



CSCUnite24 Content Team

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Provide a description of the program or event. What is your elevator pitch? (100 - 200 words)

The annual CSC Unite convention is an in-person opportunity for communications professionals across all divisions of college athletics to come together for four days of networking, education and celebration each June. The event takes place in conjunction with our sister association NACDA, which provides programming for athletics directors and other administrative professionals across college athletics. CSC Unite programming provides our community the chance to learn from industry experts, hone their craft, collaborate and interact with college athletics colleagues attending those sister conventions. The convention features four full days of educational programming, multiple awards ceremonies, a community service event, a 5k fun run, and an exhibit hall. The CSC content team is charged with producing primarily social content during the event that raises the profile and perception of the organization and creates a sense of FOMO for those not in attendance.

Share the campaign objective, goals, results and success metrics (200 - 400 words):

Provide fresh and engaging coverage of the annual CSC Unite convention, while also building off our 2022 organizational rebrand to showcase that we are the premier association for communicators and creatives.

The tiers of the Content Team consisted of two full-time staff members, a primary association intern, two additional event interns, an outsourced videographer, two photographers acquired through the membership, and seven attendance grant recipients.

By tapping into our membership and their talents, we were able to utilize young and incoming professionals to create a robust media team on a minimal budget. These team members were specifically chosen to help represent and cover programming and events from all divisions and interest groups in our association. Through multiple tiers of responsibility, we were able to create a large amount of content without overburdening our core group of Content Team interns and staff members.

The goal of the Content Team was to showcase CSC UNITE as a valuable, must-attend event for our members, potential sponsors and external stakeholders. In addition, we wanted to create a sense of “FOMO” for members not in attendance and elevate the perception of our organization and membership to our colleagues meeting across the hall. We also wanted to create a fresh and exciting perspective of the event to help drive convention registration for the following years. The campaign success was monitored by the engagement and reach seen on our social media

channels, as well as feedback from members who had both attended the event or experienced it solely via social media.

Within the four-day event in 2024, our digital platforms saw a reach of 531,594 users (compared to the previous year's 78,878) and the team's content was engaged with 27,215 times (compared to the previous year's 2,077). The association's username @CollSportsComm was mentioned 1,288 times (compared to the previous year's 587). When it came to the event's hashtag, #CSCUnite24 was used 300 times on social media. The digital analytics during the four days of the CSC Unite convention showed an over double increase from the previous year's convention.

The record-breaking results seen on our social media channels were supported by overwhelmingly positive in-person and digital feedback from our members and executive board of directors. Many members expressed their gratitude towards the coverage of the event, as well as their admiration for the evolution of the event's social media coverage over the years.

Provide details about the creativity of the campaign (200 - 400 words):

Through the use of young and incoming professionals in our membership, we were able to foster an environment that encouraged new and creative ideas for event coverage. These members were chosen due to a combination of their skills and interest in joining the Content Team. We were also able to plug-in our convention attendance grant winners, who helped to provide supplemental content during their natural attendance of the convention. The grant winners chosen by our staff represented a wide and inclusive range of divisions and groups within the organization. This allowed us to have Content Team members present in multiple sessions at the same time.

A change this year was a choice to more publicly push the visibility of the Content Team. We encouraged Content Team members to interact with their peers, and announced the core team members prior to the beginning of the event. In addition, we labeled Content Team members via a colored bar on their badges. This helped to make them more recognizable to event attendees and fostered an environment where attendees and team members felt comfortable interacting with each other. As a result, we saw an increase in member engagement on our social media as event attendees helped to promote content they were featured in. By bringing Content Team visibility to the forefront and utilizing talent within our membership, we were able to make coverage of the event more interactive for our members.

By incorporating our membership in the creation of messaging, we were able to showcase members to their peers in a way that created excitement and pride for our association. This was done through "Question of the Day" videos, photo galleries from the event, and live coverage of our educational sessions and member award presentations. Through programming highlights collected by both our Content Team interns and attendance grant recipients, we were able to

showcase the wide variety of programming and professional development available to our members. Increased efforts in tagging our members and their associated institutions in posts also helped to generate the feeling of comradery and drive positive engagement.

When it came to our corporate partners, we gave special attention to highlight interactions between them and our members. Through collaborative posts, we were able to feature their organizations while also informing our membership of their positive impact on our association.

How did the campaign convey the message of your association? (200 - 400 words)

Through the return of selected Content Team members from 2023 and the addition of key positions in 2024, we were able to increase event coverage and improve the quality of this coverage. In addition to elevating the content and giving it a more polished and professional feel, the updated Content Team helped to elevate the perception of both the convention and the association. This coverage and the work of the team was also recognized by the associations hosting their own event across the hall.

The majority of convention social media content came directly from CSC members on the Content Team, which made the messaging more personal and relatable to our membership. By highlighting a large number of members from all divisions and groups throughout the week, we supported the new CSC brand and mission of being a community for ALL athletics communicators and creatives. Live coverage of event programming and awards ceremonies helped to showcase premier guests and corporate partnerships. This effectively highlighted these individuals to our membership while also encouraging them to share convention content on their own channels, expanding the association's reach and visibility. Because of this expanded reach, we were able to expand the awareness of our event and association as the premier association for communicators and creatives.

Please share why you think your association should win this award (100 - 200 words):

With just a 5 member full-time national staff, the structure of our Content Team allows us to leverage already-present talent in our membership and thoroughly promote the 800+ attendee event in a way that encourages ownership and engagement from our members. In just our second year with this Content Team approach, we were able to take key learnings to exceed our goals and expectations. Our peers are noticing what we're doing. Early in our new membership renewal drive for 2024-25, these efforts are paying off with noticeable signs of increased engagement across our leadership and volunteer committee groups as well as high levels of membership purchases.

We provided our team parameters while also empowering them to take ownership of their tasks. The number-one thing that made our team successful was a hyper focus on delivering the highest quality content we could produce. Due to the success of the 2024 CSC Unite Content Team, as well as positive feedback from our members, we have decided to implement this team building strategy in other areas of the event.

Supporting Links to Daily Recap Website Stories:

Day 1	https://collegesportscommunicators.com/news/2024/6/8/convention-cscunite24-sights-sounds-from-day-1-in-las-vegas.aspx
Day 2	https://collegesportscommunicators.com/news/2024/6/10/convention-cscunite24-sights-sounds-from-day-2-in-las-vegas.aspx
Day 3	https://collegesportscommunicators.com/news/2024/6/12/convention-cscunite24-sights-sounds-from-day-3-in-las-vegas.aspx
Day 4	https://collegesportscommunicators.com/news/2024/6/12/convention-cscunite24-sights-sounds-from-day-4-in-las-vegas.aspx