers who make it possible.

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**About CoSIDA:** CoSIDA (College Sports Information Directors of America) is a diverse organization comprised of 3,200+ sports communications professionals throughout all levels of collegiate sports in the United States and Canada. CoSIDA is the proud provider of the Academic All-America® program and Hall of Fame.



HELP US CELEBRATE THE ATHLETIC COMMUNICATIONS PROFESSION  
AND THE VALUABLE WORK DONE BY OUR MEMBERS.

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