

August 30, 2004 CIS Board of Directors Conference Call Minutes

1:30 PM

Attendance: Dick White, President Elect (Chair); Diane St-Denis, Vice President Sport; Murray Hall, Vice President Research and Development; Katie Sheahan, QSSF; Don Wilson, Canada West; Barb Mullaly, Chair, Finance Committee; Danielle Gardner, Chair, Equity and Equality Committee; 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.

Regrets: Derryl Thomas, AUS; Liz Hoffman, OUA; Pat Murray, Vice President Marketing; Drew Love, President

1. MARKETING REPORT

a) Television Update

P. Metuzals reported that CIS is close to ensuring that TSN and RDS will provide exclusive coverage of the two Football semi-final games, the Vanier Cup and some March Championships. Discussions are also ongoing regarding the broadcast of selected regular season games. This may be dependent upon the NHL strike situation, as a potential strike does create opportunities for additional CIS broadcasts.

SportsNet has also expressed an interest but they seem to have limited flexibility in their scheduling, especially throughout March.

CIS is continuing to work in close cooperation with The Score regarding a weekly information piece.

CSTV will most likely pick up the broadcast of several CIS Football games. Discussions are ongoing in relation to CSTV paying for the production of February to March events, which would facilitate the sale of CIS events to Canadian networks.

From a revenue perspective, CIS will not make money from rights fees. That message seems very clear from all networks. On the other hand CIS will make some money from the sale of inventory in addition to providing increased value to our current list of partners.

b) Sponsorships

Canadian Forces – even though CIS has received confirmation from the Canadian Forces that this partnership is moving forward, some complications have arisen from the contracting office for all government related contracts. All contracts related to sponsorship are being closely scrutinized. Canadian Forces have indicated that they are working to get the contract to us. We expect this situation to be resolved in due time.

NOTE: If the worst case scenario comes to pass and the Forces sponsorship does not fall into place, the impact on the 04-05 budget is a drop in revenue of about \$110,000. T. Mackin/M. McGregor will develop a revised 04-05 budget which reflects this possible revenue reduction and present it at the September 27/October 25 board meetings.

Via Rail – CIS is very close to securing a sponsorship with VIA Rail. The focus of this relationship will be in and around the All-Canadian and Athlete-of-the-Week Programs. CIS will also receive a financial contribution in addition to a contra amount for travel. We are still finalizing all details, but we are very close to an agreement.

Campbell's Ignite – CIS is also in the final stages of negotiation with Campbell's on the launch of their new product called "Ignite". This sponsorship will include sampling opportunities at selected events throughout the year, in addition to product availability for athletes. We are still in the process of finalizing all details. It will not be a major sponsorship, as this is a product launch, but we will see some revenue flow towards CIS.

Brief Sponsorship News - CIS is in the final year of an agreement with Baden Volleyballs, which has been a financially healthy contract. The product is exceptional, and there is a good relationship between the company and CIS coaches. We have started discussions on a renewal of this agreement.

c) CoSIDA

Peter reported that Canadian participation at the Committee of Sports Information Directors of America (CoSIDA) Conference (June 28-30, Calgary, AB) was excellent, and that the event was a success (See Annex 1 for a full report).

2. REPORT FROM EQUITY AND EQUALITY COMMITTEE

D. Gardener reported that the 2004 AGM provided the Equity and Equality Committee an opportunity to repopulate, regroup and thus feel rejuvenated as it tackles the tasks before them. It also provided the opportunity to hold a workshop to facilitate discussion between the Committee and the Membership on the gender equity piece. The attendance at this workshop was high which allowed for constructive and positive discussion.

In late June the Committee had a conference call to discuss the feedback and determine next steps. It was felt at this time that data should be collected in order to establish a baseline to work from. The decision was made to go forward with the Gender equity survey in the fall of 2004. The Committee analyzed and gave feedback to the tool that was in place and is currently in the midst of making some adjustments to this tool.

Feedback provided by the members

Following are some of the recurring concerns/questions noted by the Membership:

-Scholarships

- university funded money vs. donor funded money
- Opportunities to receive the awards

-Leadership

- Coaching salaries - look more into pay scales - are they in the same bracket

-Resources

- Expand on financial resources to include areas such as practice times, athletic administrative
- Compliance
 - Carrot vs. hammer - how are we going to entice schools to comply?

Next steps

August 2004	Preparing gender equity survey for circulation
September 2004	Send survey to Board for review
September 2004	Distribute CIS Member Snapshot
October 20, 2004	E & E committee conference call
November 2004	Give update to board
February 2005	Final circulation to the membership
April 2005	E & E committee conference call
June 2005 AGM	Present document & motions for approval to the membership

Some issues were surfaced and discussed by the Board:

- The usefulness and accuracy of the data is an important factor
- Perhaps it would be useful to ask how long an employee has been employed and to factor this information into the salary survey
- The issue of approach to compliance must be discussed and addressed as soon as possible

ACTION: D. Gardner to e-mail the final survey to the Board and the Board to provide feedback as soon as possible.

ACTION: October Board conference call agenda to include time for discussion on approach to compliance

3. IMPLEMENTATION ISSUES – SEASON ENDING INJURY RULE

At the June 2004 AGM the following new 'season-ending injury rule' was approved by the CIS membership.

40.20.2.6 Relief of Eligibility Rules (Participation Thresholds)

If a student-athlete suffers a season-ending injury after surpassing current eligibility thresholds outlined in rule 40.10.4.1.2, they may submit a compassionate appeal to regain eligibility under the following parameters:

- The maximum number of competitions that will be allowed in order to consider a season-ending injury appeal will be 25% of their conference schedule; however, every competition (both conference and non-conference) that an athlete participates in will count towards the maximum number.
- Such appeals can only be forwarded upon the conclusion of the competitive season.
- If a student-athlete was not part of a school's program in the academic year in which they submit their appeal, they cannot apply for this appeal.
- A student-athlete who may have lost one semester of school because of the injury should be able to demonstrate academic success by completing half (½) the regular 18 credit hour requirements.

Differing expectations and perceptions of the application of the rule have surfaced from the membership since it was passed. These differences were exposed through hearing a compassionate appeal related to the rule which took place in July, 2004.

In order to clear the confusion surrounding the application of the rule, in August the CIS sought clarification of the intent of the rule from the Eligibility Committee who originally crafted the proposed rule.

The Board reviewed the situation, considered the feedback from the Eligibility Committee, and discussed options for how the policy will be implemented including:

- (i) Applications screened by CIS staff – ‘rubber stamp’ approval of all cases but those with extenuating circumstances.
- (ii) All applications are referred to a Compassionate Appeal Hearing of the Eligibility Committee.
- (iii) Send this question of implementation off to the Eligibility Committee for their immediate attention to provide guidance.

04-08-01 St-Denis/Mullaly

Carried

That CIS staff review applications for relief of eligibility rules due to season-ending injury, and if the four parameters outlined in Policy 40.20.2.6 are all satisfied, the exemption will be granted. This will be a cut and dried review by staff without the need for a hearing by committee, unless there are some unique extenuating circumstances.

ACTION: An application form to be developed to apply for the season ending injury exemption. This form will require a physician to attest that the injury suffered was indeed season ending.

M. McGregor indicated that over the course of the summer of 2004 there had been three hearings related to season ending injuries. Two requests to regain eligibility had been granted and one had been turned down.

The Chair of the Board call directed the CIS staff to review the file that had been denied, based upon the board’s determination of how to implement the rule, and make a decision.

4. AWARDS AD-HOC COMMITTEE CHAIR

At the June 21, 2004 Board meeting, Judy McCrae was appointed by the board to chair the Ad-Hoc Awards Committee.

Shortly after the Board meeting J. McCrae indicated that she had to decline being the chair of this Committee for 2004-05.

The Board discussed a possible candidate for the position, and it was agreed that M. McGregor should approach this person to determine if they would be willing to serve as Awards Ad hoc committee chair.

5. CIS PRIVACY POLICY

T. Mackin presented the Personal Information Protection Policy (Privacy Policy) (Annex 2) which was developed for CIS by Borden, Ladner Gervais. A number of small issues/typing errors corrected.

04-08-02 Mullaly/Sheahan

To approve the CIS Personal Information Protection Policy as corrected (Annex 2).

ACTION: T. Mackin to ensure the policy is translated and posted on the CIS website.

6. OTHER

Coaches Association Fees

T. Mackin noted that as of July 2004, Coaches Association Fees are being included in the CIS Membership fee. Current policy does not indicate that Coaches Association Fees are mandatory, only that they must be paid in order for the coach to be in good standing with the Coaches Association. The question has arisen as to whether they should be mandatory now that they are included with the other "mandatory" CIS fees.

The Board debated whether the Membership had sufficient control over the funds collected in order to warrant them being made mandatory.

The Board agreed at this time to leave the Coaches Association Fees optional, and that the issue be discussed in further detail at a subsequent Board meeting.

9. ADJOURNMENT

The meeting was adjourned at 2:35 pm. The next Board of Directors conference call is scheduled for September 27 at 1:30 pm EST.

Annex 1

COSIDA Report (by Michel Belanger)

From June 28-June 30, 2004 College Sports Information Directors of America (CoSIDA) staged its annual workshop outside the United States for the first time ever, as the conference was held in Calgary.

Below is a short history on CoSIDA and how it was brought to Canada, and a recap of Canadian participation and activities.

CoSIDA

College Sports Information Directors of America was founded in 1957. Previously, sports information directors, as a group, were a part of the American College Public Relations Association but most SID's at those ACPRA meetings felt that a separate organization was needed. There were 102 members at the original meetings; since that time, CoSIDA has grown to over 1,800 members in the United States and Canada. The association is designed to help the SID at all levels. It is the desire of the members to have the profession take its rightful place on the decision-making levels of college athletics. Everything done is geared to this objective.

CoSIDA in Canada

Mr. Jack Neumann, Sports information director at the University of Calgary, is the individual responsible for bringing CoSIDA to Canada. Neumann, the only Canadian ever to sit on CoSIDA's Board of Directors, worked for over five years to make the event happen.

Thanks to his efforts, Canada enjoyed by far its best representation ever at the workshop. A total of 41 Canadian Interuniversity Sport communications and marketing professionals were on hand, representing 27 schools, three regional associations and the national office. In addition, nine professionals from six Canadian colleges made the trip to Calgary including two members of the University College of Cariboo, a soon-to-be member of the CIS.

Total participation at CoSIDA 2004 was over 650 from the United States and Canada.

Canadian recognition & special appearances

Jack Neumann and Paul Carson, former SID at the University of Toronto, were among seven CoSIDA members honoured with the organization's 25-Year Award.

Neumann also became the first Canadian inducted into the CoSIDA Hall of Fame. Four members were inducted in 2004.

Mr. Doug Mitchell, from Borden, Ladner, Gervais LLP was the Keynote Speaker at the kick-off luncheon, an event sponsored by CIS.

Brad Woods, SID at University of Regina, and Jack Neumann acted as moderator on panels, while Paul Carson and UofC assistant SID Kris Kotarski were participants on panels.

Carleton SID David Kent, Sherbrooke SID Rene Roy, and Michel Belanger, from the CIS office, presented table topics.

Working Sessions

The official CoSIDA Workshop schedule ran from Monday, June 28 to Wednesday June 30. Sessions included such topics as How to run an office, Ethics in the profession, Digital photography, Handling the crisis, Maintaining your writing skills, On-Line items (Web, stats, etc.), Pitching stories to media, Press conferences, Publications, etc.

Around the official schedule, the CIS organized four main activities: COMSID meeting, Canadian banquet, Canadian participants meeting #1 (full day), and Canadian participants meeting #2 (half day).

The COMSID meeting (Saturday afternoon) was attended by all ten COMSID members, and two observers (AUS John Keefe, U de Montreal SID Benoit Mongeon). Minutes available upon request.

The Canadian Banquet (Saturday night) was attended by over 60 Canadians (SIDs, ADs, UofC staff, Colleges, etc.). Guest of Honor/Keynote Speaker: ESPN Vice-President, Communications Rosa Gatti.

Canadian meeting #1 (Sunday, 8 a.m.-3 p.m.): the CIS presented to SIDs a series of guest speakers who shared best practices and information: Nick Vista (CoSIDA), Uri Geva (Infinity Pro Sports), Peter Moore (SID Syracuse University), George Johnson & Peter Watts (Media Panel: Calgary Herald and radio), Mike Raniari (StatCrew), David McIlroy (INSINC Webcasting).

Note: Infinity Pro Sports session proved so vital Uri Geva was brought back on Monday for an additional one-hour session.

Canadian meeting #2 (Tuesday, 1 p.m.-4 p.m.): Michel Belanger, CIS office, and Marc Weber, COMSID Chair, led an open discussion of day-to-day business with SID's (best practices, Canadian Press, game recaps, media relations, statistics, etc.).

Other

In addition to the obvious benefits of the Workshop sessions, CoSIDA 2004 proved an invaluable networking opportunity for Canadian participants. It not only gave Canadian colleagues a chance to "put faces to names", but also a chance to exchange with NCAA colleagues, members of Media, Web casting and Stats companies, etc.

General feedback was that "just the opportunity to meet our colleagues face-to-face for once was well worth the trip".

Annex 2

PERSONAL INFORMATION PROTECTION POLICY

1. Canadian interuniversity sport

Canadian Interuniversity Sport (“CIS”) is a Registered Canadian Amateur Athletic Association under the *Income Tax Act* that administers national competition for university athletes. The organization establishes regulations under which all competitions leading to CIS championships are conducted. CIS also promotes the highest standards of excellence in sport by publishing and disseminating information concerning association, national and international interuniversity athletic activity.

2. Commitment to Protecting Personal Information

CIS is committed to protecting the privacy of the student-athletes and others who participate in its events and use its services. This Personal Information Protection Policy (the “Policy”) describes the policies and practices of CIS with respect to the collection, use and disclosure of personal information. The Policy may be updated from time to time, with updates approved by CIS’ board of directors to reflect developments in our practices, new technology or the law. Updates will be made available in the same ways as the Policy. Our collection, use and disclosure of personal information will be governed by the version of this Policy in effect at the time.

3. Personal Information

For the purposes of this Policy, personal information is any information that can be used to distinguish, identify or contact a specific individual. Personal information includes, for example, name, date of birth, home address, telephone number, email address, health and medical information, or interests of an individual. Personal information does not include the name, position or business address or telephone number of an employee of an organization.

This Policy applies to personal information of student-athletes, donors and other individuals who have expressed an interest in CIS or have participated in an event sponsored or organized by CIS. The personal information that CIS generally collects and uses includes: name, address, telephone number, e-mail address, banking or credit card information (card number, type and expiry date). From student-athletes, the CIS also collects information related to the student-athlete’s involvement with CIS, such as their date of birth, weight, height, citizenship, health and medical information, academic information (including transcripts), athletic history and the student-athlete’s photograph.

4. Accountability

CIS is responsible for all personal information under its custody or control, including information that it may transfer to a third party for processing. The Director of Finance and Administration of CIS has been appointed as Privacy Officer for CIS. The Privacy Officer may delegate day-to-day responsibility for administration of this Policy to other employees but the Privacy Officer remains accountable for CIS’s handling of personal information. The Privacy Officer may be contacted at: 801 King Edward Avenue, Ottawa, Ontario, K1N 6N5, 1-613-562-5670, ext. 24.

CIS is responsible for personal information sent to third parties who provide services to CIS. CIS requires any such third parties to use the personal information only for the purposes for which it is provided to them, and to protect the privacy of the personal information in accordance with privacy laws and in a manner that is consistent with this Policy. CIS stores and processes personal information in Ottawa, Canada.

5. Information Received from Other Sources

CIS receives personal information from CIS members who collect that information from student-athletes who wish to participate in sporting events, programs, meetings, conferences, workshops, seminars or other events organized or sponsored by CIS (hereinafter "CIS events"). When CIS does so, we ask the organization to provide only personal information of individuals who have consented to the sharing of their information. If CIS is contacting you based on information received from a CIS member, we will ask you whether you wish to receive further communications from CIS and we will respect your wishes. CIS will explain at that time the consequences of declining to receive further communications.

6. Purposes for Collecting and Using Personal Information

Student-athletes participating in CIS events. CIS collects and uses personal information of student-athletes participating in CIS events for the following purposes:

- to ensure compliance with CIS regulations, including CIS Eligibility and Drug Education & Control Regulations;
- to process registration with CIS and for specific CIS sanctioned Events;
- to carry out the organization and administration of CIS Events;
- to advise student-athletes about CIS Events and other events of reputable organizations that may be of interest to them;
- to contact student-athletes for the purpose of conducting surveys relating to the quality of CIS Events;
- to honour student-athletes for athletic and academic excellence through special awards and student-athlete profiles;
- to provide the names of attendees of CIS Events to all organizations who participate in a CIS event and to allow such organizations to advise attendees of any side meetings, symposia or other activities related to the event;
- to invite student-athletes to future CIS Events that are likely to be of interest to them.

Donations. CIS collects donations from individuals who wish to support the organization. For the purpose of such donations CIS collects the name, the contact information and the credit card information of the donor. This information is used only to process and administer donations and issue tax receipts.

7. Disclosure of Personal Information

CIS discloses personal information of a student-athlete in the following circumstances:

- a) To streamline the administration and registration process for student-athletes wishing to participate in CIS sanctioned Events, CIS occasionally discloses personal information to its members (e.g. the post-secondary institutions of learning attended by the student-athlete) and to other athletic associations or organizations that are involved in or associated with CIS Events, such as the International University Sports Federation. Once information has been passed to CIS members (or to any other organization in accordance with this Policy), it is no longer in the control of CIS and becomes subject to the privacy practices and procedures of the recipient organization.
- b) For the purposes of administering its Doping Control Program, CIS discloses personal information of student-athletes to the Canadian Centre for Ethics in Sport. Student-athletes wishing to participate in CIS sporting events or competitions cannot withdraw their consent to such a disclosure. If a student-athlete withdraws his or her consent to

such a disclosure, CIS cannot determine the student-athlete's eligibility and therefore the student-athlete cannot participate in the sporting event or competition.

- c) CIS occasionally discloses the name, photograph, academic institution, program and year of study, sport(s), athletic and academic accomplishments and interests, and career information of student-athletes to the media and the general public (via CIS' website and other CIS publications) for the purpose of honouring student-athletes for athletic and academic excellence through awards and other honours. Such information is also made available to the general public on CIS' website under the section "Where Are They Now", to provide updated information on CIS student-athletes.
- d) Personal information of student-athletes, such as their name, address and telephone number may be disclosed from time to time to persons and organizations involved in the recruitment and drafting of athletes.
- e) CIS also occasionally discloses personal information of student-athletes to other organizations or companies that provide information or sponsor events likely to be of interest to student-athletes.
- f) CIS publishes, for each CIS sporting event, programs in which are listed the names, sporting event, university, hometown, date of birth, height, weight and other personal statistics of student-athletes, as well as the date and time of the event in which he or she is participating.
- g) CIS discloses personal information of student-athletes and other individuals who have expressed an interest in CIS or have participated in an event sponsored or organized by CIS to third party service providers who process information on CIS' behalf. CIS requires all such service providers to agree to handle personal information in accordance with applicable laws.

On CIS' Student-Athlete Acknowledgement Form, student-athletes have the opportunity to opt out of the disclosure and use of their personal information for the purposes outlined above (except for the purpose of administering the CIS Doping Control Program). In addition, a student-athlete may withdraw consent at any time by contacting the CIS' Privacy Officer. CIS takes careful steps to ensure it complies with individuals' wishes with respect to disclosure and use of their personal information. CIS will explain the consequences of withdrawing consent.

Other than as outlined here, and as permitted or required by law, CIS does not disclose personal information of student-athletes or of any other individual who has expressed an interest in CIS or has participated in an event sponsored or organized by CIS, unless it has that person's consent.

8. Consent

CIS uses personal information only with the consent of the individual, except as otherwise permitted or required by law. When a student-athlete or other individual registers for a CIS Event or otherwise provides CIS with personal information, the individual will be given an opportunity to opt out of receiving further information from CIS or from any third parties. In addition, an individual may withdraw his or her consent to the use of personal information for any purpose at any time by contacting CIS at the address above. CIS will explain the consequences of withdrawing consent. Please allow us a reasonable time to process any request to withdraw consent.

9. Website

CIS provides information and some services via its website (the "Site"). By using the Site, users agree that information may be collected, used and disclosed in accordance with this Policy.

Cookies. The Site uses cookies, which are small amounts of data that are transferred to a user's browser. Cookies are used to customize the site to an individual's interests or to retain personal information, such as a password, for the next visit. A user can set his or her browser not to accept cookies and still access the Site, although as a result certain areas of the Site may be unavailable or difficult to use.

Non-Personal Information. As is typical with many websites, the Site automatically collects certain non-personal information regarding website users, such as the date and time a user linked to the Site. The Site also collects non-personal data which is used for system administration purposes and to update the Site.

Forms, email, etc. Individuals may provide CIS with personal information when completing forms or contacting CIS via email. Once CIS receives such information via email or CIS' website, the information is stored in a secure environment. Users' personal information will not be used or disclosed unless permitted by law or the user's consent obtained.

Links. The Site contains links to other third party websites, such as those of other sport associations and federations. These links are provided for the convenience of users. CIS has no responsibility or liability for or control over those websites or their collection, use and disclosure of personal information.

Third Party Ad Server. CIS uses a third party to serve the advertisements that users see on the pages of its website. If users would like to know more about the information gathering practices and "opt-out" procedures of our third party ad server, please consult the following website: www.doubleclick.net/privacy_policy/

10. Accuracy

CIS seeks to ensure that the personal information it uses is accurate and up to date. Please assist us by advising CIS' Privacy Officer of any inaccuracies you notice so that we may make appropriate corrections.

11. Limiting Retention of Personal Information

CIS retains personal information as long as it is needed for the purpose for which it was collected and in order to meet legal and regulatory requirements.

12. Safeguards

CIS protects personal information against such risks as loss or theft, unauthorized access, disclosure, copying, modification and destruction by using appropriate security measures. CIS's employees with access to personal information are required to respect the confidentiality of that information pursuant to their employment agreement with CIS. Employees also participate in privacy training. CIS implements methods of protecting personal information that include limiting access to the information, restricting access to offices where information is held and technological measures such as passwords.

13. Access

An individual may request access to the personal information held about him or her at any time by contacting the Privacy Officer at 1-613-562-5670, ext. 24. CIS will endeavour to respond to any such request as quickly as possible and, in any event, within the legally required time periods. Subject to certain exceptions and limitations prescribed by law, an individual will be given access to any personal information CIS holds about the individual. CIS will correct or amend personal information that is shown to be incomplete or inaccurate.

14. Questions and Complaints

For further information about this Policy or the practices of CIS related to personal information, or to make a complaint, please contact CIS' Privacy Officer at 1-613-562-5670, ext. 24. CIS will investigate all complaints and take appropriate action as a result of such investigation.