

CoSIDA Strategic Branding Initiative Cryder Rinebold Communication and Implementation Plan Recommendations

The objective of the communication and implementation plan is to operationalize the strategic recommendations presented by Cryder Rinebold to the CoSIDA Board Officers/Divisional Leadership and CoSIDA staff on January 15, 2013. The tasks and initiatives are directly tied to the basis of the "You-Me-Us" recommendations and are intended for the CoSIDA leadership to consider, prioritize and incorporate into other strategic initiatives, as appropriate.

PRESENT TO JUNE 2013

RECOMMENDATION		ACCOUNTABILITY
I. Convention Content		
A. Schedule Cryder Rinebold presentation sessions with CoSIDA membership groups		2 nd VP/Program Committee Chair
B. Request time within NACDA schedule to share findings and recommendations		Staff
C. Schedule prep time with key speakers		2 nd VP/Program Committee Chair
II. Communication efforts		
A. Send email to leadership groups updating them on strategic branding initiative and plans to share information: 1) prior to Convention; 2) at Convention		President
B. Build in promotion of session presentations into promotional efforts for all Convention programming. Use promotional efforts to energize and engage attendees.		2 nd VP/Program Committee/Staff
C. Incorporate themes from findings/recommendations into Convention communications		Staff/Board
D. Develop key message/talking points for leadership's use at Convention		Board
E. Develop the means and content to share with CoSIDA members not attending Convention: 1) prior to Convention; 2) following convention		Board/Staff
III. Organizational Operations		
A. Assess and Review accountability roles regarding Continuing Education programs		Board/Staff
B. Determine management oversight and structure for facilitating Continuing Education programs		Board
C. Determine time frame for re-launch of CoSIDA web site (connecting with C-R information roll-out). Measure web site's look, content and user experience against the manner in which CoSIDA would like to be perceived going forward.		Staff

JULY TO DECEMBER 2013

RECOMMENDATION	ACCOUNTABILITY
IV. Membership advocacy and support	
A. Develop a new continuing education platform comprised of three modules: self-assessment, outreach and relationships; core skills	3 rd VP, Board
B. Showcase best practices examples of institutional integration (e.g., collaboration among sports information/communications, marketing, development, operations, university relations, etc.)	Staff/Committees/ Divisional Leaders
C. Determine incentive structure for participation in continuing education program	Board
D. Follow and document individuals from each CoSIDA division and sub-groups to highlight and demonstrate the benefits of going through the program.	Staff
V. Communication efforts	
A. Develop a more effective means of membership communication (tied to the re-launch of the web site).	Staff/Board
B. Re-define the method, frequency and messages communicated by board president and executive director.	Staff/Officers
C. Create a communications framework that refines CoSIDA's messages about the value of the organization and of membership	Staff/Board
D. Continue the refinement of key message/talking points for leadership's ongoing use	Staff/Board
E. Develop an outreach plan to external stakeholders to position CoSIDA as a voice of influence and expertise in intercollegiate athletics	Staff/Board
VI. CoSIDA Operations	
A. Annual performance review of Staff through existing Human Resources evaluation documents	Board
B. Annual self-evaluation of Staff	Staff
C. Annual review of Officers, Board Liaison and Committee Chairs	Staff/Board

Note: Throughout the above time frames as well as into the January-June 2014 period, formal and informal mechanisms for measurement and assessment should be put in place. CoSIDA leadership must keep the initiative alive by regularly assessing movement and progress both internally and externally. Reference the "Status of the Process" graphic that notes education, engagement, behavior and on-going leadership and commitment.