

The organizational/funding model for the wrestling, curling and field hockey championships will vary from one another according to the needs of CIS and the NSO. The intent is to create the best conditions for ongoing success.

05-01-02 Murray/Sheahan

Carried

To approve the service and funding model for the CIS Wrestling Championship as presented in Annex 2 of these minutes.

c) Update on discussion with Field Hockey Canada

M. McGregor reported that she has had discussions with Field Hockey Canada representatives. They will follow up with their High Performance Committee and coaches, and come forward with a proposal in February/March.

d) Curling Canada

M. McGregor will be approaching the Canadian Curling Association in the next month to discuss a championship model. Discussions will include the subject of televising the championship.

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| 3. SPORT COMMITTEE REPORT – 2005 FIELD HOCKEY |
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D. St-Denis reported that the Sport Committee has recommended the practice of publishing Top 10's for Field Hockey be discontinued. The rationale is that 14 participating teams is too few to establish a meaningful or credible Top 10. The Field Hockey Coaches Association is still welcome to rank the teams in order to establish seeding, etc., but CIS would not publish the Top 10 on its web site.

05-01-03 St-Denis/Mullaly

Carried

That there be no CIS Top 10 publication in the sport of Women's Field Hockey for the 2005 season.

D. St-Denis also reviewed other areas that the Sport Committee is working on, as well as the agendas for upcoming meetings (Annex 3).

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| 4. AWARDS |
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a) Ad hoc Committee Report

D. Haanpaa reported that the Awards Ad-Hoc committee will be having a face-to-face meeting in Ottawa on February 3rd & 4th, to continue the work of the previous Ad-Hoc Committee.

The items on the Draft Agenda are as follows:

1. Review and update the 2003-04 Financial Awards data collection tool, so that CIS can begin to capture Academic All Canadian data and other information needed as a result of motions approved at the AGM.
2. Review and update the 2004-05 Financial Awards data collection tool so that CIS can begin to capture graduation rates.
3. Develop consistent definitions for the variety of terms associated with "rosters".
4. Evaluate the impact of policy on ceilings on the number of award units. Is the policy accomplishing what it set out to?
5. Develop a recommendation with respect to number of awards for 06-07 and beyond.
6. Develop a recommendation regarding grandfathering for 2005-06 and beyond.
7. Receive and vet member's notices of motions for the 2005 AGM that relate to awards.
8. Respond to implementation issues associated with new policies adopted at the 2004 AGM, as they unfold throughout the 2004-05 season.
9. Prepare bylaw revision proposals with respect to creating a standing Financial Awards committee.
10. Review the entire Financial Awards policy and principles with a view to simplifying them, making them more coherent and less piecemeal, ensuring that they contribute to the CIS vision and are coherent with CIS values.

b) Awards Data Update

D. Haanpaa reported that the financial awards data collection is now complete. All institutions have submitted their data. The numbers have been compiled and each school is now in the process of verifying and confirming with the CIS office that their totals are correct.

The following timelines have been established:

Jan. 17 – Members have until this date to confirm their numbers and forward any issues to the CIS office.

January 18 – CIS office will make the necessary revisions based on the feedback received from members.

January 20 – The revised release will be circulated to members.

January 26 – Final press release circulated to the media and materials posted to the CIS website.

It was noted that in order to capture a more accurate picture of the dollars provided to CIS student-athletes by our member institutions, an "Other Awards" column has

been added to the spreadsheet that will be available to the media and posted the CIS website. These totals are taken from the amounts that were entered by each school into the 'other' columns of the collection tool / spreadsheet. These 'other' amounts are also highlighted in the press release.

A draft press release was reviewed, and some edits were made.

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| 5. 2005 VANIER CUP DATE |
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The CIS Board received a request from Ontario University Sport (OUA), hosts of the 2005 Vanier Cup, to approve a date change request for the 2005 Desjardins Vanier Cup from Saturday, November 26 to Saturday, December 3rd, to avoid a date conflict with the 2005 Grey Cup.

05-01-04 Hoffman/Murray

Carried

That the 2005 Vanier Cup take place on December 3.

Rationale:

The 2005 Grey Cup in Vancouver will be held on Sunday, November 27th. The conflict with Canada's largest annual single game sporting event would be detrimental to the Desjardins Vanier Cup.

In 2004, the Hosts realized tremendous media coverage which would be jeopardized by the volume of Grey Cup media coverage.

The All-Canadian and Outstanding Player Awards for example, are both scheduled on the Thursday evening.

As well, The Hamilton Tiger-Cats Football Club provide game day assistance for the Vanier Cup. If the Tiger-Cats were in the Grey Cup this support would be minimal.

The event would also be in jeopardy of losing the core Hamilton football fans who annually travel to the Grey Cup.

As the December date is closer to the student-athletes exam schedule, the host will provide the competing teams complimentary study rooms at the host hotel, and will look at the scheduling of the All-Canadian Awards banquet and Coach of the Year luncheon with a view to minimizing time away from campus.

Discussion:

The later date would result in a one week bye for the winners of the Bowls, prior to the Vanier Cup. This can have a favourable impact on the caliber of the Vanier Cup from an injury recovery perspective, and can also help academically.

We are confident without a date conflict with the Grey Cup dates that the 2005 Desjardins Vanier Cup will be a great success.

The CIS Marketing Committee has always advocated for Vanier to not go head-to-head with the Grey Cup weekend.

If there is a change to the December 3rd date, in the QSSF, every school will be one day away from exams, so it is a tight squeeze.

This would be a one time exception to the schedule.

M. McGregor has initiated discussions with the CFL to attempt to avoid a similar situation in the future.

6. MARKETING PROGRESS AND UPDATE: TELEVISION

a) Television Update 2004-05 Season

P. Metzals reported that we are very close to securing additional television coverage of Championship events for March of 2005. TSN and RDS have agreed to cover the Men's Hockey Championship, with coverage on both networks for Men's and Women's Volleyball and Basketball currently being negotiated. A meeting is slated with TSN for the week of January 17 where the details of Championship event coverage will be finalized.

The coverage of these Championships will come about primarily as a result of purchasing of the time. Some money has come from hosts, CIS has also budgeted for event coverage and a larger portion has come from a sponsor who will help with support. We are expecting support from TSN as well, in addition to receiving event inventory, which we hope to sell to advertisers and member institutions.

Details of the total purchase and how we will benefit will only be confirmed after meeting with TSN. This information will be detailed to the Board as soon as an agreement has been reached.

b) Draft #1- Television Strategy for 2005-2006

P. Murray outlined the proposed television strategy (Annex 4). Some clarification of the funding model was provided and P. Metzals reviewed the criteria for choosing events to televise.

It was noted that the CIS Championship Host Bid Book would need to reflect the requirement for a financial contribution to the television strategy by the championship host.

05-01-05 Murray/Wilson

Carried

To approve in principle and recommend to the membership the television strategy and funding model as described in Annex 4 of these minutes.

Process and Next Steps

1. M. McGregor to provide additional feedback on the strategy to P. Murray and P. Metzals
2. Funding Model Accepted – January 17, 2005
3. Confirm National Broadcaster – April 2005
4. Secure Sponsorship revenue – July 2005
5. Approval from CIS membership – June 2005
6. Secure schedule of events - TBD

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| 7. SUPPORTING, FACILITATING, SANCTIONING RESEARCH |
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M. McGregor reported that from time to time CIS receives requests for students/academics/researchers based out of Canadian universities who would like to conduct research of some kind related to CIS. Two recent request were referred to.

The Board debated that pros and cons of providing various levels of assistance to researchers. It was agreed that the CIS would not “sanction” any particular project, however, in keeping with the CIS vision of being “one of the influential leaders in sport in Canada”, CIS should be open to facilitating research project requests.

It was agreed that if the CIS office forwards information or surveys at the request of a researcher, that it be sent to a designated person at each Member institution who can then decide if they wish to complete or forward the survey/information to the appropriate persons. When CIS sends e-mails on behalf of someone else, it should be clear that it is not a CIS project.

ACTION: CIS Office to obtain a list of persons at each member institution who would be responsible for vetting requests from researchers.

The results of all research projects that CIS assists with should be made available to CIS (perhaps posted on CIS web site) and the Research and Development Committee. If the R&D Committee determines that the issue is of interest to the general membership, they may wish to consider contacting the researcher to set up a professional development presentation at the CIS Annual General Meeting.

8. 2005 BID BOOK

S. Newton referred to the last draft of the bid book which had been circulated to the Board in advance of the meeting. Corrections and edits suggested by Board Members and CIS legal counsel have been incorporated.

The “ownership” of Member bid packages was discussed. It was agreed that the Member who is bidding retains ownership of the package and that the CIS office should keep one copy of the bid for it’s records. If other Members request copies of previous bids for information and learning, they will be directed to contact the owners of previous bids.

The clause in the bid book regarding discounting or sharing television ad inventory with hosts who had or had not invested in television production costs was discussed. A provisional clause will be added to indicate that CIS is currently developing a television strategy. If this strategy is approved by the membership it will be implemented over a time period that would impact on championships being called for in the bid book. CIS would then enter into discussions with the successful bidder.

05-01-06 St-Denis/Murray

Carried

To approve the 2005 CIS Championship Host Bid Book (available at http://www.universitysport.ca/e/pol_proc/manuals.cfm).

9. APPROVAL OF MINUTES

05-01-07 St-Denis/Mullaly

Carried

To approve the minutes of the following CIS Board of Directors Meetings:
November 30-December 1, 2004 face to face meeting
December 12, 2004 e-mail vote
December 20, 2004 conference call.

10. MEETING DATES AND ADJOURNMENT

The dates of the next CIS Board of Directors meetings are as follows:

February 21, 1:30 pm conference call
April 12-13, face to face meeting, Ottawa

The meeting was adjourned at 3:35 pm.

Annex 1

Program Renewal Final Report

Executive Summary

CIS is pleased to announce that beginning in 2006/07, sixteen CIS Championship events will be offered in 12 sports, culminating with the awarding of 21 CIS Championship banners.

In addition to the sixteen CIS Championships, CIS will continue to work in cooperation with the Royal Canadian Golf Association to support the Canadian University/College Golf Championship and with Cross Country Canada to support the Canadian College and University Nordic Championships, hosted in cooperation with CCC, CIS and CCAA.

This diverse roster of CIS Championships will provide quality opportunities for student-athletes, and contribute towards coaching, officiating, facility and sport science development in Canada.

From a gender equity perspective, the opportunities for student-athletes to participate in CIS Championships are evenly divided between men and women.

Championships in nine of the 12 sports will be organized and funded in the traditional model.

CIS will provide additional CIS Championship opportunities through a flexible service and funding model with three sports (curling, women's field hockey, and wrestling). It was made very clear to CIS through the Program Renewal process that NSOs recognize the value of CIS Championships to contribute to their sport development and high performance success. Recognizing the financial challenges facing CIS at the moment, CIS is providing a way in which selected National Sports Organizations can become funding partners and support a CIS Championship if they wish, through the flexible service and funding model. The funding and service models for these CIS Championship sports will vary according to the needs of the CIS and NSOs in order to create the best conditions for ongoing success. CIS will finalize the details of the Flexible Service and Funding Model with the selected NSOs in the forthcoming weeks.

| CIS Championships | |
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| Traditional CIS Organizational Model and Funding | Flexible Service and Funding Model |
| CIS Men's Basketball Championship CIS Women's Basketball Championship CIS Cross Country Championship (M and F) CIS Football Championship (male) CIS Men's Ice Hockey Championship CIS Women's Ice Hockey Championship CIS Rugby Championship (female) CIS Men's Soccer Championship CIS Women's Soccer Championship CIS Swimming Championship (male and female) CIS Track & Field Championship (M and F) CIS Men's Volleyball Championship CIS Women's Volleyball Championship | CIS CCA Curling Championship (M and F) CIS Field Hockey Championship (F) CIS Wrestling Championship (M and F) |
| Total Roster spots for men: 1750 (50.3%) Total Roster spots for women: 1728 (49.7%) | Total Roster spots for men: 132 (40%) Total Roster spots for women: 198 (60%) |
| Combined total Roster Spots for all CIS Championships: Men: 1882 (49.5%), Women 1926 (50.5%) | |

Sport selection is subject to the satisfactory conclusion of appeals (if any), final discussions with selected NSOs, and ratification by the CIS members at the June 2005 Annual General Meeting. The CIS membership approval shall be limited to confirming that the selection process as approved by the Membership was followed, and that the process had integrity.

CIS would like to extend its thanks to the applicant sports, the Canada Games Council, the Canadian Olympic Committee, the Coaching Association of Canada and the Program Renewal Committee for their contributions to the sport selection process.

The detailed sport selection report follows.

Program Renewal Detailed Report

To ensure that the CIS national championship program is contemporary and relevant to student-athletes, and sustainable for universities, a Program Renewal process was initiated. At the outset it was recognized that the end result of the Program Renewal process might be the confirmation of the existing roster, or the addition of new sports and/or the phasing out or transitioning into a different model of existing sports.

A Program Renewal Framework was approved by the CIS membership in Feb. 2004.

The framework empowered the CIS Board to select Championship sports to be included in the roster. Championship sports which satisfied pre-selection criteria were automatically included. Seventy percent of the remaining spots were to be selected based upon results from the Framework, and gender equity requirements. The balance of 30% of the remaining spots was to be filled using the Framework as a guide, but also giving the CIS Board discretion to exercise its judgment.

The Framework empowered the Board to select a lower ranked sport over a higher ranked sport in order to stay within size limits; to meet gender equity targets, to ensure the seasonal calendar is manageable; and to fill the remaining 30% of spots.

The Framework included a "Pre-Selection Criteria" component. By virtue of the number of universities currently competing in the sport, or by the Championship's marketing/promotional/TV/financial value, nine existing CIS Championships in 5 sports were pre-selected as CIS Championships for the 2006/07-2011/12 period:

1. 2. Soccer (male and female)
3. 4. Basketball (male and female)
5. 6. Ice Hockey (male and female)
7. 8. Volleyball (male and female)
9. Football (male).

The framework included a "Minimum Eligibility Criteria" component. New applicant sports had to demonstrate that they satisfied minimum eligibility criteria in order to be considered for selection to the 70% of the spots selected using the results from the Framework. Existing CIS Championship sports that were already on the CIS roster did not have to satisfy the minimum eligibility criteria (i.e. cross country, women's field hockey, women's rugby, swimming, track, and wrestling).

One of the Minimum Eligibility Criterion was that a “critical mass” of CIS member institutions had to express a commitment to participate in a championship if the sport was selected to the Core Sport Program. The Framework required that at least 20 universities from four Regional Associations be willing to compete.

While Curling (men’s and women’s) and Rowing (men’s and women’s) were close to the 20 threshold, only one of the eight new applicant sports, Rugby (men’s), satisfied this requirement. Championship sports that were already on the CIS roster did not have to satisfy this minimum of 20 threshold.

CIS members were asked to indicate with a “yes” or “no”, whether their institution was likely to declare participation in the sports at some point during the 2006-2011 cycle. In hindsight we discovered that this was a hypothetical question. Some universities replied with a “maybe”. Some indicated their replies represented the best information of their school’s intentions, but were not necessarily accurate. Responses indicated getting into a sport was influenced by many things including the changing landscape and the profile of the selected sports. While a university might not elect to participate in a sport at the time they filled out the questionnaire, if it did become a CIS sport, they would likely field a team. And if one existing sport is dropped, a university might field a team in another sport that they did not originally indicate on the survey.

In future program renewal exercises, this question should be altered or removed. The more appropriate question is: Are there a sufficient number of teams spread out over the Regional Associations to field a successful league and CIS Championship? However, for this round of program renewal decisions, of the new applicant sports, only Rugby (Men’s) was eligible for selection within the 70% portion of the framework. The balance of the new applicant sports remained eligible for selection at the CIS Board’s discretion within the 30% envelope. Existing CIS Championship sports that were already on the CIS roster were also eligible for selection to the 70% envelope (i.e. wrestling, women’s field hockey, track, swimming, cross country, and women’s rugby).

The Framework included an “Extra Measures Credit” component. The weighting of the extra measures were as follows: CIS members ranking of applicant sports: 20%; Marketing: 14%; Level of participation in the feeder pool: 11%; Current level of university participation: 11%; Available pool of certified coaches: 11%; Facilities: 10%; Officials: 8%; University Sport is an important element of NSO/PSO sport development model: 8%; and Consideration of existing competitive opportunities: 6%.

Data Collection and Validation:

CIS received the applications in June 2004 and validated the data throughout the Fall. The validation process resulted in some changes to the numbers being used for final scoring purposes. All applicants were provided with their final numbers and given an opportunity to comment and address concerns.

Results of the Scoring from the Extra Measures Credit:

The detailed results are available to the applicant sports upon request. The summary results are as follows:

1. Men's and Women's Cross Country running
2. Men's and Women's Track
3. Men's and Women's Curling
4. Men's and Women's Swimming
5. Men's Baseball
6. Men's Rugby
7. Men's and Women's Figure Skating
8. Men's and Women's Wrestling
9. Women's Rugby
10. Men's and Women's Rowing
11. Women's Field Hockey
12. Ringette
13. Men's and Women's Diving
14. Men's and Women's Canoe / Kayak

Selections to the 70% envelope determined exclusively by the approved framework:

Cross Country (men's and women's), ranked number one, was selected by the CIS Board as part of the 70% envelope.

Track and Field (men's and women's), ranked number two, was selected as part of the 70% envelope.

Curling (men's and women's), ranked number three, was passed over as part of the 70% envelope by virtue of Curling not meeting the minimum eligibility threshold of 20 universities. (19 universities expressed a commitment to participate in a CIS curling championship if the sport was selected).

Swimming (men's and women's), ranked number four, was selected as part of the 70% envelope.

Baseball (men's), ranked number five, was passed over by virtue of it not meeting the minimum eligibility threshold of 20 universities. (13 universities expressed a commitment to participate in a baseball championship if the sport was selected).

Rugby (men's), ranked number six, was eligible to be selected, however it was passed over due to gender equity balance issues. Men's Rugby would have added 150 male roster spots. In order to have a gender balanced program the Board was looking to add a Championship opportunity that offered roster spots for women, therefore it proceeded to a lower ranked sport.

Figure Skating (men's and women's), ranked number seven, was passed over by virtue of it not meeting the minimum eligibility threshold of 20 universities. (5 universities expressed a commitment to participate in a championship if the sport was selected).

Wrestling (men's and women's), ranked number eight, was passed over as part of the 70% envelope. The Wrestling Championship consists of 100 male wrestlers and 70 to 80 female wrestlers. CIS is against selecting only women, in sports where both genders compete in the same CIS Championship. In order to have a gender balanced program the Board was looking to add a Championship opportunity that offered roster spots for women, therefore it proceeded to a lower ranked sport.

Rugby (women's), ranked number nine, was selected as part of the 70% envelope in that it offered 150 roster spots for women, and was offered in the slower Fall season. It

was noted that a strong message needed to be delivered to the Canadian Rugby Union to resolve the issues regarding playing on field turf.

As a result of the selections, the gender breakdown of the pre-selected and 70% envelope Championships was as follows:

| Theoretical Maximum Number of participants at CIS Championships by gender: | | | Actual Number of participants at CIS Championships by Gender (2 year average) | | |
|--|-------------|-------------|---|-------------|-------------|
| Sport | Men | Women | Sport | Men | Women |
| Basketball (8 team) | 96 | 96 | Basketball | 120 | 93 |
| Football (4 finalists) | 160 | | Football (4 finalists) | 172 | |
| Ice Hockey | 132 | 120 | Ice Hockey | 150 | 117 |
| Soccer | 144 | 144 | Soccer | 125 | 120 |
| Volleyball | 96 | 96 | Volleyball | 115 | 103 |
| Rugby | | 150 | Rugby | | 148 |
| Swimming | 480 | 480 | Swimming | 119 | 144 |
| X-country | 217 | 217 | X-country | 94 | 101 |
| Track | 425 | 425 | Track | 172 | 180 |
| Total | 1750 | 1728 | Total | 1067 | 1006 |
| Percentage | 50.3% | 49.7% | Percentage | 51.5% | 48.5% |

It was acknowledged that after Program Renewal selections are confirmed, variations in the gender equity profile may occur throughout the cycle based upon format revisions (i.e. men's basketball could remain a 10-team format, or revert to 8 teams, women's basketball may expand etc.). It is not possible to predict and take into account these format fluctuations and their impact on gender equity. If the gender equity balance does fluctuate throughout the 2006/-07-2011/12 cycle, it would be adjusted at the beginning of the next cycle.

Seasonal Profile:

The seasonal profile of the pre-selected and the 70% envelope Championships is:

Fall: 5 Championships plus two semi-final Bowl Games.

Winter: 8 Championships.

Envelope Size and Selecting the Balance of CIS Championships:

The CIS Board had at its discretion, the opportunity to select an additional 30% of CIS Championships. The Board also had the mandate through the Framework to address the phasing out or transitioning into a different model of any existing sports that were not selected.

The Board gave serious consideration to the current CIS financial situation. CIS has been unable to secure a television broadcast sponsor, impacting the bottom line in the range of \$300,000 per year. Requests to Sport Canada to secure additional funding were unsuccessful.

The Board agreed that delivering quality Championships was paramount. CIS does not want to dilute quality. CIS financial and staffing resources are stretched to capacity. It was also agreed that not all CIS Championships require the same investment of human or financial resources.

It was also recognized that two existing CIS Championships (Wrestling, and Women's Field Hockey) had not been selected in the 70% envelope. The Framework gave the Board the discretion to address transitioning into a different model for existing sports that were not selected.

Wrestling and Field Hockey are Olympic sports that rely heavily on CIS to develop coaches, officials, athletes and facilities. It was concluded that Wrestling, and Field Hockey should remain CIS sports, with a revised economic and organizational model. These CIS Championships will be organized through a flexible service and funding model. Recognizing the financial challenges facing CIS, the CIS is providing a way in which the CAWA, and FHC can become funding and organizational partners and support a CIS Championship, through the flexible service and funding model. In the CIS Championship (Flexible Service and Funding Model) responsibility and funding for several of the tasks normally traditionally done by CIS will shift to Field Hockey Canada and the Canadian Amateur Wrestling Association, thus freeing up additional CIS staff and financial capacity.

The funding and service models for these CIS Championship sports will vary according to the needs of the CIS and NSOs in order to create the best conditions for ongoing success. CIS will finalize the details of the Flexible Service and Funding Model with the selected NSOs in the forthcoming weeks.

Subject to the NSO and CIS entering into a agreement, and subject to numbers of schools participating, Wrestling shall be a CIS Championship (Flexible Service and Funding Model) through to 2011/12, and Women's Field Hockey shall be a CIS Championship (Flexible Service and Funding Model) through to 2006/07, with the possibility of extension.

Curling had ranked third on the tool, and the CIS Board agreed that the development of a CIS Curling Championship should be pursued. Subject to the Canadian Curling Association and CIS entering into an agreement, and subject to numbers of schools participating, Curling shall be a CIS Championship in 2006/07 through 2011/12, using the Flexible Service and Funding Model.

Appeal Mechanism:

Appeals if any are based upon limited procedural grounds. Appeal procedures are detailed in Policy 90.50:

universitiesport.ca/e/pol_proc/documents/09_90_ConductandEnforcement.pdf#

Applicants must advise the CIS chief executive officer in writing within 14 days of receipt of the sport selection decision if they wish to appeal (no later than Feb. 4, 2005). The notice must indicate the procedural grounds on which to base the appeal and must provide all relevant data, information and arguments for such review to be considered. A non-refundable payment of \$100 (one-hundred) must accompany the request for appeal.

Annex 2

Funding and Organizational Model for the CIS Wrestling Championship

Approved by CIS Board – January 17, 2005

Executive Summary

- CIS, CAWA, and CIS members will invest in the CIS Wrestling Program through to 2011.
- The CAWA will invest up to \$50,000/year for the CIS Wrestling Championship travel pool, replacing the CIS members travel pool fee, and eliminating the Wrestling draw from the over-all CIS travel pool.
- The CAWA will invest up to \$3,000/year for officials travel, replacing the CIS funding for officials travel to the CIS Championship.
- The CAWA will invest \$45,000/year towards travel for qualifying events for CIS Championships or FISU events.
- The CAWA will continue to offer coaching support through its Coaching Endowment Program.
- The CAWA will take over some of the organizational functions associated with the CIS Championship.
- The CAWA will provide up to \$80,000 for a limited time incentive for the purchase of mats. Five mats @ \$16,000 to each new school that commits to CIS Wrestling by March 31, 2005.
- CIS members will pay CIS a participation fee for Wrestling. Fee to remain the same as in 04/05.
- The Championships will occur in early March / late February each year and be open to CIS member institutions.

Revised Economic Model for the Wrestling Championships

Expenses to operate the CIS Championship

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| Officials air travel to CIS Championship | \$2,800 |
| Costs: insurance, translation, staff, website, almanac, CIS delegate, overhead, Trophies, medals, Championship banners, Score reporting / Statistics | 12,700 |
| Travel pool contribution back to schools attending the Championship (3 yr average: \$38K) up to 50,000 | |
| Costs to CIS Championship Host to organize the event (based on '07 Host budget) | <u>37,500</u> |
| Total Expenses | \$103,000 |

Revenues:

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| CIS members wrestling fee: \$350 x 16 schools (fee for women's and men's) | \$11,200 |
| CIS Championship Host guarantee. (same as 04/05) | 1,250 |
| Host underwriting costs of hosting the Championship | 37,500 |
| CAWA investment towards university wrestling: | |
| CAWA payment to CIS Championship travel pool: \$500 per competitor entered: | up to 50,000 |
| CAWA payment to CIS Championship officiating support | <u>3,000</u> |
| Total Revenues | \$102,950 |

Individual CIS members would continue to invest in wrestling through training, coaching support and travel to tournaments, qualifying events and the CIS Championships. The CAWA would support CIS member schools in the following fashion:

A pool of \$45,000/year to be used to support FISU events or CIS Championship qualifying events. Conference & Qualifying Event Support Grants (per competitor entered)

Atlantic/Quebec: 60x\$250=\$15,000, Ontario: 60x\$250=\$15,000, Canada West:60x\$250 =\$15,000

- Between 1984 and 2004, the CAWA/provincial affiliates have provided more than **\$3,500,000** in direct coaching support at CIS institutions through the National Training Centre Program.
- An additional part of the National Training Centre Program has been the creation of a Coaching Endowment Program started in 1997. By June, 2004 the CAWA identified six Endowments at a minimum \$250,000 level and seven Endowments at a minimum \$125,000 level for a total of almost **\$2,500,000** in Endowments. These endowments will continue to provide annual funding support to the selected CIS wrestling programs over the 2006-2011 cycle.
- Beginning in the 2005/06 fiscal year and continuing to 2010/11, the CAWA will enhance its financial commitment to CIS Wrestling in the following ways;
 - A) Annual support grants to CIS Wrestling programs that did not qualify for endowments between 1997 and 2005. **(\$24,500/year)**
 - B) Four additional endowments for newly qualified CIS Wrestling institutions. **(\$12,500 / year)**
 - C) CIS National Championship Grants (\$500 per competitor entered) \$ 50,000
 - D) CIS National Championship Officiating Support - Travel Support up to \$ 3,000
 - E) CAWA has also set aside up to \$ 80,000 to purchase wrestling mats for new university programs which make a commitment to entering the CIS in the next year. These funds are a one-time opportunity and must be expended before March 31, 2005.

Organizational Model for the CIS Wrestling Championship

The economic model described above would support and include the following services:

1. National Championship travel subsidies to participating teams at the Championship provided through the CAWA Wrestling travel pool.
2. Championship insurance provided by CIS and by the Hosts of the Championship. Funded by CIS sport specific fee.
3. Technical officials are selected and funded by CAWA. Travel arrangements/bookings done by CAWA.
4. Wrestling data and statistics are published on CIS website. Funded by CIS sport specific fee.
5. Championship website provided and maintained by CIS. Funded by CIS sport specific fee.
6. Championship media releases written by CAWA and issued by CIS and CAWA.
7. Wrestling statistics and accomplishments are compiled by CAWA and captured in a Wrestling chapter in the CIS Almanac. Production funded by CIS sport specific fee.
8. CIS provides medals, and CIS banners for the CIS Champions. Funded by CIS sport specific fee.
9. Event will be titled CIS Wrestling Championship.
10. CIS delegate attends the Championship. (responsibility shifted from CIS staff to Board member)

11. All-Canadian and major award winner recognition continues. Funded by CIS sport specific fee.
12. Wrestling Top 10 recognition continues. Funded by CIS sport specific fee.
13. Selection of Championship host: CIS to select the host.
14. Maintenance of the Playing Regulations: Responsibility shifted to CAWA to maintain and update the Playing Regulations for the CIS Championship. CIS Coaches Association meetings and liaison coordinated by the CAWA.
15. CIS policies around drug-free sport, equity, and code of conduct would apply.
16. Complaints/appeals regarding the Wrestling program/Championship to be addressed by CAWA.
17. Eligibility Rules: The existing CIS eligibility rules would be replaced with minimum requirements: maximum of 5 years to compete, 18 credit hours (If the CIS regulations around 18 credit hours vary, the Wrestling requirements would follow in lock-step), aged 27 or under to conform with FISU requirements, and the CIS transfer rule would apply.
18. Wrestling student-athletes would continue to be eligible for financial athletic awards, CIS Academic All-Canadian status, CIS Athlete of the Week recognition, and BLG nominations.

ANNEX 3
Sport Committee Activities

Bid book:

Working on specific areas:

- Medical requirements
- Doping requirements
- Emergency Response Plan & Crisis Management Plan

The presentations and decision making process used in November gave us some good learnings with regards to clarifying some statements in the bid book to facilitate the bidding committees' task at putting their best foot forward. This will be a recurring item as we will continue to improve the process as we move forward in bid reviews.

Interim Report from Women's Basketball Sub-Committee

The sub-committee has not moved forward with their task since June. The Sport Committee members are asked to forward to the VP Sport their feedback on the document using the questions "what information is missing from the document to help you as a regional representative or AD to make a decision on the value of moving forward with Women's Basketball" as a means to stimulate thought on the topic.

VP Sport to ensure the Sport Committee reviews the final proposal at their May Meeting.

Evaluation of the 10-Team Pilot Project in Men's Basketball and Review of the Championship Task Force Principles

The National Office will be gathering the following data so that we may have a report on the Pilot Project for the May meeting.

- (i) host feedback (specific to men's basketball)
 - (ii) feedback from athletes
 - (iii) feedback from TV (does it enhance the championship)
 - (iv) feedback from sponsors
 - (v) feedback from fan

VP Sport to ensure report on Pilot Project is ready for May. Premise of the report is to affirm if the original reasons for moving to 10 are in fact valid in light of the data gathered.

Review of the Championship Task Force principles.

National Office will send out one final request for feedback to the coaches associations. National Office will send out a request for feedback to Regional associations. VP Sport to ensure report Championship Task Force principles is ready for May.

Looking ahead:

Committee has conference call meetings set for February and May with a face to face in June. Our goal is to deal with regulations changes, etc. on the calls and leave the face to face to matters which require more dialogue such as bid selection and championship format.

- a. February 28th, 1:30pm (EST) Conference Call
 1. Cross Country - Modify current Regulations 1.4 and 1.5 under Awards and Trophies Most Valuable Performers (MVP) Rookie of the Year (Motion 2 on vote sheet)
 2. Women's Soccer –rotation for last berth.
 3. Men's Soccer – berth assignment process.
 4. Draft Fan Behaviour Protocol
 5. Recommendation to address the designated warm-up areas.
 6. Standardized playing roster guidelines
 7. CIS Doping Committee recommendation regarding removal of performances not recognized by our sport governing bodies (Athletics Canada, IAAF, etc) due to doping related offenses from the CIS Record Books.
 8. Review of officials' fees and process for dealing with requests for increases.
 9. Bid Process – Do we wish to clarify our position with regards to hosting two championships on same weekend (i.e.: men's & women's soccer).

 - b. May 23rd, 1:30pm (EST) Conference Call
 1. Spring Coaches Association Motions **requiring more information:**
 - a. Men's Basketball - That we adopt the Wildcard Selection Criteria presently used by the CWUAA as the seeding criteria for the Final 10 Tournament. James Hillis will review the criteria and add any language necessary to reflect the Top Ten format structure. (Motion 12 on vote sheet)
 - b. Wrestling – need coaches association to send us the CIS Wrestling Championship Amelioration Proposal for the year 2004-05 season
 2. Leftover items from February meeting.
 3. Men's Basketball Championship Format Review and Recommendation.
 4. Coaches Association Feedback on Championship Task Force principles.

 - c. June 6 & 7, Face to Face Meeting (which means bid selections)
 1. Draft coaches association presidents' handbook.
 2. Review current championship formats and berths and report back by fall 2005.
 3. Next Step for National Championship Schedules – Appendix A
 4. Secure all Executive responsibilities from ALL coaches associations in order to include in By-Laws.
 5. How to build synergy/connections between domestic/international/finance/marketing areas of CIS.
 6. Establish principles to govern sport development.
 7. Program Renewal
- Oversee implementation process if adding or deleting sports.

ANNEX 4

Draft #1- Television Strategy for 2005-2006

Background Information

In order to move forward and ensure our organization has more television exposure, it is necessary for the organization to establish a budget to help offset production costs or to purchase the airtime.

As outlined in the report to the Board on December 1, 2004, national television coverage is essential and necessary as there are many powerful and positive outcomes that result from further exposure. We need to continue to develop our brand and expose our product to as wide a mass audience as possible. Regular (weekly) broadcasts of events throughout the year will certainly facilitate this objective.

Therefore we propose a program that would include 22 weeks of National event coverage (with some double headers) – a total of 30 games at an average cost of \$20,000 per game, totaling \$600,000. Broadcast of events starting the end of September to the Vanier Cup, then once again from mid to late January to the end of March.

Financing

It is proposed that financing for this project will be broken down as follows:

1. Selling of event television sponsorship – 50% of the total (this includes event bill boarding, stadium signage, promotions, in game features)
2. Direct contribution from Championships hosts (some contributions have already been confirmed).
3. Re-allocation of the Championship guarantee portion of the CIS Travel Pool that was previously provided to Field Hockey and Men's and Women's Wrestling.
4. Regular season event coverage - user pay system (\$2,500 per Team, per appearance)
5. Membership contribution – 2 levels - A Level A \$1,000 – Level B (smaller member institutions) \$500. Therefore, 30 x 1,000 plus 21 x 500 = \$40,500
6. Advertising revenue – 30 games x 15 spots per game at an average selling price cost of \$500 per spot - \$225,000 in revenue. I recommend we only use \$100,000 for funding purposes, as this is not guaranteed revenue.

| | |
|-------------------|-------------------|
| Estimated Funding | 1. \$300,000 |
| | 2. \$ 80,000 |
| | 3. \$ 30,000 |
| | 4. \$ 50,000 |
| | 5. \$ 40,500 |
| | 6. \$100,000 |
| | Total - \$600,500 |

Note: Additional dollars made on the sale of ad revenue will either be placed back into the pool or we will reimburse schools paying into the program.

What do we want?

We will look for a network partner – one who will promote the CIS, who will feature athletes, schools, programs, and coaches. A partner who will advertise the games, promote the game; one who will create a pre-game atmosphere and a post-game wrap up. We need much more than just an event broadcaster, as it is essential that the network creates additional hype and awareness leading up to all broadcast events.

We will ask for event coverage from a National Broadcaster, and we will invest the \$600,000 into programming. In return we will expect this partner to also invest with us, as a true partner would, and help build our brand and bring it to a higher level. We will ask for game inventory, bill boarding, event features, as well as more control of the broadcasts, which will help in not only promoting the televised game but also other key current events throughout the CIS.

Benefits for CIS

- Exposure of the CIS brand to a national audience on a regular basis
- Exposure of our student-athletes and member institutions to a National audience
- Profiling (features) of member schools on a National Network
- Each member institution participating and paying an appearance fee during regular season games will receive two spots per game plus school profiling.
- Each participating member institution will receive at least one free advertising spot per year.
- This opportunity will allow CIS and members to increase their level of exposure within (and to) the corporate world
- Regular exposure will create a greater need for members to provide information to media.

Which events will be broadcast?

In order to ensure we broadcast the most entertaining events several key criteria needs to be met.

- The importance or significance of the particular event.
- The television capabilities of the venue; is it relatively simple for a crew to come in a broadcast an event?
- Will the site reach capacity for the events?
- What is the possibility of an electric atmosphere at host venue?
- Is the sport one which will attract high ratings and/or sponsorship?
- Traditionally, has the sport attracted good viewing audiences?
- Working in close cooperation with the OUA, The Score and RDS ensuring we support and enhance their broadcasts – such as possible double headers, or receiving the RDS feed and broadcasting a game in English – build on what we have and work with them.
- Location of event – Cost of production of events are more significant in different markets (A, B, C markets, for example Southern Ontario being an A market; Moncton, a C market).

Given the above criteria we will also ensure Championship events will be broadcast within capacity of the structure.

How do we measure success of this program?

At the end of this program we will have to determine whether or not this program has had an impact and has been successful. How will this be accomplished?

- One measure of success will be ratings per event and average of the season
- The amount of corporate interest throughout the year – has it grown or changed in any way
- Have the demands of media changed as a result of the added exposure.
- Degree of increased visibility of events highlights on sport news shows.

Staffing

Peter Metuzals will take the lead and oversee this project. There is a substantial amount of work, but I believe selling the television package is simpler and cleaner because we are actually selling something very tangible. We will sell television hours, inventory, viewership, signage on television, banners on site and such. This is very different than selling event sponsorship where value at times might be questioned.

Peter's time will be shifted and will not take away from anything he is currently doing, if anything it will make things simpler as we will control more. In addition, some staff might be utilized in the office to help support the advertising sale portion to institutions.

Why is Television exposure necessary?

Many of these thoughts and discussions from the Marketing Committee have been summarized in the marketing report and minutes from the last Board meeting on December 1, 2004.

But, we really need to elevate the level of exposure that all CIS events, member institutions, athletes and programs receive, throughout the country. Television will help build our brand, it showcases all we have to offer, it lends legitimacy to our brand; it provides "us" with an opportunity to reach many thousands; it showcases all we have to offer, to the corporate world, potential students, parents and to alumni.

The one key factor I have heard in the past and from corporations is that CIS is not a significant component within the corporate world. Is consistent television exposure the answer? Will more visibility of our product suddenly make the CIS brand more attractive? No, but it will help a great deal. It will make a significant impact. Television is a primary vehicle enabling anyone to reach many viewers, fans and others, not just a few as we are currently doing. Regular season games, consistent weekly coverage helps build excitement and will help build audience.

Consistent event coverage and broadcast will establish a very powerful and solid foundation, which will, in future years, help events develop and grow audiences, sponsorships, media visibility and hopefully more University support.