

**October 25, 2004 CIS Board of Directors Conference Call Minutes**

**1:30 PM**

Attendance: Drew Love, President; Dick White, President-Elect; Diane St-Denis, Vice President Sport; Pat Murray, Vice President Marketing; Murray Hall, Vice President Research and Development; Barb Mullaly, Chair, Finance Committee; Katie Sheahan, QSSF; Liz Hoffman, OUA; Jean-Guy Ouellette, Chair, International Committee.

CIS Staff: Marg McGregor, CEO; Tanja Mackin, Director Finance & Administration; Peter Metuzals, Marketing Director; David Haanpaa, Operations and Development Officer; Sheila-Ann Newton, Manager Events and Programs.

Regrets: Derryl Thomas, AUS; Don Wilson, Canada West

**1. APPROVAL OF AGENDA, INTRODUCTORY COMMENTS**

**04-10-01      Hall/Hoffman      Carried**

**To accept the agenda as presented.**

D. Love reported that Danielle Gardner, Trinity Western, has resigned as chair of the CIS Equity and Equality Committee, effective immediately.

It was also reported that Kim Gordon has resigned from the University of Alberta, and the CIS Sport Committee.

The Board expressed their appreciation for the dedication and efforts of both Danielle and Kim on CIS committees over the years.

**2. BOARD ORIENTATION**

D. Love noted that Board Meeting "Facilitation, Processes and Norms" which had been developed in 2000 were pre-circulated for the benefit of Board members, who were encouraged to review them.

It was also suggested that they be circulated prior to the meeting in November, as many of the norms related to face to face meetings.

**3. RESEARCH AND DEVELOPMENT**

The Research and Development Committee is looking for a strong mandate with tasks that can be brought to completion to in a specified time period

The list of possible activities to date include the following items:

- a) Craft, plan and deliver professional development opportunities when the membership connects in June and November

- b) Create a top reading book club and/or facilitate exchange of best practices and best reading materials
- c) Facilitate/Promote professional training (seminars and workshops that other agencies deliver e.g. NACDA, NACMA, NAADD, etc.)
- d) Determine who the research experts are within the CIS and in the broader university community that could support CIS research initiatives.
- e) Identify schools with Sport Management Programs (especially grad programs) who might be able to assist with research projects.
- f) Collaborate on a “values and outcomes paper” [or branding statements/key messages] on educationally based university sport that all members could access as needed
- g) Ongoing requests for “hard data” to:  
Substantiate (or refute) anecdotal stories of losing student to the U.S., (why they leave, how many come back, etc.)
- h) Compare graduation rates of student-athletes to the general student population, academic achievement statistics etc. – Suggestion is to develop a web-based program for easy entry/collection of info.
- i) Differentiate/clarify “who we are” (distinctively Canadian not a mini-NCAA)
- j) Assisting other committees with research related activities

Some Board members suggested that items (f) and (g) and (h) were priorities and that determining who the research experts were (d) and identifying the Sport Management Programs (e) who might be able to assist us with research projects would be helpful in obtaining hard data.

Other suggestions included:

- contacting CUPEEKA to source out the research experts and Sport Management programs;
- obtaining data on number of students who go to the States from CIS coaches or NCAA;
- obtaining data on the number of students returning to Canada from eligibility records;
- using the analytical studies centres at each university to obtain data;
- obtaining information on why students are leaving and coming back, not just numbers;
- AUS will be releasing grad rate data in April 05 – investigate their methodology;
- possibly require members to report on student-athlete grad rate stats annually, at same time as award reporting.

**ACTION:** Research and Development Committee to determine the best method of conducting the following research initiatives:

- a "values and outcomes paper,
- hard data to substantiate (or refute) anecdotal stories of losing student to the US, (why they leave, how many come back, etc.)
- Comparison of graduation rates of student athletes to the general student population

**4. REVIEW OF FIRST QUARTER FINANCIALS**

a) Interim Financial Statements

T. Mackin reported on the following known variances to budget as of October 15, 2004:

Increase in Revenue:

Via \$20,000

Air Passes \$5,000

Decrease in Revenue

Membership Fees \$7,005

Savings:

Salaries \$18,000

Directory \$218

Over Budget

Almanac \$1,449

Total Variance \$44,764

Surplus Projected at June 30, 05 (assuming all other budgeted revenue is realized):

**\$47,227**

It was noted that only contracts signed and confirmed events are being included in projections and variances from budget.

b) Confirmation of payroll deductions:

T. Mackin indicated that the agreement recently refreshed and signed with the Association of Universities and Colleges of Canada (the firm that processes CIS payroll) confirms that the AUCC is responsible for all Government remittances.

**5. MARKETING UPDATE**

a) Television Update

Television continues to be the primary topic of conversation at many different venues. The TSN conversation is almost daily, with additional event broadcasts being discussed, with possible event summaries show being presented, with more regular event coverage also being touted (such as Saturday evening Hockey to replace NHL hockey). Some of these events required additional funding; broadcasters may fund other events since

some money may be available later on as a direct result of the NHL strike or we might be able to secure funding for broadcasts. The discussions and negotiation are ongoing.

In summary, CIS is focusing on event coverage from Feb. to end of March and is in discussions with Raptor TV. There is no drop dead date at the moment for Raptor's TV but we are confident that progress is positive.

TSN would also like to provide coverage of the Men's Hockey Championships and we are in process of working on event logistics.

In cooperation with TSN a production company will broadcast a summary of the Year in CIS Football. This is a pilot program, primarily funded by the production company, with footage provided by all networks. It has the potential to profile University Football in a very positive fashion, especially this year with some of the great stories to date. We will evaluate the show with TSN and the producers prior to airing to determine whether or not this is something we would like to continue.

At the moment, the only TV broadcasts that have been confirmed are the 2 Football Bowl Games, the Vanier Cup, the Men's Ice Hockey Final and a summary show, all on TSN.

A discussion occurred on the difficulty of accommodating both hosts' needs and television needs. P. Metzals noted that the Marketing Committee is meeting on October 29 to discuss the issue of television.

The possibility of audio webcasting and live stats was also discussed, and P. Metzals indicated that these options are also being investigated.

#### b) Sponsorship

CIS is in continuous discussions with our Canadian Forces contacts, with both parties still awaiting final word from senior Government officials. An agreement has been reached for a package for the Fall Championship, which will provide financial resources to these events in addition to revenue for the CIS. CF will also support the winter Championships in a similar fashion. CIS has re-worked the Academic All-Canadian program with CF, but still requires formal approval from Public Works officials.

#### c) Web Site Numbers

In a comparative analysis of our web site numbers from the first two months (Aug-Sep) of this year compared to the first two months of 2003, it is significant to note that user traffic is up by 17.6% in user hits (which is an increase of 1.5 million) while session use has increased even more drastically by 31%.

## **6. INTERNATIONAL UPDATE**

C. Timm reported on the following 2004 successes:

160 athletes and coaches will have added an international competitive experience to their repertoire in competing in the following single sport World University

Championships from April to December of 2004. As of this date, Canada has won multiple medals in Wrestling, and the Gold medal in Women's Rugby. A more detailed analysis of results and participants will be provided at the December Board meeting.

The Championship events in 2004 are:

Badminton	Bangkok, Thailand	December 9-12, 2004
Baseball (m)	Tainan, Chinese Taipei	July 9-18, 2004
Beach Volleyball		Songkhla Province, Thailand June 16-20, (cancelled due to security)
Cross Country		Collegno, Italy March 28, 2004
Equestrian	Tokyo, Japan	December 2-5, 2004
Golf	Nakhon Ratchasima, Thailand	August 1-6, 2004
Karate	Belgrade, Serbia & Montenegro	July 9-14, 2004
Rugby (w)	Beijing, China	September 15- 20, 2004
Softball (w)	Plant City, USA	October 26th to 31st, 2004
Taekwondo	Patras, Greece	June 2nd to 5th, 2004
Triathlon	Palma de Mallorca, Spain	July 1st to 3rd, 2004
Wrestling	Lodz, Poland	June 3rd to 6th, 2004

(m) – men only (w) - women only

### **2008 World University Championships Bid Process**

CIS is currently completing the review process of the bid from Action Sommet, a group out of Repentigny, Quebec, who had previously submitted a bid to host the 2008 World University Beach Volleyball Championships. Following the review of the draft bid, site visits in May and a technical evaluation in July, we are completing the process and will provide a recommendation from the International Committee to the Board at the December Board meeting.

### **UNIVERSIADES**

#### **2005 Winter Universiade**

The cities of Innsbruck, Seefeld and Hochfilzen, Austria will host the 22nd Winter Universiade from January 12-22. Canada is expecting to send a team of 85-100 members (75 athletes, 25 staff) to compete in the sports of Alpine Skiing, Cross-country Skiing, Snowboarding, Biathlon, Ice-Hockey (OUA allstars), and Skeleton.

Due to conflicts with national championships and national team selection trials at the same time as the Universiade in January, we do not foresee Speed Skating (long and short track) and Figure Skating teams attending the event in 2005.

Chef de Mission Dick White and Colin Timm attended a Head of Delegations Meeting in Innsbruck / Seefeld from September 29 – October 3. It appears that the Universiade has the potential to be one of the best organized in the past decade, and a full site visit report is being provided to all sports attending. Anyone wishing a copy should contact Colin Timm at the national office.

**The Mission Team Leadership has been selected as follows and the remaining medical positions will be selected October 19:**

Chef de Mission	Dick White	University of Regina
CIS	Colin Timm	CIS
CIS	Joe Morissette	CIS
Sport Information Manager	Jim McLarty	York University
Chief Medical Officer	Dr. Julia Alleyne	University of Toronto
Chief Therapist	Russ Horbal	University of Manitoba

A one-day Mission Team meeting will be held in Toronto on November 28<sup>th</sup>.

All current information regarding the Games has been placed on the Team Canada website at [www.cisport.ca/innsbruck2005](http://www.cisport.ca/innsbruck2005).

**2005 Summer Universiade**

The city of Izmir, Turkey will host the 23<sup>rd</sup> Summer Universiade from August 11-21. Canada is anticipating a team size of over 200 participants, taking part in the thirteen sports that are offered. Planning is currently underway with each representative sport group.

The Mission Team Leadership has been selected as follows and the remaining sport information and medical positions will be selected October 19:

Chef de Mission	Patricia Murray	York University
CIS	Colin Timm	CIS
CIS	Joe Morissette	CIS
Administration Manager	Tanja Mackin	CIS
Operations Manager	Mike McTeague	University of Alberta
Sport Technical Manager	Claude Desy	Université de Laval
Sport Information Manager	Claire Baillie	OUA
Chief Medical Officer	Dr. Richard Goudie	n/a
Chief Therapist	Raymonde Fortin	Univ. de Montréal
Clinic Manager	Antoine Atallah	n/a

Colin Timm attended a site visit with the Izmir 2005 Organizing Committee September 27 – 29 in order to obtain advance information on the Summer Universiade. A preliminary report will be provided to all potential sports attending the Universiade. Anyone wishing a copy should contact Colin Timm at the national office.

All current information regarding the Games has been placed on the Team Canada website at [www.cisport.ca/izmir2005](http://www.cisport.ca/izmir2005).

**2011 Universiade Bid Process**

In keeping with the Board's decision at the June AGM, a call for bids to host a Universiade in 2011 will be distributed prior to the end of October. Representatives of Edmonton and Montreal have expressed an interest for a Summer Universiade, while representatives of Calgary have expressed an interest for a Winter Universiade.

Prior to distributing the call for bids, we will be meeting with Sport Canada to confirm our intentions as stated in June 2004. We have also been working with the Canadian Sport Tourism Alliance and Organisations to include budget and business plan templates that have been developed to enhance our bid process.

C. Timm noted that a complete list of student-athletes participating in upcoming international events will be circulated to the Membership in the near future.

Also, complete results of how CIS student-athletes fared at 2004 World University Championships and the winter Universiade will be circulated in February 05.

## **7. SOLUTIONS RE: TIMELY DISTRIBUTION OF POLICIES AND REGS**

During the September 2004 Board conference call, concern was expressed regarding the dates of release of CIS Policies, Playing Regulations and Eligibility and Doping Educational Material.

The Board consensus was that the CIS Membership needs to have these items available to them by the third Friday in August at the latest. Currently these items are being distributed in late August/early September.

It was agreed that M. McGregor shall work with CIS office staff to ensure that Policies, Playing Regulations and Eligibility and Doping Educational Materials are provided to CIS members by the third week of August each year.

M. McGregor presented the following solutions to the Board.

### Solutions / Implications:

A schedule has been developed to accomplish the board's direction of having the documents produced by the third week in August (details are below).

In order to stick to the timelines:

- ☐ The Almanac must be updated immediately following each CIS Championship, and sent to print in late May/early June prior to the AGM.
- ☐ the production of the Directory must be deferred until late August/early September.
- ☐ The audit will be deferred until September/October
- ☐ Coaches Association presidents will be given 2.5 weeks in June to proof read the draft Playing Regulations. The VP Sport (or their designate) will also be asked to proof read the Regulations during this time period. If Coaches Association's do not get back to the CIS office with feedback on the draft by the deadline, the Regulations will be produced as is.
- ☐ Following the Sport Committee meeting in June, there will not be any opportunity to send unfinished items or business, out to a sub-committee or back to the Coaches Association for further review, and still be included in the upcoming year's regulations. Issues that are not ready to be passed at the June Sport Committee meeting will have to be deferred to the subsequent year, or in dire circumstances a revision to the Playing Regulations will be issued following their publication.

<b>Time</b>	<b>By-Laws, Policies</b>	<b>Notes</b>	<b>Playing Regulations (PR)</b>	<b>Notes</b>
Nov. 4-26			Fall Coaches Assoc. meetings	
Nov. 11- Dec. 3			Minutes from Coaches Assoc. due	
Dec. 17			Fall Vote sheets distributed	
Feb. 14			Sport Committee Conference Call	To review Fall Coaches Association motions
Feb. 14-18			Fall PR updated & sent to Coaches Associations for approval.	Could have motions that require follow-up and therefore would not be included in PR
Feb. 25 – Mar. 26			Winter Coaches Assoc. meetings	
Mar. 3 – April 1			Minutes from Coaches Assoc. due	
April 1 - 15			Fall PR sent to translation	
April 15			Winter Vote sheets distributed	
May TBD			Sport Committee Conference Call	To review Winter Coaches Association motions
May TBD			Winter PR updated & sent to Coaches Associations for approval.	Could have motions that require follow-up and therefore would not be included in regs.
June 6, 7			Sport Committee meeting	
June 8-10	AGM		Final updates to Winter PR	

June 13-17	AGM minutes (TM) Eligibility rules updated (TH)	Tanja, Tom blackout on holidays	PR sent to Coaches Assoc. following changes @ Sport Cmt.	SAN blackout on holidays
June 20 – 24	AGM minutes, Prep for Year end (TM) Eligibility rules updated (TH) All staff update their sections of policy manual	Blackout on holidays for all staff who have policy manual updates (Marg, Peter, Tom, Colin, Tanja)		SAN blackout on holidays
June 27 - 30	TMackin holidays			SAN blackout on holidays
July 4-8	TMackin holidays		Approval of PR due from VP Sport and Coaches Associations.	SAN blackout on holidays
July 11-15	Policies updated (TM)		Cushion for delays	SAN blackout on holidays
July 18-22	Policies updated(TM)		Content of PR completed.	SAN blackout on holidays
July 25-29	Prep for new year (TM)		PR off to translation	
Aug 1-5	Prep for new year (TM) Tanja checks and assembles policy manual. Marg to proof	Tanja, Marg and Caroline - blackout on holidays Bob D. to translate	PR posted on web.	Kevin blackout on holidays
Aug 8-12	Proof. Convert to pdf Post English to web Caroline retrieves translations, proofs, makes corrections, prints out final version and does PDFs	Caroline - blackout on holidays. Tanja leaves for Universiade Aug 6th. Bob D. to translate	PR sent to print	
Aug 15-19	Convert to pdf Post remaining English and French to web Send to print	Caroline and Kevin- blackout on holidays		
Sept/Oct	Audit			

The timing of the CIS Annual General Meeting was discussed and the pros and cons of holding it earlier in the year were considered

**9. UPDATE FROM EQUITY AND EQUALITY COMMITTEE**

Due to the resignation of the chair of the Equity and Equality Committee, there was no update. M. McGregor noted that an interim Chair is being confirmed in the near future, and that a new Chair, who will take the committee forward, will be appointed in June 2005.

**10. CRISIS MANAGEMENT – EARLY WARNING**

Board members were asked to identify any damaging event, revelation, allegation or incident that could potentially threaten the health and safety of our members, and/or the viability of the organization; a major unpredictable event that has potentially negative results; a serious or troubling incident which has either received or been threatened with adverse publicity.

It was observed that the potential lack of television coverage for championships with large guarantees could become a serious issue for CIS. Suggestions were that CIS keep looking for creative solutions to this challenge and consider different modes of operation.

The insurance issue surrounding new/different types of playing surfaces was also identified as a potential issue for CIS Members.

**11. APPROVAL OF BOARD MINUTES**

**04-10-02 Mullaly/Hoffman Carried**

**To approve the minutes of the June 9 Board of Directors meeting.**

**04-10-02 Sheahan/White Carried**

**To approve the minutes of the June 22, August 30 and September 27 Board of Directors meetings.**

Board members who were not in attendance at meetings abstained from voting.

**12. ADJOURNMENT/NEXT MEETING**

The meeting was adjourned at 2:35 pm. The next meeting is in Ottawa, November 30 to December 1, 2004.