

University at Buffalo
NCAA Athletics Certification Program
Communications Plan
2001-2002

- ❖ Members of the institutional community will receive status reports on the progress of the self-study through broad-based committee representation, focus groups, updates provided during campus community group meetings, as well as updates posted on the University at Buffalo NCAA Certification Web site.
- ❖ Beginning in August 2001, the Steering Committee Chair and Athletics Director will begin making presentations to campus community groups. During these presentations, they will outline what the NCAA Certification Program is as well as what our plans are for carrying out the self-study process.
- ❖ Prior to the first steering committee meeting, the Communications Coordinator will issue a press release with the President's Office regarding the NCAA Certification program.
- ❖ During the evaluation period of the self-study process the Communications Coordinator will issue a press release containing the executive summary of the self-study report, as well as the Web site where the entire self-study report can be found. The press release will also contain information on how to provide feedback to the steering committee.
- ❖ The Communications Coordinator will work with the NCAA public affairs staff throughout the self-study process and will help coordinate a concurrent release of the certification decision.