



Derek Doolittle

The Rose Bowl

Assistant General Manager
CEFMA President

Over the past year, the CEFMA Board of Directors has been engaged in a strategic planning process. We have worked thoughtfully and intentionally to focus on a review and update of the Association's operations, including:

- Review and revision of the mission and vision statements
- Bringing clear definition to who we serve as an Association and outlining overarching Association priorities
- Bringing the Code of Regulations more closely aligned to Association operations
- Expansion of the Executive Leadership Team to include two positions focused on Diversity, Equity, and Inclusion and Communications
- Better aligning and definition of Committee structure, roles, and responsibilities
- Review and revision of the Operations Manual

While so much has been accomplished, there is much to be done in the year ahead. With important revisions to the Code of Regulations, organizational structure, and our operating procedures completed, we can now begin to focus on the development of our strategic plan. This year's efforts will include, but not be limited to:

- Review and relaunch of the Ambassador program, and integration as part of our Membership Committee
- Outreach and engagement amongst our membership for feedback as we build our strategic plan
- Development of formal strategic plan goals and associated action items necessary to accomplish those goals
- Developing the plan documents including a plan summary and tracking mechanism

We look forward to working collaboratively with our membership as we work diligently toward publishing our strategic plan prior to the 2024-25 academic year. Completion of this project will provide our Association with a critical management tool and an actionable and measurable guide for CEFMA in the years to come.

Entering our 17th year as an Association, the CEFMA brand has never embodied more strength. The strategic planning process has enabled us to carefully study the strengths and weaknesses of our first 16 years in order to develop a road map for the future. Like any organization, the continued ascent of the CEFMA brand is highly dependent upon thoughtful and intentional planning coupled with action and follow-through. We are excited to harness these principles in propelling CEFMA into the years ahead!



John Paquette

BIG EAST Conference

Senior Associate
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CSC President

College athletics has been affected by a flurry of significant changes over the past few years. COVID-19 devastated our world and it seems the changes have not stopped. Whether it's the transfer portal, extended sport seasons or a host of other things, we all have had to make adjustments in this evolving landscape.

About this time last year, College Sports Communicators (CSC) made some changes of its own volition. The biggest was changing our name, from CoSIDA to CSC. With the new name came a new look and new branding. Communications is a much better label of what we do. We work for our schools and with the media. We maintain our website as our own media outlet. We write, edit, shoot pictures and video, make graphics. And more.

Prior to our new name, we established a CSC All-In Membership plan. It allows a school or conference to include an unlimited number of

members at one price. We are pleased to report that our changes are working and we have great momentum!

Our name, College Sports Communicators, barely a year old, has been well received. Whenever I have mentioned the change to people outside of communications, the response has been that it was a logical and needed step.

The new logo has not reached its first birthday, either. We loved the exposure our branding got in Orlando in June and we were happy that NACDA & Affiliates Convention attendees had the chance to see it.

Part of our strategy with the All-In Membership plan was to attract the "creatives" who are now part of just about everything we do. It's a primary focus. The All-In Membership has helped push our membership numbers to a record 4,123. About 500 are first-time members and at least 600 have a title that referred to creative services.

But while our changes have been received positively, we know we can't get too far out over our skis. We have challenges.

We're losing people, especially younger professionals. We spend too much time in front of our screens, creating graphics, producing videos, etc. If you're going to spend an inordinate amount of time behind a laptop, you can do that in the private sector and make more money.

There's no magic formula to alleviate some of this, but we can help ourselves a little. I love to say that it's personal relationships that make our jobs great. That's the payoff for the long hours and it's the fun part of the job. We need to make a concerted effort to see and be seen whether it's simply with co-workers or at our events.

We need to remember that communications people are not the only ones who have overloaded to-do lists. Athletic trainers, events personnel, administrative staff and even athletics directors are being stretched. The last few years have been particularly trying.

I love being part of a team, whether it's my communications group at the BIG EAST, our entire office staff or our member schools.

CSC will keep moving in 2023-24!