



UPDATED JUNE 12, 2009

**2009 CIS Annual General Meeting  
Château Cartier, Aylmer Quebec  
June 10-12, 2009**

	Mon. June 8	Tues. June 9	Wed June 10	Thur June 11	Fri June 12				
	Breakfast provided everyday			Breakfast provided everyday					
7:00	Summer Universiade Mission Staff Meeting 9-5  Beau Rivage B	CIS Champ Bid Selection Mtg 10:30-8:30  Cartier	Sport Committee 8:30-4:30 Frontenac A	E & E Women's Breakfast All welcome Frontenac	RA Meetings 7-9:15 CW: Beau Rivage B Q: Artiste A AUS: Frontenac				
8:00				AGM 9-12 Chaudiere B/C					
9:00					AGM 9:30-12 Chaudiere B/C				
10:00									
11:00									
12:00						Lunch provided	Lunch provided	Lunch provided	Lunch On your own
1:00						CIS Champ Bid Selection Mtg 10:30-8:30  Cartier	CIS on-site office in the Lucerne Room every day	AGM Workshops PD Issue Prep 1-5  Chaudiere B/C	AGM 1-5 Chaudiere B/C
2:00									
3:00									
3:30									
4:00									
5:00	CIS on-site office in the Lucerne Room every day.	Board 5:00-7:30 Artiste A	Awards Dinner 6:15-8:45 Beau Rivage A	5:30 CIS Staff & RA Staff Mtg. Cartier					
6:00									
7:00					Workshop For Women 7:30-9:30 Artiste B				
8:00									

**Ten Point Plan:**

1. Build Partnerships: CCAA and CIS.
2. Contribute to Long Term Athlete Development
3. Build the CIS Brand
4. Enhance Governance
5. Enhance CIS Championships
6. Enhance Athletic Scholarship Policies
7. Enhance Advocacy
8. Comprehensive Review
9. Respond to NCAA decision to open its membership to Canadian universities
10. Enhance Bilingualism



**Agenda 2009 CIS Annual General Meeting**

**Château Cartier, Aylmer Quebec**

1170, chemin Aylmer, Gatineau Quebec J9H 7L3. 819-778-0000

Updated June 2, 2009

Vision: CIS is the destination of choice for Canadian student-athletes to pursue excellence in academics and athletics. CIS is recognized as one of the influential leaders in sport in Canada.

**All times are approximate and subject to change.**

<b>TUESDAY JUNE 9, 2009</b>	
7:30-9 PM	<p><b>Equity and Equality Committee session for Women – Carla Nicholls</b>            Carla Nicholls is the head coach of the University of Regina track and field team. She was a member of the 2008 Olympic Games staff as an event coach. Carla is taking part in the Coaching Association of Canada’s National Team Coaching Apprenticeship Program for Women. She is also Athletics Canada’s Women in Coaching leader and writer of the sport’s new NCCP manuals. Her ambition is “to go to the top, the very top. I want to be an Olympic coach and I would love to be Athletics Canada’s head coach some day.” Carla recorded her Olympic experience on a daily blog which can be found at <a href="http://www.coach.ca/eng/women/blog/index.cfm">www.coach.ca/eng/women/blog/index.cfm</a>            Come and hear first hand about her experiences and adventures.</p>
<b>WEDNESDAY JUNE 10</b>	
7:45AM	Equity & Equality Breakfast: “Women on Boards”. All are welcome. Frontenac Room
9 – 12	Chaudiere Room.
Page 6	<p><b>1. AGM call to order, roll call, approval of agenda, minutes</b>            Approve 2008 AGM minutes (posted at <a href="http://universitiesport.ca/e/meetings/minutes.cfm">universitiesport.ca/e/meetings/minutes.cfm</a>)</p> <p><b>2. President’s State of the Union Report</b> (report to be handed out on site)</p> <p><b>3. Chief Executive Officer’s Report</b></p>
Page 8	a) Receive the 2008-09 CIS overall progress report
Page 15	b) Receive the Sport Committee Report
Page 16	c) Receive the Marketing Committee Report
Page 18	d) Receive the Website Report
Page 20	e) Receive the Communications / Media Relations Report
Page 23	f) Receive the International Report
Page 25	g) Receive the Doping Control Committee Report and one motion.
Page 29	h) Athletic Financial Awards Report
Page 32	i) Receive the Finance Report and May 2009 Interim Financial Statements
Page 39	j) Receive Equality and Equity Report
-	k) Receive the Research and Development Report (no written report)
Page 41	l) Advocacy Report
Page 42	m) Sport Canada Report
12-1	Lunch provided

1-5:15	<b>5. Workshops, Issue Preparation Sessions and Professional Development</b> Topics will be spoken to and explained in greater detail than time allows at the AGM, and without the restrictions of parliamentary procedures. Come and ask questions, and get informed. Hear what has been accomplished and what is in the works. Provide your feedback.
Page 43	a) Eligibility
Page 45	b) Making CIS Championships Better (10 Pt Plan #5)
Page 50	c) Sport Committee Championships Principles: Policy 20.20 recommendations
Page 51	d) Enhancing Branding (10 Pt Plan #3)
Page 55	e) Enhancing Governance (10 Pt Plan #4)
Page 63	f) Responding to NCAA membership (10 Pt Plan #9)
Page 65	g) Making CIS Better through AFAs (10 Pt Plan #6)
Page 60	h) CCAA Partnership (10 Pt Plan #1)
6:15	<b>Awards Dinner.</b> Beau Rivage A Celebrating the Austin-Matthews, Sgambati, and DeKonick Awards, as well as recognizing retiring colleagues and special guests.
<b>THURSDAY JUNE 11</b>	
7-9:20	<b>Regional Association Meetings</b>
9:30	Deadline for nominations from the floor for VP Research and Development.
9:35-9:50	Football Canada: Larry Haylor, 2011 World Football Championships.
9:50-10:20	ADAMS (Anti-Doping Administration and Management System). Learn how to more easily manage and comply with CIS & CCES doping control data requirements (team training information) for football and men's & women's hockey with this online system.
10:30-2	5. Workshops continued from Wednesday afternoon.
2- 5	<b>6. Motions from the Board, Committees and Members notices of motion</b>
Page 61	a) Board motion: Probationary Members – TRU, FVU
Page 62	b) Board motion: End to the Pilot Period for the Relief of Policies policy
Page 63	c) Board motions: NCAA membership
Page 65	d) Board motions: AFA
Page 67	e) Eligibility
Page 75	f) Members Notices of Motion
4:30	g) Sport Streaming Network (SSN) - Bengt Neathery - CIS web casting partner
<b>FRIDAY JUNE 12</b>	
7:00	<b>Breakfast provided</b>
9:00-12	<b>7. Recognition:</b> CIS Championship Hosts, 2015 Bid, Staff milestones.
	<b>8. Finance and Board</b>
Page 76	a) Approve 2007-08 audited statements
Page 83	b) Approve the Auditors for 2008-2009
Page 84	c) Review and approve the strategic plan of CIS and approve the plans, budget and activities for 2009-2010.
	<b>9. Elections: VP Research and Development.</b>
	<b>10. External Connections and Partnerships (10 Point Plan #1 and 2)</b>
	a) CCES/True Sport, b) CCAA Report , c) AthletesCan
	<b>11. Other Business</b>

President's Report  
CIS AGM June 10, 2009  
Richard White  
University of Regina

It is a great honour for me to once again stand before you as my friends and colleagues to present this year's President's Report. It has been a privilege to serve a second term as your president and today I would like to provide some reflection on that time as well as some observations and direction for our meetings and our future in Canadian Interuniversity Sport.

As I look back on my four years as CIS President it has become clear to me that CIS is truly a reflection of each of our 52 member institutions, we all have our challenges, our high points to celebrate and our low points that teach us lessons and provide opportunity for renewal.

Each of our institutions has been affected in varying degrees by the worldwide economic downturn. Not enough resources to do everything we would like to do is a common theme and one that has had an impact nationally. As sponsors depart from the Olympics, Tiger Woods and the Skins game there is no doubt we have our challenges at the institutional and CIS level. As we move forward it becomes even more critical to ensure that each of us supports sponsor servicing at our national championships if we wish to have the corporate world as our partners. Whether it is providing inventory, getting a logo on a uniform or ensuring we don't have sponsor conflicts we know this is fundamental in each of our local markets and we need to convert this in our support of our national ventures.

I am sure each of you is asked every day to do more and do it better. At one point in my career if we played music in warm-up and had announcer at the game we were leading edge in event management. Now we have added Internet game tape exchange, computer based statistical packages, in game promos and web casts. Locally we are asked to do more, be more self-sufficient and run events that resemble our professional sport colleagues. I know that each of you is operating at a level at or above capacity just as is our national office staff and the members of our board and various committees. At times I feel we must step back and take this into consideration before being as publicly critical as we sometimes are. I personally want to thank our national office staff and our board and committees for their hard work, leadership and commitment and I encourage you do to the same at some point during our meetings.

A common theme in my four years as President and a longer term on the Board has been that the CIS must change, as we are nowhere near realizing our potential as an organization. Last year's membership survey and this year's April meeting our membership were vocal in this regard. In answer to this the Board has prepared and adopted a strategy around becoming the "Destination of Choice" in a comprehensive 10-point plan. This plan provides a strong foundation for change but this change is dependent on each of us in the room today. The "CIS" is not some mysterious 3<sup>rd</sup> party, it is not the national office, it is not the Board of Directors, the CIS is the collection of each of our 52 members and where we are today is a result of the decisions and will of the 52 members. If we want to be different the power is in this room and the time has never been better with the kick-start of the NCAA opening their doors to Canadian institutions. Let's look at some of the progress to date on our 10-point plan and some of the opportunities still before us for change:

To improve our communication and advocacy President Elect Clint Hamilton, CEO Marg McGregor and myself met with the Board of AUCC, the council of Canadian university presidents. Our presentation of our challenges and issues was very well received and the AUCC Board has recommended ongoing dialogue with a committee of presidents and athletic directors representative of each of our regional associations. This is a very positive step in narrowing the communication gap that at time exists with our Presidents.

In April at our membership meeting we looked at some changes to AFA policy and the Board has prepared a motion around the Flexible Scholarship Model for consideration at this meeting. Changing

our approach to financial assistance remains a key component if we truly wish to be a destination of choice.

We heard the CIS needed an image makeover and as part of the package a new logo has been prepared and is ready to launch at this meeting, which is a step in a new direction of improving our image, marketing and brand.

At this year's meeting we will be working on a review of our governance structure. This may truly be one of the most significant changes that we can make as an organization. Our survey last year indicated frustration with our inability to make change given our voting structure, 2/3-threshold and board and committee composition. Our organization is very diverse, geographically schools from St. John's to Victoria, enrolments of 70,000 to 1,500, sport offerings of 21 and more to the minimum of 2, scholarship philosophies of wanting to grow to not being able to compete with what we have....all members competing for the same CIS title, with the same voting power, with vastly different investments and commitments .....it begs the question if radical change in our organization is on the horizon or we can move forward given the diversity and polarization that exists.

And finally in the plan is action regarding the question around membership in the NCAA, NAIA and CIS in sports offered by the CIS. This question was debated openly at our April membership meeting and based on the Board's view of the consensus at that meeting motions have been prepared. The result of this vote will be a strong statement regarding our position as an organization and whether we are a destination of choice or one of last resort.

I hope I have not painted a picture of doom and gloom, as it was not my intention but more to challenge all of us to share the responsibility of leadership for change. I believe strongly in what we do in the CIS...we have an outstanding product whether our student athletes win a CIS title or finish dead last they are better citizens and leaders because of their involvement and your commitment. Can there be any doubt that we are doing great work when you watch the joy of student athletes in competition, see our graduates coaching in our community or as alumni speak of the "best time of their lives". I ask each of you to continue your work to grow the CIS, make it better from game night at your university to our participation in world university games. The leadership and opportunity for change is in this room and I look forward to continuing our work to make the CIS the Destination of Choice. At this meeting we will name a new CIS President, Clint Hamilton from the University of Victoria. Given Clint is a former CIS student athlete, head coach and athletic director in two different regions of the CIS I know he is the right person at the right time for this organization. I ask you to support him and thank you for the privilege of serving you as your President these past four years.

Let's enjoy our work and our time together with colleagues over the next few days....thanks again.

DW

### #3 CEO Report

2008-2009 was an exciting year. In addition to our core activities (19 National Championships, 18 World University Championships, and the 2009 Winter Universiade), several new opportunities, challenges and unpredictable events unfolded.

The participants at the April 27, 2009 Members Meeting delivered a loud and clear message: CIS has tremendous potential that has not been fully realized, there is an appetite for change, the time to act is now and "Make it So". The Board took the feedback to heart and heard it as an endorsement to act and lead. To that end the Board affirmed their commitment to providing leadership to CIS by implementing The Ten Point Plan for Making CIS Better (described below).

CIS was not immune to the economic downturn. Board and staff developed plans and strategies to weather the storm and cope with the "new normal". We have taken the approach that we will minimize risk, give the budget a haircut and not allow expenses to get too far ahead of revenues. To that end, the Board took the decision to postpone the implementation of the 16-team women's basketball championship planned for 2010. Other projects were also put on the back-burner for the time being.

The 2015 Edmonton Universiade bid was a key project. If the Edmonton bid is successful it will help CIS cope with the economic downturn as considerable resources will flow to CIS including a \$1million guarantee and 25% of the annual yield in perpetuity. Regardless of the outcome of the FISU decision (to be made on May 23) the Edmonton bid has raised the profile of CIS and strengthened linkages with NSOs, the Federal Minister of Sport, and many others. The University of Alberta did an outstanding job and set a new standard for bids in Canada. To quote Gary Lunn, the Minister of State for Sport "I'm quite impressed with the Bidding Committee, they are highly committed and they presented one of the best business plans for a multi-sport event ever in Canada".

We are also working with other sport organization leaders from a number of organizations on concrete opportunities in our sport system for capacity building including:

- shared service strategies (to share back of house operational functions)
- integration strategies (like MOU agreements)
- co-location / ownership opportunities through bricks and mortar developments
- alliances (that build and deliver value, not new organizations)
- mergers through governance reforms (and how we can actually streamline our system through strategic mergers and even acquisitions).

#### **The Ten Point Plan to Make CIS Better**

Much of our work revolved around the Ten Point Plan designed to make CIS the destination of choice. Many of these topics will be discussed in detail at AGM workshops where members will be updated on what has occurred, what is in the works, and how Regional Associations and members can contribute to the success. The key points of the plan are outlined below.

**1. Build Partnerships:** CCAA and CIS developed a joint funding proposal to conduct a feasibility study and business plan designed to look for synergies, economies of scale and partnership opportunities between the two organizations. We expect the outcomes of the project will enhance our capacity and open up new potential opportunities including a full exploration of the concept of tiering.

**2. Contribute to Long Term Athlete Development:** We made some in-roads in this area predominantly through our work on the 2015 Bid and the 2009 Winter Universiade. In the next two years it will be a priority to identify how CIS might support LTAD and become the destination of choice, while respecting our core value of commitment to educational sport and academic success.

**3. Build the CIS Brand:** This continues to be a priority for CIS, and considerable progress has been achieved. A workshop is scheduled at the 2009 AGM to outline what has been done, what is in the works and discuss how RAs and universities can work with CIS to build the university sport brand.

**4. Enhance Governance:** Several key areas have been identified as ones that require some discussion and review. A governance workshop will be held during the 2009 annual meeting for members to

provide concrete direction on the types of changes that are needed to help us get better and become the destination of choice.

**5. Enhance CIS Championships:** A framework has been developed whereby supplemental efforts will be focused on a few CIS Championships, for the purposes of generating exposure and revenues to support all Championships. While all CIS Championships will receive core services, a handful of Championships will benefit from an enhanced focus. The model will be presented for feedback during a workshop at the 2009 AGM. A number of recommendations and actions steps have been developed to improve all Championships and they are presented in this AGM package along with a timeframe for implementation.

**6. Enhance Athletic Scholarship Policies:** The Board believes that the AFA policies are a key element of becoming the destination of choice. It was expressed at the April 27, 2009 members meeting that a flexible scholarship model would further the destination of choice vision, however there are issues, challenges and things that have to be taken into consideration and worked through. To that end the Board will be forwarding a notice of motion to the AGM to support in principle the introduction of a flexible scholarship model in concert with striking a Task Force to do further study and review to address the challenges and issues that the members identified.

**7. Enhance Advocacy:** An element of becoming the destination of choice involves strengthening and promoting athletics to universities. The Association of Universities and Colleges of Canada (AUCC) and CIS agreed to develop a formal mechanism and structure for ongoing AUCC and CIS liaison. This is a significant step in enhancing communication, and building understanding and support with university presidents. An advocacy committee is being formed in 2009-2010 to further the work in this area.

**8. Comprehensive Review:** A stakeholder survey and consultation process is being planned for 2009-10 to gather input into how CIS can become the destination of choice.

**9. Respond to NCAA decision to open its membership to Canadian universities:**

The Board heard from the participants at the April 27 2009 Members meeting that it is not in the best interests of CIS to enable a university to be compete in both CIS and NCAA in sports offered by CIS. To that end a motion precluding dual NCAA-CIS membership where CIS offers the sport will be advanced to the 2009 AGM.

**10. Make Improvements in Bilingualism:** While we have made some headway it is still a challenge to service francophone members to the level we would like to at CIS Championships in certain markets.

The accomplishments of the past year would not have been possible without the many outstanding volunteers and CIS staff. CIS staff Tanja Mackin, Joe Morissette and Frank Boyer moved on to other career opportunities during the year and we thank them for all their great work. We welcomed Mary MacDonald back to CIS as Joe's successor, and Andrea Walkau and Debbie Villeneuve also joined the national office team. Sheila Ann Newton achieved a milestone this year when she celebrated her 20<sup>th</sup> anniversary as a CIS staff member.

After close to five years serving as CIS President, Dick White's term is winding down. Dick has unreservedly given his time to the health of the organization. He has provided counsel, expertise, mentoring, support, oversight and broad direction to the Board and staff and has been an outstanding ambassador for CIS.

In conclusion it has been a busy year with considerable progress achieved, much to celebrate and lots more to be done to fully realize our potential and become the destination of choice.

## #4 a) 2008-2009 Progress Report - CIS Plan

	2008-2009 Projects / Activities	Progress Report as at May 15, 2009
	<b>Becoming The Destination of Choice</b>	
1	<p><b>Comprehensive review:</b> Solicit feedback from stakeholders on what is required to achieve the "Destination of Choice" vision and contribute to long term athlete development. Survey external stakeholders.</p>	External stakeholder survey and input has been deferred to 2009-10.
2	<p><b>Partnerships / Linkages / LTAD:</b> Explore partnership / collaboration with CCAA, and the possibility of tiering.</p>	CIS and the CCAA have applied for funds to conduct a feasibility study/business plan related to CCAA-CIS collaborative ventures, alternate delivery models, tiering, and partnership. The feasibility study will identify and explore opportunities for collaboration, synergies, and economies of scale.
3	<p><b>Partnerships / Linkages / LTAD:</b> Strengthen linkages with the National Sport Community, to contribute to becoming the destination of choice.</p>	In March 2008 CIS asked NSOs for their input on what CIS could be doing differently to better compliment and contribute to LTAD. We welcomed ideas, suggestions, and dialogue to identify how CIS might support LTAD and become the destination of choice, while respecting our core value of commitment to educational sport and academic success. Further follow-up with take place with targeted NSOs in 2009-2010. CIS has adapted policies and services to compliment LTAD: adopted FIBA rules in support of Canada Basketball, adjusted dates of CIS Swim Championships, diminished the importance of Top 10 ranking in men's basketball for wild card selection purposes, etc.
4	<p>Enhance <b>Athletic Scholarship Policies:</b></p> <p>a) An element of becoming the destination of choice involves enhancing AFA policies.</p> <p>The Board asked the AFA Committee to draft revisions to the AFA policy for membership discussion and approval, designed to retain talent in Canada and advance CIS as the destination of choice. Part of this work also involves looking into compliance options.</p>	The AFA Committee took the approach that they will only make proposals that may be amenable to the membership. As members must eventually approve policy changes, prior to crafting changes the Committee surveyed the membership on some fundamental questions. For the 2009 AGM, the Committee will look at the motions submitted by members and will work with the respective members to identify common ground and consider the crafting of new motions with a view to maximizing the opportunity to put motions on the floor that have a higher likelihood of being supported. With respect to the opportunity to increase the individual limit within the current team cap, the AFA Committee will consider certain parameters associated with such an increase that may be amenable to the membership.
4	<p>Enhance <b>Athletic Scholarship Policies:</b></p> <p>b) Pursue how the AFA policy can contribute to becoming the destination of choice at the April 27 CIS members meeting. The Board suggested that consideration be given to developing a Flexible Policy which:</p> <ul style="list-style-type: none"> <li>▪ maintains academic standards</li> <li>▪ maintains a financial cap (maximum envelope) that can be provided (i.e. universities would not spend more than what the current policy allows, however the way in which they support individual student-athletes would become more flexible)</li> <li>▪ increases the flexibility to offer individual AFAs that exceed tuition and fees while</li> </ul>	<p>It was expressed at the April 27 members meeting that a flexible scholarship model would further the destination of choice vision, however there are many issues and challenges that would need to be addressed and worked through.</p> <p>The meeting participants suggested the term "athletic scholarship" should be used, rather than AFAs when communicating with external stakeholders.</p>

	working within the cap.	
	<b>2008-2009 Projects / Activities</b>	<b>Progress Report as at May 15, 2009</b>
5	<p><b>Advocacy</b> within Universities: promoting athletics. An element of becoming the destination of choice involves strengthening and promoting athletics to universities.</p> <p>Form an advocacy sub-committee.</p>	<p>The CEO, President and President-Elect met with Presidents, attended the AUCC presidents meeting, and met with AUCC staff. During the April 2009 AUCC Board meeting it was agreed to develop a formal mechanism and structure for ongoing AUCC and CIS liaison.</p> <p>CIS is recruiting advocacy committee members.</p> <p>A generic PowerPoint presentation has been drafted.</p>
6	<p><b>Branding:</b> Implement a comprehensive branding plan for CIS that speaks to being the destination of choice. (CIS logos on uniforms, signage in member facilities, overhaul of branding requirements for CIS Championships so the CIS look and feel is enhanced.)</p>	<p>The Branding Plan that was developed by the Marketing Committee and Board in 2005 was updated. Many of the recommendations have been implemented. It will be discussed at the 2009 AGM.</p> <p>A new logo will be launched in June 2009.</p>
7	<p><b>Enhance Governance</b> Review voting structure at the CIS AGM, gender requirement at the AGM; bilingualism; 2/3 voting threshold for eligibility and AFAs; Board structure, membership requirements, etc.</p>	<p>Constitution Committee and Equity and Equality Committees to do this in 2009-10.</p>
8	<p><b>CIS Championships:</b> Host high-level, well-organized CIS Championships.</p> <p>Improve quality of CIS Championships</p>	<p>16 Championship events were held. See Appendix 1 "The Year in Review".</p> <p>CIS staff and the Sport Committee evaluated the year and formed recommendations for improvements.</p> <p>The 2008 call for bids generated the lowest number of bids in many years which prompted the Board to make revisions to the Bid Process (timing and paper-work involved).</p>
9	<p>Respond to NCAA decision to open its membership to Canadian universities.</p>	<p>A discussion paper was commissioned. CIS senior leaders visited SFU and UBC to meet with their Presidents. A members meeting was held to discuss the issue in April. A motion precluding dual NCAA-CIS membership in sports where CIS offers the sport will be advanced to the 2009 AGM.</p>
10	<p><b>Bilingualism</b> Make improvements.</p>	<p>It is still a challenge to service francophone members to the level we would like to at CIS Championships in certain markets.</p>
	<b>International</b>	
11	<p>Contribute to the internationalization agenda of universities, and high performance sport through participation in the Universiade Games.</p>	<p>129 Canadians representing 25 CIS schools attended the 2009 Winter Universiade in Harbin China from February 18 – 28. Canada finished 11<sup>th</sup> with 1 Gold, 4 Silver and 1 Bronze. This is the best result since 2003. Peter Baxter did an outstanding job as chef de mission and was asked to take on a heavier load when the lead CIS staff member had to return to Canada unexpectedly.</p>
12	<p>Bid for 2015 Universiade.</p>	<p>In June 2008 CIS awarded Edmonton the rights to bid for the 2015 Summer Universiade. Extensive work has gone into developing contracts, bid materials, budgets, site plans, securing funding support, advocacy, etc. A FISU inspection team visited Edmonton in May. The final bid presentation and voting is on May 23.</p>

	<b>2008-2009 Projects / Activities</b>	<b>Progress Report as at May 15, 2009</b>																																		
13	Participate in 15 World University Championships.	In 2008 Canada competed in 18 World University Championships offered with 189 individuals (149 athletes and 43 staff) attending.																																		
14	Call for bids to host single-sport event in Canada in 2012.	Rowing Canada is submitting a bid to host the 2012 Rowing Championships at Brock.																																		
	<b>Sport Technical</b>																																			
15	Review CIS role with the long-term athlete development.	See box 3																																		
	<b>Marketing / Branding</b>																																			
16	Circulate monthly marketing updates (to improve the depth of communication from the CIS office to the membership).	Updates were circulated in September, November and February.																																		
17	Implement Television Strategy to raise profile of CIS.	<p>CIS broadcast 22 games on RDS, The Score and Rogers Sports Net. The total event broadcasts are down slightly from 2007-08 since RDS did not broadcast any March Championships.</p> <p>UofA secured coverage of the Men's Volleyball Championship with Shaw. Windsor secured Cogeco coverage for the Track and Field Championships and UNB secured Rogers coverage of Women's Volleyball. Western televised the East-West Bowl on Rogers.</p> <p><b>Television ratings</b> <span style="float: right;"><b>2008-2009</b></span></p> <table> <tbody> <tr> <td>Montreal @SMU football (TSTN)</td> <td style="text-align: right;">48,000</td> </tr> <tr> <td>Uteck Bow (TSTN)</td> <td style="text-align: right;">29,000</td> </tr> <tr> <td>Uteck Bowl (RDS)</td> <td style="text-align: right;">192,000</td> </tr> <tr> <td>Mitchell Bowl (TSTN)</td> <td style="text-align: right;">39,000</td> </tr> <tr> <td>Mitchell Bowl (RDS)</td> <td style="text-align: right;">21,000</td> </tr> <tr> <td>Vanier Cup (TSTN)</td> <td style="text-align: right;">110,000</td> </tr> <tr> <td>Vanier Cup (RDS)</td> <td style="text-align: right;">397,000</td> </tr> <tr> <td>Ottawa-Carleton: Women's Basketball (TSTN)</td> <td style="text-align: right;">8,000</td> </tr> <tr> <td>Ottawa-Carleton: Men's Basketball (TSTN)</td> <td style="text-align: right;">46,000</td> </tr> <tr> <td>Women's Basketball – Semis</td> <td style="text-align: right;">11,000 and 31,000</td> </tr> <tr> <td>Women' Basketball – Finals</td> <td style="text-align: right;">19,000</td> </tr> <tr> <td>Men's Basketball Quarter Finals</td> <td style="text-align: right;">18,000 and 76,000</td> </tr> <tr> <td>Men's Basketball Semis</td> <td style="text-align: right;">36,000 and 29,000</td> </tr> <tr> <td>Men's Basketball Finals</td> <td style="text-align: right;">34,000</td> </tr> <tr> <td>Women's Hockey (TSTN)</td> <td style="text-align: right;">23,000</td> </tr> <tr> <td>Men's Hockey (RSN)</td> <td style="text-align: right;">35,000 and 62,000</td> </tr> <tr> <td>Men's Hockey (RSN)</td> <td style="text-align: right;">59,000</td> </tr> </tbody> </table>	Montreal @SMU football (TSTN)	48,000	Uteck Bow (TSTN)	29,000	Uteck Bowl (RDS)	192,000	Mitchell Bowl (TSTN)	39,000	Mitchell Bowl (RDS)	21,000	Vanier Cup (TSTN)	110,000	Vanier Cup (RDS)	397,000	Ottawa-Carleton: Women's Basketball (TSTN)	8,000	Ottawa-Carleton: Men's Basketball (TSTN)	46,000	Women's Basketball – Semis	11,000 and 31,000	Women' Basketball – Finals	19,000	Men's Basketball Quarter Finals	18,000 and 76,000	Men's Basketball Semis	36,000 and 29,000	Men's Basketball Finals	34,000	Women's Hockey (TSTN)	23,000	Men's Hockey (RSN)	35,000 and 62,000	Men's Hockey (RSN)	59,000
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18	Develop alternative formats for CIS Championships.	The implementation of the new model begins in 09-10.																																		
19	Sponsorships/partnerships cultivation, servicing and renewals.	The CIS agreement with Mitsubishi was shortened by one year so it concludes in December 2009. The Score sponsorship expires in March 2009. The Spalding sponsorship concludes in May 2009. The Wilson sponsorship expires in July 2009. The term of the current Desjardin sponsorship concludes in December 2010. The term of the Baden sponsorship concludes in April 2010. CIS is working on renewals.																																		
	<b>Recognition and Celebration</b>																																			
20	CIS Board to look at enhancing the quality of recognition.	Scheduled for 09-10.																																		

	<b>2008-2009 Projects / Activities</b>	<b>Progress Report as at May 15, 2009</b>																												
21	Celebrate student-athlete accomplishments through the Academic All-Canadian program.	Full page ads celebrating Academic All Canadians appeared in La Presse on February 22 and 25 and in The Globe and Mail on February 9, 2009.																												
22	BLG Athlete of the Year Celebrations.	The BLG Awards were held in Toronto on April 27. This was the first time they have been out of Calgary.																												
23	Review BLG Awards: objectives, positioning, bilingualism.	A memorandum of understanding for a lifetime agreement between CIS and BLG will be drafted in the next six months.																												
24	Recognize excellence: Coach of the Year, All-Canadians, Athletes of the Week, major Awards.	An agreement was reached with Coaches of Canada to have a regular CIS column in their quarterly magazine. CIS is looking into partnering with Coaches of Canada in the creation of a Coach of the Month award and sponsorship of the Coaches of the Year Awards.																												
25	Form a CIS@50 planning committee.	No progress to report.																												
26	Celebrate 50 <sup>th</sup> anniversary of CIS.	2011-2012																												
	<b>Communication and Promotion</b>																													
27	Website overhaul: refresh/renew, evaluate and increase bandwidth. Add video.	Major overhaul deferred until 2009-2010. Re-skinning is planned to incorporate the new logo.																												
28	Maintain website.	2008-09 saw an increase in web traffic over the previous two years, Over 1,700 stories were posted. The 2008-09 pageviews were 25.3 million (23.3 million in 2007-08). CIS increased its brand awareness on the Internet with the introduction of Facebook (312 members), YouTube (3,083 views for the 67 videos), Flickr (2,449 photos posted), and Twitter (44 followers).																												
29	Webcast/audiocast portions of all CIS Championships.	<p>Webcast Number of viewers</p> <table border="0"> <tr><td>Women's Soccer</td><td>21,764</td></tr> <tr><td>Men's Soccer</td><td>24,412</td></tr> <tr><td>Mitchell Bowl</td><td>1,720</td></tr> <tr><td>Uteck Bowl</td><td>1,400</td></tr> <tr><td>Vanier Cup</td><td>2,200</td></tr> <tr><td>Swimming</td><td>5,845</td></tr> <tr><td>Men's Volleyball</td><td>48,246</td></tr> <tr><td>Women's Volleyball</td><td>7,821</td></tr> <tr><td>Wrestling</td><td>500 est.</td></tr> <tr><td>Women's Basketball</td><td>14,600</td></tr> <tr><td>Women's Hockey</td><td>13,200</td></tr> <tr><td>Men's Basketball</td><td>21,900</td></tr> <tr><td>Men's Hockey</td><td>8,200</td></tr> <tr><td>TOTAL</td><td>180,000</td></tr> </table>	Women's Soccer	21,764	Men's Soccer	24,412	Mitchell Bowl	1,720	Uteck Bowl	1,400	Vanier Cup	2,200	Swimming	5,845	Men's Volleyball	48,246	Women's Volleyball	7,821	Wrestling	500 est.	Women's Basketball	14,600	Women's Hockey	13,200	Men's Basketball	21,900	Men's Hockey	8,200	TOTAL	180,000
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30	Publish scores, stats, scheds, Top 10's, Athletes of the Week.	Done.																												
31	Review and enhance Top 10 process.	Done. For team sports, CIS will publish Top 10s through to the end of playoffs.																												
32	Produce Almanac.	Done																												
33	Canada First activities.	Canada First Athletics was published.																												
34	CIS presence at Canada Summer Games.	Tentatively planned for 2009-2010.																												
35	Work towards common stats packages for CIS and RA's by 2010	ComSID is working on this.																												
36	Influence public policy through Sport Matters.	Ongoing.																												
37	Participate in events of the sport and university communities.	Ongoing.																												
38	Attend FISU Conference.	Planned for 2009-2010.																												
39	Representation on FISU committees.	Ongoing.																												
	<b>Sport Technical Governance and Operations</b>																													
40	Call for proposals for official supplier for CIS	No progress to report. Planned for 09-10.																												

	Championship merchandise.	
	<b>2008-2009 Projects / Activities</b>	<b>Progress Report as at May 15, 2009</b>
41	Ensure fair and safe environment through rules, policies, doping education, crisis/risk management plans, on-line eligibility kits, Athlete's Guide, disciplinary hearings, eligibility interpretations, and compassionate appeals.	12 discipline cases 48 eligibility cases 14 season-ending injury applications 4 doping infractions (3 marijuana and 1 steroid)
42	Complete the CIS online eligibility casebook.	Incomplete.
43	Review transfer rule.	Individual sport pilot is completing year one of two (3 student-athletes were provided accommodation that otherwise would not have been available) Additional opportunities for accommodation will be considered at the 2009 AGM.
44	Overhaul Championships Bid Book.	Planned for 09-10.
45	Develop sport specific hosting manuals.	Planned for 09-10.
	<b>Governance and Operations</b>	
46	Continue to evolve from a culture of regulation to minimum specifications. Ensure new rules are based on core principles and contribute to making CIS a destination of choice.	Ongoing.
47	Risk management: Harmonize CIS policies with Regional Associations policies.	Harmonization of probationary membership policies is in the works.
	<b>Research and Development</b>	
48	Collect and analyze financial awards data.	In 2007-08 Canadian universities together provided \$8,527,861 in athletic scholarship money to CIS student-athletes. Additionally, student-athletes received in excess of \$7 million in other award categories from their universities (for academic excellence, etc.).
49	Publish graduation rates of CIS student-athletes vs. the general student body study. Research # of Canadians competing in the NCAA, #s who return to Canada, and why. Research economic comparison of NCAA full ride vs costs of Canadian education.	No update to report.
50	Training for conducting appeals and protests.	Scheduled for 09-10
51	Create a learning environment at AGM.	PD sessions planned each year.
52	Membership Survey/Audit	No progress to report.
	<b>Equity and Equality</b>	
53	Develop poster to encourage women's participation in CIS	No progress to report regarding a poster. The Score produced a CIS women's sport advertisement which was aired 847 times..
	<b>Meetings</b>	
54	Conduct meetings: board, committees, AGM.	Ongoing.
55	Hold Cdn. SID meetings in conjunction with CoSIDA convention.	Cancelled due to budget constraints by CIS and members.
56	Develop and refresh policies as needed.	Policies were approved/updated for: doping, probationary members.
57	<b>Office operations Staff</b>	2008-09 saw the departure of Tanja Mackin, Joe Morissette and Frank Boyer. We thank them for their services and welcome Debbie Villeneuve, Andrea Walkau and Mary MacDonald. Sheila Ann Newton celebrated her 20 <sup>th</sup> anniversary with CIS.
58	Staff travel and Presidents travel	Ongoing
59	Office administration.	Ongoing
60	Member satisfaction and priority survey	2010-2011.
61	Refresh HR policies: market value compensation study	Ongoing.
62	Compile photo library of CIS trophies and Championship teams.	No progress to report.

## Appendix 1: CIS: The Year in Review By Michel Belanger

With every year that goes by, more CIS history is written and record books grow thicker and thicker. Following is a sport-by-sport look at another CIS season filled with outstanding performances and remarkable achievements.

**Home Sweet Home:** The Victoria Vikes were crowned women's field hockey champions in front of their home fans on November 2<sup>nd</sup> following a 2-1 win over Alberta that marked the final university game of their team leader, Victoria native Alexandra Lee, a four-time all-Canadian and a former CIS MVP and rookie of the year. UVic's McCrae Cup triumph was the 11<sup>th</sup> in school history, tying archival UBC for most all-time.

**Home Sweet Home (Part II):** On the same day in Lethbridge, Alta., the hometown Pronghorns captured their second straight Monilex Trophy as women's rugby champions. Team captain and Lethbridge native Ashley Patzer, a member of Canada's senior national team and a former CIS player of year and top freshman, earned tournament-MVP honours after she scored a pair of tries in three consecutive games.

**Double-Double:** One year after becoming the first school in history to sweep the women's and men's cross country titles, Guelph was at it again on November 8<sup>th</sup> on the historical site of the Plains of Abraham in Quebec City. The Gryphons once again claimed double gold, with their women's team tallying the lowest point total at Nationals since 1986 (27) and Matt Brunsting becoming the first Gryphon since 1977 to win the men's individual race.

**As White As Snow:** It wasn't snowing in Langley, B.C., where Trinity Western was hosting a CIS championship for the first time. It was raining. But that didn't stop the hometown Spartans from doing a little white washing as they became the first team in 16 years to post back-to-back-to-back shutouts on their way to the Gladys Bean Memorial Trophy and the women's soccer title. Freshman TWU goalkeeper Kristen Funk was so impressive she was recently selected to represent Canada at the 2009 Summer Universiade in Serbia.

**Lions Den:** Not to be outdone, York was also perfect on defence en route to the men's soccer title. With a 1-0 victory over Trinity Western in the nation's capital, the Lions captured their first Sam Davidson Memorial Trophy since 1977 and the school's first CIS banner in any sports since 1989-90, when CIS was still CIAU and the Lions were... the Yeomen!

**Red and VERY Gold:** Nothing was going to stop the Rouge et Or football team in 2008. Laval used four plays of 60 yards or more to down Western 44-21 on November 22<sup>nd</sup> at Ivor Wynne Stadium in Hamilton to complete the first perfect season (12-0) in the team's short 13-year history and move into second place on the all-time list with five Vanier Cup victories. Glen Constantin, who led the R&O to a fourth title in eight campaigns at the helm, tied former Calgary sideline boss Peter Connellan for most Vanier Cups by a head coach.

**One Lost, One Gained:** The winter championship season opened February 19-21 with the nation's top swimmers gathering in Vancouver. In women's competition, the longest streak of success in CIS history – in any sports – came to an end when the Calgary Dinos, led by Olympian Erica Morningstar who won seven gold medals in seven races in her university debut, claimed their first-ever banner after an 11-year domination by the UBC Thunderbirds. The T-Bird men however reclaimed the title from their U of C rivals, who had ended their 10-year reign in 2008.

**They Had A Good Run:** Another dynasty was overthrown a week later in Calgary where the Simon Fraser men captured their first wrestling title since joining CIS in 2002-03, ending a 10-season reign by the Brock Badgers in the process. Entering the national meet as defending champions, the Clan women didn't have as much luck and had to settle for silver behind the hometown Dinos and 63-kilogram champion Justine Bouchard, who capped off her university career with a fifth CIS medal in five years.

**Golden Girls:** After winning their first women's volleyball championship since 1978 last season, the UBC Thunderbirds didn't want to wait another 30 years to taste CIS gold again. The T-Birds didn't look like national champions at the midway point of the season when they had a 7-5 conference record but went 17-0 from that point on, including their second five-set CIS gold-medal win in two years in Fredericton, this time over the U of C Dinos.

**Perfection, Part I:** The Alberta Golden Bears and BLG award nominee Joel Schmuland were as close to perfection as it gets in men's volleyball in 2008-09. Ranked No.1 in the nation from Day 1, the Bears kept a 23-0 mark in the regular season, Canada West playoffs and at the CIS championship, winning 69 of 75 sets along the way. Schmuland became the first U of A player in history to win three Tantrammar Trophies as the Bears were crowned in their own gym in Edmonton.

**Windsor:** The Windsor Lancer women and men became the seventh and eight teams to win CIS gold on home turf this season when they swept the track and field banners, on March 14<sup>th</sup>. While the Windsor men put on one of the most dominating displays in history, more than doubling their closest rivals in the standings (145.5 points to 72), the Lancer women edged defending champion Guelph by a single point thanks to a fourth-place finish in the very last even of the meet, the 4x 400-metre relay.

**The BC Baby:** The West domination in women's basketball resumed in Regina where Simon Fraser defeated the hometown Cougars 68-62 in the championship match to claim its fourth Bronze Baby Trophy in eight seasons. The Clan's triumph also marked the eighth straight year the CIS banner returned to B.C., the 18<sup>th</sup> consecutive title by a school currently playing in the Canada West conference and the 10<sup>th</sup> all-West final in 12 campaigns.

**Perfection, Part II:** It took them 11 years to win CIS women's hockey gold but the McGill Martlets didn't have to wait very long to hoist the trophy for a second time. The Martlets beat Laurier 3-1 on March 22<sup>nd</sup> in Antigonish, N.S., to repeat as national champions, thanks in large part to defender Catherine Ward and BLG award nominee Charline Labonté – an Olympic gold-medalist goaltender -, who were both announced as Team Canada members for the 2009 IIHF world championship two days before the start of the CIS tournament.

**The Return Of The King:** Carleton won five straight men's basketball titles in Halifax from 2003 to 2007 but was ousted in the semi-final round a year ago when the championship moved to Ottawa after a 24-year stint in Nova Scotia's capital. The Ravens regained their crown in spectacular fashion on March 15 at Scotiabank Place with an 87-77 victory over UBC, after advancing to the title match on a semi-final buzzer-beater by all-Canadian Stuart Turnbull against Western.

**Hawks Heaven:** It was quite a year for skip Hollie Nicol and her Wilfrid Laurier curling teammates. After qualifying for the 2009 World University Games tournament by winning the inaugural CIS championship last winter, the Golden Hawk women travelled to China in February to claim Universiade silver, and then returned to Canada to repeat as CIS champions with a 6-4 win over the Saint Mary's Huskies. It was a Sunday afternoon Saint Mary's would rather forget as the Huskies also dropped the men's final to Regina, 9-8.

**MacIntosh Too Sweet For Stangs:** UNB forward Lachlan MacIntosh had nine goals in 32 AUS conference and playoff games going into the University Cup championship. The Perth-Andover, N.B., was named tournament MVP in Thunder Bay after exploding for five markers in three outings, including a hat-trick in the gold-medal final against the Western Mustangs, to lead the Varsity Reds to their second men's hockey title in three years.

**World Champions:** CIS continued to offer international opportunities through numerous world university championships and the 2009 Winter Universiade in Harbin, China, where the Canadians racked up six medals, including a historical triumph in the inaugural Universiade women's hockey tournament. McGill hockey player Cathy Chartrand and Wilfrid Laurier curler Hollie Nicol carried the Canadian flag at the Games' opening and closing ceremonies, respectively.

**Hoping To Host The World:** CIS proudly supports the 2015 Edmonton bid to bring the Summer Universiade back to Canada for the first time since 1983. The host city for the Games will be selected by on May 23<sup>rd</sup>.

**Champions in the Classroom:** Last but not least, 23 percent of CIS student-athletes received Academic All-Canadian recognition for maintaining an average of 80 percent or better in the classroom while competing for one of their university's varsity teams.

## #4 b) Sport Committee Report

Thanks are extended to the hard working members of the Sport Committee: Coleen Dufresne (VP Sport); Michelle Healey, AUS Representative; Lisen Moore, QSSF Representative; Ken Schildroth, OUA Representative; James Keogh, CWUAA Representative; Pat Murray, VP Marketing; Adam Steiner, Student-Athlete Representative.

The following serves to highlight the Sport Committee activities.

### **POLICY REVIEW 20.20**

The main item on the Sport Committee agenda was the review of championship policies 20.20. In August 2008 a questionnaire was distributed to Directors of Athletics, Coordinator of Athletics and CIS head coaches (sport-by-sport). Due to a limited number of responses, in December 2008, the Board supported a recommendation from Sport Committee to seek out additional feedback via an abbreviated version of the questionnaire. This was distributed to Presidents of Coaches Associations. Feedback was received from four of the 11 Coaches Associations by the deadline.

Based on the feedback there appears to be some consensus/support for the overall principles that were originally used in selecting the formats for CIS Championships.

However with the mandate to enhance CIS Championships and to move forward with the review of championship policies, Sport Committee will be bringing forward recommendations to the Annual General Meeting for initial discussion prior to presenting a final list of recommendations to the Board.

In addition to the recommendations, Sport Committee will initiate a review of all seeding protocols in an effort to

- i) determine where wording/clarity is required;
- ii) determine if the make-up of committee is in the best interest of the championship;
- iii) determine if current process is reliable or in need of revision (e.g. it relies on Top 10s that may be flawed).

Sport Committee will be looking at where CIS fits with the long-term athlete development system that is permeating through the sport system. A committee member has been tasked with working with an LTAD expert to assist CIS in determining where CIS fits (sports-specific) and if CIS does not currently fit, is there a way for CIS to fit? With this knowledge CIS will approach targeted NSOs to discuss and research further opportunities and partnerships.

### **JOINT SPORT COMMITTEE/MARKETING COMMITTEE**

For the first time a joint Sport and Marketing Committee meeting was held. The Board had tasked Sport Committee and Marketing Committee to develop strategies and policies for enhancing CIS championships. The initial discussions focused on the overall vision for CIS Championships. The committees provided direction to the staff to draft a framework for Making CIS Championships Better and actions steps that will be reviewed at the June 2009 meetings.

### **Additional highlights from the 2008-2009 season:**

- ▶ Sport Committee continues with the task of reviewing coaches' association motions.
- ▶ The notwithstanding clause was not applied this year.
- ▶ Several conference calls were held to discuss and provide recommendations to the Board re:
  - A new model for the CIS Curling Championship.
  - Revised criteria for the at-large berth in Men's Basketball.
  - Request to change the date of 2009 Vanier Cup.

## **#4 c) Marketing Report**

Overview – To provide the membership with an overview of key activities throughout this past year, key highlights and with some issues that require some fine-tuning.

### **Accomplishments of the year**

One of the objectives this past year was to webcast all CIS Championships games and with the exception of cross-country, track and field, and field hockey, we accomplished that. The viewing audiences were satisfactory, and certainly something to build on.

CIS created two commercials spots, one CIS ad and one ad exclusively focusing on women's sports. They were played exclusively on The Score (as they produced the ads.) Total plays between January and April were 840 frequencies for the CIS ad and 847 for Women's ad.

CIS purchased an ad in both the Globe and Mail and La Presse to help promote the Academic All Canadians (with support from Desjardins). We received positive feedback on both ads. The Globe and Mail printed 440,000 newspapers that day, while La Presse surpassed 225,000. In summary, we believe this was an excellent level of exposure for the CIS.

CIS broadcast 22 games on broadcasters RDS, The Score and Rogers Sports Net. The total event broadcasts are down slightly since RDS did not broadcast any March Championships events. The agreement CIS had with RDS ran on a calendar year and essentially the contract expired. The March Championships in previous years were a "throw-in" as RDS primarily wanted the two Bowl games and Vanier Cup. Since Quebec indicated to RDS they wanted a new deal, RDS effectively told CIS to wait and see for any future new programming. In addition, CIS will not sell the Vanier to a French language network without knowing what the regular season agreement would look like. RDS, in particular was not interested in having the Vanier if they did not have the right to broadcast regular season games.

Given the financial challenges of this past year, we were still able to remain on budget with television production costs. Overall, sponsorship wise, we were stable and we were able to salvage what we could with Mitsubishi, in effect they still remain one of CIS's major partners.

We have renewed Wilson as our Football inflatable-sponsor and have been able to secure an increase in the rights fees as well as extending the agreement for an additional 3 years.

We are currently in negotiation with Spalding for the rights to the Basketball product category. We are very confident that an agreement will be made as others have submitted competitive offers.

### **Targets for the 2009 –2010 year**

Television exposure is key to increasing, enhancing and maintaining the visibility of the CIS and our brand. If we are not on TV, we are nowhere. Although, it is essential for us to continue to expand on the amount and type of exposure we are receiving. This will be discussed at upcoming Marketing meetings.

To date, we do not have an agreement with a National Broadcaster, but we have had discussions with all major networks and all have expressed an interest in some, but not necessarily all CIS properties. The key positive aspect is that all major networks have expressed an interest in CIS. This does help our position.

We will continue to negotiate with the networks ensuring that we are able to broadcast CIS properties that will give as much visibility as possible, while maintaining costs and ensuring we are able to provide CIS partners and sponsors with significant marketing opportunities.

It is also essential to continue to webcast CIS Championship games. This area will continue to grow and can be used as a major promotional tool. It is still not the same as television, but it is a key component of future CIS visibility. (See report next page).

Over the next months we will need to raise a significant amount of money, and we have had good discussions with several major corporations. Positive discussions have been held with a handful of potential partners and we are in the process of meeting, negotiating, selling and presenting to as many prospects as possible. Our target is to reach \$250,000 of new revenue over the next 18 months. We strongly believe this is attainable.

With this in mind, we have hired a Sponsorship Officer, Andrea Walkau, who will work in helping secure additional sponsors in addition to becoming the primary person responsible for servicing events and sponsors, mostly with Women's Basketball and Football Championships in 2009-2010.

We will be very aggressive in pursuing support for all Championship events. We will look at our events and ensure we are providing significant value and return to partners. As we enter a phase where sponsorship becomes an even more valuable tool we will need to ensure CIS events are as close to flawless as possible. In saying this some of our Championships were good; some others need work, especially when one considers the onset of the new model.

In addition to a new CIS logo we will be very vigilant in ensuring the new CIS logo is highly visible, used correctly and used often. This is our brand; this logo represents the visual identity of our brand, of who we are, and how we present ourselves.

In addition, we anticipate making changes to the web site to freshen the look. We are working towards rebuilding the site, which will take time and resources. With that in mind we will also pursue opportunities to generate revenue from our web site.

We are discussing with our partner, Russell Athletics, a manner whereby CIS merchandise could be sold and worn at all CIS Championships – for volunteers and for staff. With the new look and new logo, this is a key step to elevating the value of our brand.

<b>Television ratings</b>	<b>2008-2009</b>	<b>2007-2008</b>	<b>2006-2007</b>
Regular Season Football: Montreal@SMU (TSTN)	48,000		
Uteck Bowl (TSTN)	29,000	92,000	45,000
Uteck Bowl (RDS)	192,000	178,000	129,000
Mitchell Bowl (TSTN)	39,000	115,000	95,000
Mitchell Bowl (RDS)	21,000	29,000	89,000
Vanier Cup (TSTN)	110,000	201,000	160,000
Vanier Cup (RDS)	397,000	39,000	
Ottawa-Carleton: Women's Basketball (TSTN)	8,000		
Ottawa-Carleton: Men's Basketball (TSTN)	46,000		
Women's Basketball – Semis	11,000 / 31,000	45,000: 2 broadcasts	
Women' Basketball – Finals	19,000	8,000	13,000
Men's Basketball Quarter Final	18,000 / 76,000	41,000 / 84,000	
Men's Basketball Semis	36,000 / 29,000	73,000 / 118,000	54,000
Men's Basketball Finals	34,000	66,000	38,000
Women's Hockey (TSTN)	23,000	33,000	39,000
Men's Hockey semis (RSN)	35,000 / 62,000	23,000	
Men's Hockey (RSN)	59,000	116,000	154,000 (TSN)

## #4 d) 2008-2009 Website and Webcast Report

### Summary

Web traffic increased in 2008-09 over the previous two years. Over 1,700 stories were posted. Pageviews in 2008-09 were 25.3 million (compared to 23.3 million in '07-08). CIS increased its brand awareness on the Internet with the introduction of Facebook (312 members), YouTube (14,370 views of 67 videos), Flickr (2,449 photos posted, 340,052 views), and Twitter (46 followers).

### Website Statistics

Total Stories Posted: 1,736

Total Sessions: **3,140,837** (4.8 million in 2007-08)

Total Pageviews: **25,324,542** (23.4 million in 2007-08)

Total Hits: 110,738,712 (106 million in 2007-08)

### CIS Championship Websites:

Pageviews by Sport	English	French
Men's Basketball	227,003	25,700
Men's Ice Hockey	199,567	19,392
Men's Volleyball	169,814	34,003
Vanier Cup (MRX site)	138,132	12,422
Women's Basketball	107,558	19,501
Swimming	103,939	25,944
Women's Ice Hockey	99,535	25,620
Women's Volleyball	99,180	19,501
Women's Soccer	98,864	33,278
Track and Field	95,127	25,489
Men's Soccer	86,552	37,293
Curling	84,013	16,152
Cross Country	68,704	26,530
Women's Rugby	69,992	37,795
Women's Field Hockey	67,156	24,872
Wrestling	47,790	15,549
TOTAL Fall	<b>529,400</b>	<b>172,190</b>
TOTAL Winter	<b>1,233,526</b>	<b>226,851</b>

### CIS Championship Webcast Statistics

Sport	# of Webcasts	Viewers
Women's Soccer	8	21,764
Men's Soccer	8	24,412
Mitchell Bowl	1	1,720
Uteck Bowl	1	1,400
Vanier Cup	1	2,200
Swimming	-	5,845
Men's Volleyball	8	48,246
Women's Volleyball	11	7,821
Wrestling	Bronze & Gold	500 est.
Women's Basketball	8	14,600
Women's Hockey	9	13,200
Men's Basketball	9	21,900
Men's Hockey	7	18,200
TOTAL		<b>180,000</b>

## SSN Canada Edited Content

SSN edited content included highlight packs, awards ceremonies, post game interviews from February 27 to March 30, 2009 for a total of 26,881 views:

### Facebook



The CIS Facebook fan page was created September 2008. As of December 2008 there were 181 members which grew to 312 members by April. Members are able to upload their own videos and photos, start a discussion, check scores and schedules. Also members can be reached using Facebook email with updates on games or upcoming CIS championships. There are also groups for Vanier Cup, the University Cup, and the Final 8 that can be used to promote the events to the university population.

### YouTube



The CIS YouTube channel was created in November 2008. There are 67 videos on the CIS channel with 14,370 views. During the women's basketball championships the CIS channel received the majority of its views with 12,507, making it the 40<sup>th</sup> most watched YouTube channel that weekend.

[www.youtube.com/universitysport](http://www.youtube.com/universitysport)

### Flickr



**Flickr** is an image and video hosting website. Flickr was first used for fall championships. There are sixteen photo albums for the championships. Flickr gave CIS a fresh way of displaying the thousands of photos received during championship season. <http://flickr.com/photos/31866897@N03/sets>

### Twitter



**Twitter** is a free social networking and micro-blogging service that enables users to send and read other users' updates known as *tweets*. Tweets are text-based posts of up to 140 bytes which are displayed on the user's profile page and delivered to other users who have subscribed to them. Users can send and receive tweets via the

Twitter website, Short Message Service (SMS). Twitter allows CIS to send score updates and press releases instantly to followers on their cell phones or computers. [http://twitter.com/CIS\\_SIC](http://twitter.com/CIS_SIC)

**4 e) Communications / Media Relations Report**  
*(Presented as part of the Marketing report)*  
**Presented by: Michel Bélanger, Communications Manager**

**1. Introduction**

Overall, it can't be said that the sports year 2008-2009 was the best one for CIS as far as media coverage is concerned. Is this because of the hard economic times, which are hitting numerous news media across the country, more specifically the daily newspapers? Whatever the reason, the fact remains that, at some of our "major" championships and other special events, we noticed not only major cuts in media coverage but also a definite decline in the number of media in attendance. A situation we intend to keep a close eye on, it goes without saying.

Maybe it is time to re-appraise our on-going relations with the media. Maybe we have reached our limit as to how far traditional methods (press releases) can take us. We just may have outgrown the tools we have been using to transmit our information to the media. There is certainly no denying the fact that the media have more and more gone the way of multimedia and taken up more modern tools, such as Facebook, Twitter, blogs, YouTube, and others. It may be high time we started thinking of joining them and of rekindling their interest via these tools.

This said, here are a few highlights – with a few challenges thrown in – of our past year.

**2. Press releases**

The CIS office produced in excess of 200 press releases in the two official languages in 2008-2009, including among others: CIS Athletes of the week (26), Weekly Canadian Rankings – Tuesday's CIS Top 10 (22), CIS Football Players of the Week (14), Canadian Football Rankings (9), Canadian Rankings in Men's Hockey (14), CIS Draw and Championships Calendar (10), Overview of CIS Championships (15), CIS Awards and All-Canadians (14), BLG Award (8), etc.

Add to this numerous recaps of games / meets at CIS Championships, calls for bids to host CIS championships, team rosters and recaps of events of Winter and Summer Universiades, ads and recaps of special events such as the CIS East-West Challenge, the NCAA Classic East-West Shrine, the CFL draft, CIS AGM, CIS Academic Top 8, etc.

Comments concerning CIS releases continue to be very positive as to content as well as to bilingualism.

**3. CIS Championships**

(Note: I personally attended the following CIS championships: men's soccer, Mitchell Cup, Vanier Cup, swimming, women's basketball, men's basketball, men's hockey).

Year after year, the challenges we face, as to communications and media relations surrounding CIS Championships, remain pretty much the same:

- Ensure that the media receive all the necessary information prior to, as well as during, a championship without inundating them with emails (read: "Too much is too much").
- Strive for relative consistency as to the quality of the information in spite of the fact that this information is produced by various individuals (different university hosts) for each championship.
- Maintain the quality of the information and keep a rein on its flow despite the large number of CIS championships held within short periods of time (8 championships and football games in 4 weeks in the fall, 10 championships in 5-6 weeks in the winter).

As to pre-championship communications between all parties involved (be it participating teams and CIS, hosts and CIS, participating teams and hosts, universities and CIS and the media, etc.), issuing a new, more general, sports news bulletin – a single bulletin in the fall and a single bulletin in the winter – has solved many problems and cleared up most of the questions concerning responsibilities and expectations from one and all, deadlines, etc.

During the championships, getting results and statistics out is not that much of a problem thanks to the quality of the statistical platforms at our disposal nowadays. On the other hand, the adoption of live results and/or statistics for most CIS championships is a giant step in the right direction. During the 2009 winter championships, live results and/or stats were available for all sports except curling.

Moreover, we have webcast part or all of the CIS 2008-2009 championships, except for women's field hockey, track and field, and curling. (*More details available in the Marketing report*).

We must now tackle the quality and flow of information sent to the media during CIS championships, especially game/event recaps. We will keep looking for solutions between now and the fall 2009 championships.

#### **4. CIS Website** (See Website report for more detailed statistics concerning the website)

It has been another record-breaking year for the CIS website (number of hits in 2008-2009). This said, we are fully aware that the CIS website is in dire need of a face-lift and we are exploring different avenues along with potential partners. There is no shortage of takers. However, as is often the case, our financial situation will be the deciding factor as to how we handle this in the short, medium, and long terms.

#### **5A. Statistical data base (team sports)**

We have just come to the close of our fifth year of partnership with Infinity Pro Sports, designer and administrator of the statistical platform used for our team sports (stats, schedules, results, rankings).

As we seem to do regularly, these past two or three years, we are looking at various options, weighing the pros and cons of staying with Infinity Pro Sports. As in the case of the badly needed face-lift of the CIS website, we are consulting with many well-established companies in the field. Should we decide to go in a new direction, we must not only make sure that our new partner will meet all our requirements but, also, that the transfer of our data and archives will be done in a « no hits, no errors » fashion.

#### **5B. Statistical data base (individual sports)**

CIS once again used the services of Sporting Canada in 2008-2009 for its statistical data and results in cross-country, track and field, and wrestling. We were, however, in our second year of partnership with HYTEK / Swim Canada for swimming.

In both cases, most of the time (99%), the Coaches deal with stats and results and no major problem has been brought to our attention.

Wrestling, however, does continue to cause a few problems: according to Sporting Canada, the system is simply not being used to its full capacity. This situation, which has persisted over the last few years, is caused by the fact that very few wrestling meets involve only CIS universities (mostly, they also involve NCAA institutions, clubs, etc.) which makes it difficult to decide which results should actually be saved and which ones should be considered as university results, etc.

As to CIS Curling championships, the Canadian Curling Association has once more used its own results/statistics system.

#### **6. Fines: filing results**

The system of imposing fines for late filing of results (30-minute delay) for team sports – as well as internal announcing of universities guilty of this infraction – is working and acting as a deterrent, as we had hoped. In 2008-2009, only 8 universities were fined over the entire season, including 5 schools that were fined only once (\$250). Three universities were fined twice (\$250 + \$500). None was fined three times (\$250 + \$500 + \$1000).

## **7. COMSID Committee**

At the time of the present report, the COMSID committee hadn't held its annual meeting (June 3-4, Ottawa).

Among the numerous items on COMSID's 2009 meeting agenda, are: the organization of a national assembly of Sports Information Directors slated for spring/summer 2010, a joint venture with "University Football Reporters of Canada" (UFRC), the adoption of new technologies and multimedia in media relations, webcasting, etc.

The ComSID committee for 2009-2010 consists of: Ari Grossman, Laurier (President of ComSID), Scott McLean, Simon Fraser (Canada-West), Shawn Whiteley, Brock (OUA), Catherine Grace, Concordia (QSSF), Maureen Sparks (AUS) and Earl Zukerman, McGill (substitute member).

## **8. Statistics Committee**

As of June 2009, ComSID will take over from the CIS Statistics Committee (CIS Ad Hoc Common Statistics Committee) – created in 2007 – for all matters relating to statistics, to the adoption of shared systems by all regional associations, to the harmonization of official score sheets, etc.

The statistics committee having done the groundwork and opened the door to discussion, it was generally felt that these questions should now be handled by ComSID since they have direct bearing on the work of the sports information agents.

## **9. CIS Media Guide (almanac)**

The CIS Almanac / Guide was reprinted in 2008-2009.

The future of the Almanac is still under discussion and consideration. Not as to whether or not it should be published or simply available on line, but rather as to whether it might be possible to go for the best of two worlds.

The printed version of the Almanac grows from one year to the next. We are looking into the possibility of, from now on, including only information concerning the CIS championships, restricting our website to exclusive content, producing a CD version, etc.

Whatever decisions will be made, we will need to continue, as we have done this past year, to correct a certain amount of inaccurate information, to add historical data that was not previously included, etc. For instance, last year, we added the list of football All-Canadians over a ten-year period or so.

## **10. 2009 Universiades**

The winter Universiade 2009 took place in Harbin, China, from February 18 to 28. For the first time in ages, CIS went public to fill the position of Information Agent. There were some glitches as to production and circulation of results and press releases. This has nothing to do with the competence of the on-site Information Agent. The problem is more a question of the Canadian delegation having to rely on a single information agent at the Winter Universiade, making it practically impossible for him to carry out the assigned mandate, especially since Canada does very well in many disciplines, as was the case in Harbin.

Fortunately, we are able to send a much more complete communications team to the Summer Universiade. The team travelling to Belgrade, Serbia, from July 1 to 12, is made up of Michel Bélanger (CIS), Benoit Mongeon (Montreal), Ben Matchett (Calgary), Ari Grossman (Laurier), Matt Gutsch (Alberta) and François Laplante (photographer – Freestyle Photography).

For the very first time, we will be relying on an individual assigned to the production of multimedia material (interviews, highlights, etc.).

- CIS-

## #4 f) International Report

### 2009 Winter Universiade – Harbin, China

A delegation of 129 athletes, coaches and support staff represented Canada at the 2009 Winter Universiade in Harbin China from February 18 - 28, 2009.

- Biathlon	(10 athlete, 3 team staff)	
- Cross Country	(11 athletes, 4 team staff)	
- Curling	(10 athletes, 4 team staff)	<b>1 Silver Medal</b>
- Ice Hockey	(42 athletes, 10 team staff)	<b>1 Gold Medal, 1 Silver Medal</b>
- Short Track Speed Skating	(10 athletes, 4 team staff)	<b>2 Silver Medal, 1 Bronze Medals</b>
- Long Track Speed Skating	(8 athletes, 3 team staff)	
- FISU Committee Members	(1)	
- Mission Staff	(11)	

#### Mission Staff:

Chef de Mission	Peter Baxter	Wilfrid Laurier University
Deputy Chef	Joe Morissette	CIS
Logistics Manager	Frank Boyer	CIS
Sport Information Manager	Chris Hodges	
Chief Medical Officer	David Mai	University of Ottawa
Chief Therapist	Christian Seguin	
Clinic Manager	Allison Tovell	COC
Doctor	Pete Connelly	Acadia University
Therapists	Angela Greco, Marianna McMaster and Deborah Skelton	
FISU Technical Chair	Bob Philips	UBC

The mission staff faced several challenges and performed admirably. CIS thanks them for their contribution to the success of the team.

106 Team Canada members represented 25 CIS members:

Acadia: 1	Queen's: 1	UQAM: 2	Manitoba: 3
Carleton: 2	StFX: 1	Laval: 4	UOttawa: 4
CIS: 2	Saint Mary's: 1	Alberta: 19	Regina: 3
Lakehead: 2	Thompson Rivers: 1	UBC: 7	Saskatchewan: 3
Laurentian: 2	Moncton: 1	Calgary: 18	Toronto: 1
McGill: 6	Université de Montréal: 1	Lethbridge: 2	WLaurier: 15
			York: 4

23 team members were not affiliated with a CIS member: NSO: 12, no Affiliation: 9, CCAA: 2, NCAA/NAIA: 0.

#### Overall performance

Canada finished 11<sup>th</sup> with 6 medals (1 Gold, 4 Silver and 1 Bronze) - our highest medal total since the 2003 Universiade. Canadian results can be found at:

[http://www.cisport.ca/e/international/universiade/harbin\\_2009/results/date.cfm](http://www.cisport.ca/e/international/universiade/harbin_2009/results/date.cfm)

Biathlon: Canada saw a remarkable improvement, particularly for the men. The team celebrated six top ten performances.

Cross Country: The results slipped compared 2007 where we had 3 top ten performances. However the selection pool depth was reduced due to a conflict with national team trials.

Curling: Canada's women's team won silver. The team was ranked the 32<sup>nd</sup> best rink in Canada and lost the gold medal to the Chinese National Olympic Teams. The men's team finished 6<sup>th</sup> overall. The team was ranked the 79<sup>th</sup> best rink in Canada and competed against three National Olympic Teams.

Hockey: The women's team won the gold medal and was the class of the competition. The men's teams was a Canada West all-star team. They were undefeated until the gold medal game, which was a rematch of 2007, however the results were reversed with Russia defeating Canada 4-2.

Short Track Speed Skating: 2 silvers and 1 bronze - Canada's best result since the 2003 Universiade.

Long Track Speed Skating: This was the first time that Canada competed in long track. The team of 8 athletes collected 7 top ten finishes. Speed skating Canada has indicated a desire to send stronger teams to future Games based on their experience in Harbin.

## Edmonton 2015 update

On June 11, 2008 CIS selected the City of Edmonton and the University of Alberta as the domestic partner to work with CIS in its efforts to bring the 2015 Universiade to Canada. Proposals from Edmonton and the U of A to organize the 2015 Summer Games, and from Quebec City and Laval University to host the 2015 Winter Universiade were evaluated.

A business plan and funding application was submitted to the Federal Government. Extensive lobbying initiatives took place throughout the year. The Canadian Government pledged \$191 million for the 2015 bid. This represents 35% of the projected budget for the event. The Federal Government also guaranteed all the FISU requirements including entry into Canada, security and political activity during the Games.

If Canada wins the Games the legacy to CIS includes rights fees (\$1 million), legacy (25% of the annual yield in perpetuity), recognition activities for CIS and cash as well as service benefits to the Canadian delegation at the 2015 Games (uniforms, flight subsidy, accommodation subsidy).

On March 14<sup>th</sup> CIS and Edmonton 2015 submitted the final bid document to FISU. A FISU inspection team visited Edmonton from May 1-3. The FISU vote to determine the host occurs on May 23<sup>rd</sup>, 2009.

## 2008 FISU Championships

The 2008 World University Championship season was a banner one. Canada competed in more championships (18 of 30), sent more participants (149 athletes and 43 staff) and won more medals than any previous year. Twelve teams were organized by their respective national sport organization, three were organized by the NSO with selections made through specific university championships in the sport (Golf, Badminton, and Squash) and three were CIS organized (Baseball, Cross Country, Rugby 7's). Canada won two Gold Medals, three Silver Medals and eleven Bronze Medals at these championships. The breakdown is the following:

<b>Sport</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
Equestrian	1		1
Women's Rugby 7's	1		
Squash			1
Taekwondo			2
Waterskiing			2
Weightlifting		1	1
Wrestling	2		4
<b>Total</b>	<b>2</b>	<b>3</b>	<b>11</b>

## 4 g) CIS Doping Control Review Committee Report

### 1. 2008-09 Statistics

- Summary of CIS testing for the period of April 1 - March 31:

Sport	Out of Competition		In Competition		Total
	male	female	male	female	
CIS: Basketball	12	8	6	6	32
CIS: Cross Country	-	-	3	3	6
CIS: Field Hockey	-	-	-	8	8
CIS: Football	56	-	52	-	108
CIS: Ice Hockey	26	18	12	12	68
CIS: Rugby	-	-	-	8	8
CIS: Soccer	-	-	4	4	8
CIS: Swimming	-	-	4	4	8
CIS: Track and Field	-	-	8	8	16
CIS: Volleyball	-	-	3	4	7
CIS: Wrestling	-	-	-	-	0
<b>Total</b>	<b>94</b>	<b>26</b>	<b>92</b>	<b>57</b>	<b>269</b>

- Summary of anti-doping violations for the period of April 1, 2008 - March 31, 2009:

Date of Sample Collection	Gender	Sport	Substance	Decision
October 4, 2008	M	football	marijuana	warning and reprimand
November 16, 2008	M	football	marijuana	warning and reprimand
November 22, 2008	M	football	marijuana	warning and reprimand
March 20, 2009	M	football	steroid	two year suspension

### 2) Whereabouts Program for hockey and football

- As has been the case for the past several years, all CIS hockey (men & women) and football teams are required to provide current whereabouts information to CCES throughout the academic year to accommodate unannounced out-of-competition and out-of-season testing.
- To clarify, all CIS student-athletes are subject to unannounced out-of-competition and out-of-season testing, however the number of tests conducted in football and hockey warrant this additional administrative requirement.
- Traditionally, this whereabouts information has been collected via a paper and pencil method.
- During the 2008 fall term, a few schools successfully piloted the use of ADAMS, the online whereabouts management system of CCES & WADA. However, due to a system revision by WADA in January 2009 to accommodate the revisions to the World Anti-Doping Code, the pilot was discontinued for the 2009 winter term to allow CCES time to incorporate the appropriate modifications for use of the system by CIS institutions. The system has since been updated and several schools have successfully piloted the system again this spring. The ADAMS system is much more efficient and easier to maintain than the traditional paper and pencil method and is fully supported by the CCES should any assistance be required.
- The traditional paper and pencil method for submitting whereabouts information will continue to be available for 2009-10, however schools will also have the opportunity to submit information electronically using ADAMS. With the expectation that the use of ADAMS will be a success in 2009-10, the use of this online system is expected to be the standard for all data submissions beginning in 2010-11.
- A brief orientation and presentation on the ADAMS program will be provided at the 2009 CIS AGM.

### 3) Student-Athlete Drug Education (e-Learning)

- With the recent increase and emphasis of out-of-competition testing by CCES, the timing of when new incoming student-athletes take the e-Learning course has been identified as an issue. As returning student-athletes have already gone through the education program (and understanding that they still need to do the refresher course each year), the timing of when they take the course is not an issue.
- Traditionally, incoming student-athletes have been required to participate in a drug education session prior to their first competition, but with testing becoming more prevalent during training camps and such, the need to have incoming student-athletes educated earlier about the CIS anti-doping program is needed, particularly within the fall sports.
- If drug education for entering and new student-athletes is to occur in advance of any testing that might take place, the deadline for education must be in advance of any training the student-athletes might participate in with their new teams.

Deadline for e-Learning course completion		
<b>MOTION #1</b>	Policy	40
	Section	30
	Regulation	2.1.2
Submitted by:	Doping Control Review Committee	
Proposed Effective Date:	Immediately for academic year 2009-10	

#### Intent:

To require entering and new students to complete the e-Learning course in advance of any training with their respective team, beginning in 2009-10. In those instances where the e-Learning course cannot be completed in advance of training, the Committee is accepting of a student-athlete's participation in training if that athlete has received an in-person orientation of the CIS Anti-Doping Program. The requirement of having completed the e-Learning course in advance of the first competition will remain in effect.

#### Motion #1:

Specific to anti-doping education, all student-athletes are required to annually complete the CIS-CCES doping education e-Learning course.

Student-athletes entering their first year of eligibility at any CIS institution are required to complete the comprehensive version of the e-Learning course **in advance of their participation in any training with their prospective CIS team, with exceptions permitted under extenuating circumstances and where the CIS institution has provided the student-athlete with an in-person orientation of the CIS Anti-Doping Program.** Completion of the e-Learning course is required in advance of a student-athlete's participation in competition (conference or non-conference).

All other student-athletes are required to complete the update/condensed version of the e-Learning course in advance of participation in competition (conference or non-conference), inclusive of transfer student-athletes from another CIS institution who have completed either version of the course previously.

#### **4) CIS Eligibility and its Relation to CCES Sport Ineligibility Sanctions**

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- With the new CADP that came into effect on January 1, CCES has more latitude in the period of sport ineligibility that can be levied against a student-athlete for a doping infraction.
- Further, many of the current CIS sanction regulations were introduced when the “standard” CCES sanction for a doping infraction was four years, which has since been reduced to two years.
- In light of these two developments, the Committee reviewed the CIS sanctions for doping infractions that are above and beyond that specified by CCES.
- Presently, CIS regulations state “An athlete will forfeit one (1) year of CIS eligibility for each full year he/she is suspended by CCES for an Anti-Doping Rule Violation.” Under the traditional four-year suspension of the past, this would typically result in an athlete exhausting all of their CIS eligibility (one year of basic eligibility for the year that they were presently participating, plus four more years for each year of the CCES sanction).
- Further, and with respect to sanctions associated with a specified substance that are less than one year, CIS has a procedure that requires the student-athlete to serve that suspension “in-season”. That is, even though the CCES suspension might conclude as a result of the passage of time during the “off-season”, the CIS imposes the “off-season” portion of the suspension to the proceeding season of the athlete (not to exceed the latter of 50% of the following season or the completion date of the CCES imposed period of ineligibility). Please note, CIS regulations do not impose any additional loss of eligibility for sanctions of less than one year.
- The Committee reviewed current CIS regulations in relation to how each would apply for CCES sanctions that will now vary in length from 1 to 24 months (for a first-time infraction) and reaffirmed the appropriateness of the CIS sanctions, specifically:
  - To continue the sanction of assessing one year of eligibility for each full year (12 month) suspension by CCES, and sanctions of less than one year (12 months) shall not be subject to an additional year loss of eligibility. The Committee felt that any sanction of one year or greater (which is 50% of the maximum sanction that can be levied) warranted an additional penalty by CIS. No such additional sanction shall be imposed for CCES sanctions of less than 12 months.
  - In those instances when a suspension of less than 12 months is imposed and proceeds into the “off-season”, the carrying out of the sanction “in-season” shall remain a CIS requirement (within the limits prescribed above).

#### **5) Possible sanctions for non-cooperation or missed deadlines by student-athletes**

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- There were two instances this year where student-athletes were complacent / indifferent with respect to the deadlines associated with submissions required by CCES in regard to an adverse analytical finding for marijuana.
- In these instances, which did not involve a real threat of ineligibility, the student-athletes non-actions resulted in an unnecessary amount of administrative effort on behalf of the CIS and their school.
- There does not appear to be any sanctions available through CCES in these instances, however CCES has indicated that CIS could impose its own sanctions for missed deadlines by a student-athlete (such as a modest period of CIS ineligibility).
- The Committee will monitor this potential issue and will consider the development of new regulations or sanctions to address this if similar instances occur in 09-10.
- As a point of interest, the Committee expects this issue to resolve itself once CCES imposes a period of ineligibility and public disclosure for a first-time marijuana infraction, which is expected to occur in 2009 (reference the next item).

**6) Increased risk of ineligibility and public disclosure for specified substances' violations – particularly cannabis (marijuana) (previously circulated on February 20, 2009)**

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*The CCES would like to clarify the new rules under the 2009 CADP that govern sanctions related to the use of specified substances. Under the previous CADP, the use of specified substances, such as cannabis, typically resulted in a reprimand and a warning with no period of sport ineligibility when the athlete could describe how the substance entered his/her body and prove that the use was non-performance enhancing.*

*The CCES would like to advise all Canadian athletes that there is an increased likelihood of a period of ineligibility being imposed as a result of a violation for a specified substance, such as cannabis. Furthermore, any athlete who is subject to a period of ineligibility involving cannabis will have his/her name disclosed in a public media release and posted on the CCES website.*

*Under the new 2009 CADP, there is a greater burden of proof on the athlete before he or she might become eligible for a reduced sanction. In addition to the requirements described above, the athlete will also need to establish that the substance was not intended to mask a performance enhancing substance and must provide compelling, corroborating evidence from another person regarding the absence of intent to enhance performance. Only if this three-part test is satisfied will it be possible to seek a reduction in sanction from two (2) years of ineligibility down to a warning - based on the athlete's degree of fault for the violation.*

**7) Committee Membership**

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The merits of including one or two therapists (or equivalent) onto the Committee in order to bring a "front-line" perspective was discussed and agreed to. The current composition of the Committee is the President, CEO, Director of Operations, and legal counsel.

To that end, the CIS Board of Directors approved a motion at its April 28 meeting to add two individuals who have doping education and management expertise to the composition of the Doping Control Committee.

## 4 h) AFA COMMITTEE REPORT

### 2008-2009 Athletic Financial Awards Committee Members

Chair.....Jennifer Brenning (Carleton)  
Canada West:.....Kevin Boyle (Calgary)  
OUA.....Thérèse Quigley (McMaster)  
QSSF.....Jean-Pierre Chancy (Montréal)  
AUS.....Ron Annear (UPEI)  
CIS.....Tom Huisman

### 1) Becoming the Destination of Choice through enhancing Athletic Scholarships

- As directed by the CIS Board, the Committee spent considerable time over the past year considering revisions to the AFA policy that could be made to “keeping kids in Canada” and advancing the CIS vision of being the destination of choice.
- The Committee has approached this task from two directions: (i) policy development, and (ii) advocacy

#### **Policy Development & Revisions**

- The Committee is in favor of policy changes that will get more benefits into the hands of student-athletes when doing so will contribute to the goal of “keeping kids in Canada”.
- However, as the members must eventually approve any policy changes, the Committee recognized the need to survey the membership on some fundamental questions prior to crafting any changes.

#### **2008-09 Update & Progress:**

- *On the basis of both the January survey and Regional Representative feedback from the respective Conferences, the Committee is presently of the view that there is insufficient membership support to increase any of the limits within AFA Policy (a 2/3 majority is required for any rule changes); although of the most commonly considered policy revisions, increasing the individual limit (within the current team cap) has the most support.*
- Within the AUS, concern has been expressed that any increase in the individual limit would eventually lead to an increase in the team envelope.
- Within the QSSF, those members appear to be split with respect to increasing the individual limit.
- Within the OUA, it is acknowledged that the OUA currently restricts the individual limit to \$3,500. Expectations for a significant number of OUA members to vote in favor of any increase that will serve to further widen the gap that can be offered to student-athletes within Ontario versus beyond Ontario are extremely low.
- Within Canada West, increasing the individual limit within the current envelope has significant support.
- Not specific to any particular region was a sense and concern among some members that any increase that is introduced within the current economic climate is not a prudent decision on the basis of timing and also perceptions.
- With respect to the 2009 CIS AGM, the Committee will be reviewing member motions that are submitted and will work with the respective members to identify common ground with a view to considering the crafting of new motions that may have a higher likelihood of being supported on the floor of the AGM.
- With respect to the opportunity to increase the individual limit within the current team cap, the Committee will continue to consider certain parameters associated with such an increase that may be amenable to the membership. It is clear that an “across the board” increase would not meet with success; however there may be certain parameters (such as specific academic requirements) that may permit an increase to the individual limit more palatable.

## **Advocacy**

- The Committee has identified three levels of communication regarding Athletic Scholarships: (i) the institutional level (of getting the message to athletes and families), (ii) the regional level (of getting the message to PSO's and high school athletic associations), and (iii) the national level (or getting the message to NSO's).
- The Committee also identified the need and value for CIS to encourage more support and resources to the schools, in addition to promoting the total amount of athletic scholarship dollars being provided.
- The Committee also recognizes that AFA's are but one element of many with respect to making CIS the destination of choice, although it may be one of the most highly profiled ones in the public domain.

## **2008-09 Update & Progress:**

- The Committee increased the emphasis placed on the promotion of the annual AFA data. The data was circulated in the more media-friendly time period of early February (as opposed to mid-December) and included an effort for simultaneous promotion by CIS' NSO partners that were provided sport-specific data in advance of the formal release.
- Basketball, Volleyball & Wrestling all ran the media release on their respective web sites and field hockey and soccer were working on sport-specific additions to the media release.
- Of note, much work remains to be done in this area. As an example, it was noted that the Ontario Soccer Association carried a prominent front page story on its website that was dedicated exclusively to the success and accomplishments of National Training Centre Ontario and Team Ontario soccer players who are on athletic scholarships at universities in the United States, with no such recognition provided to players who are on athletic scholarship at universities in Canada.

## **2) Review of AFA Data**

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- The Committee conducted its annual review of the AFA data and circulated national and regional summaries along with the Committee's Points of Interest overview to the members in February.
- Of particular significance, the Committee acknowledges the gains that have been made in the area of gender equity; 2007-08 represents the first year that a gender equitable balance has been achieved in terms of the total number of AFA recipients. The gender breakdown of CIS student-athletes is 54% male and 46% female, while the gender breakdown of AFA recipients is now at 55% male and 45% female.

Sincerely,

Jennifer Brenning, on behalf of the AFA Committee

## Appendix

### ATHLETIC SCHOLARSHIP SURVEY - JANUARY 2009

100% Response Rate - 52 of 52 member schools

<b>Q3</b>	<b>Individual Limits</b> Would your school like to see an increase in the total value of athletic scholarship that could be provided to an individual student-athlete to include residence and books? Maximum des montants individuels octroyés Êtes-vous d'accord pour augmenter le montant maximum de chaque bourse en y intégrant les coûts d'hébergement et de fournitures scolaires (livres)?
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Yes - 21 members - 40%

No - 31 members - 60%

<b>Q4</b>	<b>Team Limits – based upon an individual limit of tuition &amp; fees</b> Would your school like to see an increase in the current total value of the athletic scholarship envelope (cap) that is available to each CIS team, specifically, moving the envelope (cap) from providing an athletic scholarship (tuition & fees) to 70% of the roster to 100% of the roster? Nombre de BÉS par équipe – basé sur l'hypothèse que le montant couvre exclusivement les frais d'inscription et afférents. Selon cette hypothèse, êtes-vous d'accord pour augmenter le nombre de BÉS pour chaque équipe en le faisant passer de 70 % de l'effectif reconnu à 100 %?
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Yes - 18 members - 35%

No - 34 members - 65%

<b>Q5</b>	<b>Team Limits – based upon an individual limit that includes residence and books</b> If the individual limit included tuition, fees, residence and books, would your school like to see an increase in the total value of the athletic scholarship envelope (cap) that is available to each CIS team, specifically, moving the envelope (Cap) from providing a full scholarship (tuition & residence etc) from 70% of the roster to 100% of the roster? Nombre de BÉS par équipe – basé sur l'hypothèse que le montant couvre aussi les frais d'hébergement et de fournitures scolaires. Selon cette hypothèse, êtes-vous d'accord pour augmenter le nombre de BÉS pour chaque équipe en le faisant passer de 70 % de l'effectif reconnu à 100 %?
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Yes - 10 members - 19%

No - 42 members - 81%

<b>Q6</b>	<b>Priority for Change</b> If your school could choose only one of the above limits to increase, which would it be, if any? Votre choix prioritaire Si vous aviez à choisir laquelle des deux augmentations considérées, votre choix porterait sur:
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Increase the Individual Limit / Augmenter le montant maximum octroyé à chaque athlète - 19 - 37%

Increase the Team Limit / Augmenter le nombre de BÉS au sein de chaque équipe - 6 - 11%

Don't Increase Either of the Limits Aucune augmentation de l'une ou l'autre des deux hypothèses - 27 - 52%

## 4i) Finance Report and May 2009 Interim Statements

### CANADIAN INTERUNIVERSITY SPORT

Variance Analysis - Projected vs. Budget

May 25, 2009

#### Revenue

1	The Score	(150,000)
2	Desjardin - Academic All Canadians	30,000
3	Mitsubishi	(100,000)
4	Host contributions	6,400
5	Championship Guarantees	500
6	Membership Fees (actuals for officials, trophies etc. lower than budget)	(262)
7	Bid Fees	25,000
8	World University Championships	258,670
9	Winter Universaide	396,759
TOTAL POSITIVE (NEGATIVE) VARIANCE IN REVENUE		467,067

#### Expenses

##### Domestic Opportunities

Decrease (Increase) in Expenses

10	Travel Pool Fee	(1,067)
11	Medals, Trophies	(7,470)
12	Sport Committee Mtg	(3,002)
13	Delgates & Officials Travel	(10,990)
TOTAL POSITIVE (NEGATIVE) VARIANCE		(22,529)

##### International

Decrease (Increase) in Expenses

14	World University Championships	(256,253)
15	Winter Universaide	(398,849)
16	Rep on Fisu Comm and misc. IPS exp.	2,000
TOTAL POSITIVE (NEGATIVE) VARIANCE		(653,102)

##### Advocacy, Marketing, Communications

Decrease (Increase) in Expenses

17	Advocacy/Affiliations	1,491
18	Defer E& E Poster	6,700
19	Professional Development	(30)
20	Almanac	(3,100)
21	Academic All Canadians Recognition	(32,186)
22	Signage	6,000
23	TV expenses	232,410
24	New Logo & Branding Plan	(20,000)
25	Sponsor Funds to Championships	24,000
26	Video/Scoresheets	(1,478)
27	Web Casting	(11,904)
28	Web Site Enhancement	(10,000)
TOTAL POSITIVE (NEGATIVE) VARIANCE		191,903

##### Organizational Excellence - HR, Administration & Meetings

Decrease (Increase) in Expenses

29	Salaries/Travel	23,200
30	Office & Administration	(2,245)
31	Communications	(4,200)
32	Legal Fees	(4,000)
33	Insurance	1,350
34	Committee Mtgs	(534)
35	April 09 Special Meeting	(15,300)
36	Presidents Travel	(1,132)
TOTAL POSITIVE (NEGATIVE) VARIANCE		(2,861)

#### Grand total variance

**(19,522)**

#### Budgeted /Surplus

**1,671**

#### Projected Deficit for the Year Ended June 30, 2009

**(17,851)**

**CANADIAN INTERUNIVERSITY SPORT**

**BALANCE SHEET  
May 25, 2009**

**ASSETS**

**Current**

CASH	\$384,384
ACCOUNTS RECEIVABLE	\$1,054,785
PREPAID EXPENSES	\$174,071
INVESTMENTS	<u>\$50,000</u>
	\$1,663,240

Capital

\$5,011

\$1,668,250

**LIABILITIES**

**Current**

ACCOUNTS PAYABLE	\$660,626
DEFERRED REVENUE	\$268,229
COACHES ASSOCIATION FUNDS	<u>\$217,094</u>
	\$1,145,951

**NET ASSETS**

RESTRICTED FOR ENDOWMENT FUND	\$50,000
INTERNALLY RESTRICTED FOR RESERVE FUND PURPOSES	\$200,000
INVESTED IN CAPITAL ASSETS	\$5,011
UNRESTRICTED	\$65,529
SURPLUS (DEFICIT) FOR THE PERIOD	<u>\$201,761</u>
	\$522,301
	\$1,668,250

**2008-2009 Year to Date Financial Statements  
with Variances and Comparisons**

<b>REVENUE</b>						
	<b>2007-08</b>		<b>2008-09</b>		<b>Variance</b>	<b>2009-10</b>
(details in "Revenue" page)	<b>Actual</b>	<b>Budget</b>	<b>Actual</b>	<b>Projected</b>	<b>Projected</b>	<b>Budget</b>
			<b>YTD</b>		<b>/Budget</b>	
1 Sponsorship and Television	966,397	<b>1,076,040</b>	731,574	<b>862,440</b>	(213,600)	<b>791,000</b>
2 Championship Guarantees	633,000	<b>698,750</b>	698,000	<b>699,250</b>	500	<b>617,250</b>
3 Membership Fees	504,586	<b>527,067</b>	526,805	<b>526,805</b>	(262)	<b>527,067</b>
4 Sport Canada -Core	394,400	<b>394,400</b>	394,400	<b>394,400</b>	0	<b>444,400</b>
5 Contrib. from previous year's surplus	0	<b>0</b>	0	<b>0</b>	0	<b>0</b>
6 Publications, Interest and Misc	91,484	<b>71,600</b>	31,154	<b>71,600</b>	0	<b>41,600</b>
7 International Programs	300,327	<b>30,000</b>	630,539	<b>710,429</b>	680,429	<b>0</b>
8 Sport Canada - WUG	259,400	<b>0</b>	0	<b>0</b>	0	<b>259,400</b>
9 <b>Total Revenue</b>	<b>3,149,594</b>	<b>2,797,857</b>	<b>3,012,472</b>	<b>3,264,924</b>	<b>467,067</b>	<b>2,680,717</b>

**EXPENSE**

**STRATEGIC DIRECTION: EXCELLENCE**

**Provide domestic competitive opportunities for student-athletes**

<b>Championship Travel</b>						
10 Travel Pool - Sport Canada	100,000	<b>100,000</b>		<b>100,000</b>	0	<b>100,000</b>
11 Travel Pool - 50% of guarantees	266,526	<b>299,401</b>		<b>299,651</b>	(250)	<b>300,000</b>
12 Members Contribution	187,181	<b>186,067</b>		<b>186,884</b>	(817)	<b>186,067</b>
13 Contribution from Surplus	7,438			<b>0</b>	0	<b>0</b>
14 <b>Subtotal</b>	<b>561,145</b>	<b>585,468</b>	<b>584,665</b>	<b>600,751</b>	<b>(1,067)</b>	<b>586,067</b>

**Championship Operations**

16 Delegates	15,699	<b>18,000</b>	24,570	<b>24,570</b>	(6,570)	<b>18,000</b>
17 Officials	38,219	<b>40,000</b>	44,418	<b>44,420</b>	(4,420)	<b>55,000</b>
18 Poster and Program Template	477	<b>750</b>	0	<b>750</b>	0	<b>933</b>
19 Sport Committee and Bid Selection Meetings	6,539	<b>4,000</b>	7,002	<b>7,002</b>	(3,002)	<b>5,000</b>
20 Trophies, Medals and Banners	15,465	<b>21,000</b>	28,469	<b>28,470</b>	(7,470)	<b>21,000</b>
21 Eligibility Info Kit	0	<b>0</b>	0	<b>0</b>	0	<b>0</b>
22 Academic All-Canadian Awards	24,180	<b>24,000</b>	19,435	<b>24,000</b>	0	<b>24,000</b>
23 Cancellation Fees for Championship Flights	6,835	<b>0</b>	0	<b>0</b>	0	<b>0</b>
24 <b>Subtotal</b>	<b>107,413</b>	<b>107,750</b>	<b>123,895</b>	<b>129,212</b>	<b>(21,462)</b>	<b>123,933</b>

25 <b>Total Domestic Opportunities</b>	<b>668,558</b>	<b>693,218</b>	<b>708,560</b>	<b>729,963</b>	<b>(22,529)</b>	<b>710,000</b>
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**Provide international competitive opportunities for student-athletes**

26 Winter WUG	33,850	<b>0</b>	355,722	<b>339,619</b>	(339,619)	<b>0</b>
27 Summer Universiade	301,038	<b>0</b>	14,230	<b>45,409</b>	(45,409)	<b>259,400</b>
28 Summer Univ. Non funded	74,266	<b>0</b>	13,821	<b>13,821</b>	(13,821)	<b>0</b>
29 Offset by fees - W. Soccer	62,605	<b>0</b>	0	<b>0</b>	0	<b>0</b>
30 Offset by fees -M. Soccer	61,229	<b>0</b>	0	<b>0</b>	0	<b>0</b>
31 World University Championships	21,112	<b>0</b>	256,253	<b>256,253</b>	(256,253)	<b>0</b>
32 Rep on Fisv Comm and misc. IPSexp.	4,703	<b>6,000</b>	(1,732)	<b>4,000</b>	2,000	<b>3,000</b>

33 <b>Total International Opportunities</b>	<b>558,804</b>	<b>6,000</b>	<b>638,294</b>	<b>659,102</b>	<b>(653,102)</b>	<b>262,400</b>
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34 <b>Total Excellence</b>	<b>1,227,362</b>	<b>699,218</b>	<b>1,346,853</b>	<b>1,389,065</b>	<b>(675,631)</b>	<b>972,400</b>
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2007-08 Actual	Budget	2008-09 Actual YTD	projected	Variance Projected /Budget	2009-10 Budget
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STRATEGIC DIRECTION: BUILDING CAPACITY

**Contribute to Coaching Development in Canada**

35	<b>Sport Congress</b>	1,500	0	0	0	0	0
36	<b>Total Coaching Development</b>	1,500	0	0	0	0	0

**Advocate the Value of University Sport in Canada/Partnerships/Leadership**

37	Advocacy, Attend Conferences	883	1,000	1,275	1,275	(275)	1,000
38	Affiliation Fees - AUCC, Sport Matters, Sport Week	5,100	2,500	0	600	1,900	2,500
39	Keeping Student-Athletes in Canada - CCAA	4,865	5,000	5,134	5,134	(134)	60,000
40	E& E Poster promoting women in CIS	0	6,700	0	0	6,700	2,000
41	Public Relations - Partner recog.	743	500	0	500	0	2,000
42	Professional Development	1,139	2,000	2,030	2,030	(30)	0
43	Almanac	7,500	7,500	10,554	10,600	(3,100)	2,000
44	Awards data analysis	0	0	0	0	0	0
45	Academic All-Cnd Recognition	30,000	0	32,186	32,186	(32,186)	0
46	<b>Total Advocacy</b>	50,230	25,200	51,178	52,325	(27,125)	69,500

**Marketing and Communications**

47	Signage, Branding, Sponsor Servic. at Champs.	19,592	31,000	7,580	25,000	6,000	55,000
48	Television Production Expenses	580,426	636,500	205,000	404,090	232,410	400,000
49	New Logo and Branding plan	21,671	10,000	8,914	30,000	(20,000)	25,000
50	Sponsor funds to Champs.	212,645	271,750	244,781	247,750	24,000	14,000
51	Sponsor Servicing-general	3,974	5,000	4,343	5,000	0	5,000
52	Videos and Scoresheets	1,526	1,000	2,478	2,478	(1,478)	1,000
53	Result Reporting system - Team	4,184	15,000	12,026	15,000	0	3,120
54	-Individual sports	11,582	14,729	12,608	14,729	0	14,729
55	Webcasting	19,322	40,000	51,904	51,904	(11,904)	40,000
56	Web site enhancement		15,000		25,000	(10,000)	25,000
57	Web Site Maintenance	17,288	15,000	9,844	15,000	0	15,000
58	<b>Total Marketing and Comm.</b>	892,210	1,054,979	559,478	835,951	219,028	597,849

2007-08 Actual	Budget	2008-09 Actual YTD	Projected	Variance Projected /Budget	2009-10 Budget
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**Organizational Development**

<b>Human Resources and Admin (Details under "HR&amp;Admin" Tab)</b>							
59	Salaries and Benefits	722,266	759,000	634,438	750,000	9,000	800,000
60	Staff for new championship Model Jan-June 09		25,000	3,360	9,800	15,200	0
61	Staff Travel	19,701	12,000	13,256	13,000	(1,000)	15,000
62	Administration & Overhead	174,647	182,789	158,798	191,884	(9,095)	183,000
63	Sport Technical Governance						5,000
64	<b>Subtotal</b>	916,614	978,789	809,852	964,684	14,105	1,003,000
65	<b>Administrative Meetings</b>						
66	Board Meetings	15,367	16,000	12,227	16,000	0	13,000
67	Ad Hoc Meetings: April 09 Special Meeting			15,275	15,300	(15,300)	0
68	Annual General Meeting	10,521	7,000	3,744	7,000	0	7,000
69	President's Travel	4,468	4,000	3,111	5,132	(1,132)	4,000
70	<b>Subtotal</b>	30,356	27,000	34,356	43,432	(16,432)	24,000
	<b>Committee Meetings</b>						
71	R&D & Eligibility & Intl.	5,879	5,000	5,354	5,534	(534)	5,000
72	Marketing and COMSID	4,896	6,000	3,640	6,000	0	6,000
73	Marketing Mtg - new Champ Formats & 2015 Bid C.	6,637		0.00	0	0	0
74	<b>Subtotal</b>	17,412	11,000	8,994	11,534	(534)	11,000
75	<b>Total Org. Development</b>	964,382	1,016,789	853,202	1,019,650	(2,861)	1,038,000
76	<b>Total - BUILDING CAPACITY</b>	1,908,322	2,096,968	1,463,859	1,907,926	189,042	1,705,349
77	<b>TOTAL EXPENSES</b>	3,135,684	2,796,186	2,810,711	3,296,991	(486,589)	2,677,749
78	<b>Designated to Reserve</b>						0
79	<b>NET SURPLUS/(DEFICIT)</b>	13,910	1,671	201,761	(32,067)	(19,522)	2,968

surplus per audited statements	13,910	(32,067)
from previous year's surplus	4,000	14,216
to travel pool	7,438	
to reserve	(10,473)	
<b>total surplus per internal stmts</b>	<u>14,875</u>	<u>(16,260)</u>
to 08/09 surplus (budget)	7,438	
to travel pool	7,438	

SCHEDULE OF REVENUE		2007/08	Budget	2008/09	Projected	Variance	2009-10
		Actual		Actual		Projected	Budget
				YTD		/Budget	
<b>SPONSORSHIP</b>							
80	Television Revenue						
81	Sponsors	360,000	360,000	145,000	210,000	(150,000)	110,000
82	Member Contribution to Electronic	28,150	28,250	28,700	28,250	0	28,000
83	TV Ad Sales	48,150	80,000	64,250	80,000	0	100,000
84	Appearance fee	0		0		0	0
85	Host contribution	107,500	170,000	176,334	176,400	6,400	170,000
86	Air Passes	9,600	8,000	0	8,000	0	0
87	Academic All-Canadian Program Supp	11,000	0	10,000	30,000	30,000	0
88	Desjardins - championships	145,000	86,000	86,000	86,000	0	30,000
89	Spalding	42,500	45,000	45,000	45,000	0	45,000
90	Baden	41,000	42,000	19,500	42,000	0	43,000
91	Wilson	15,990	16,790	16,790	16,790	0	20,000
92	Mitsubishi	150,000	240,000	140,000	140,000	(100,000)	100,000
93	Tissot	6,200	0	0	0	0	0
94	Blackberry - New	0	0	0	0	0	100,000
95	New Sponsor	0	0	0	0	0	45,000
96	VIA cash and contra	1,307	0	0	0	0	0
97	<b>Total Sponsorship</b>	966,397	1,076,040	731,574	862,440	(213,600)	791,000
<b>SPORT CANADA</b>							
98	Core	394,400	394,400	394,400	394,400	0	444,400
99	Summer Universiade	259,400	0	0	0	0	259,400
<b>INTERNATIONAL PROGRAMS</b>							
100	Summer/Winter Universiades	273,516	0	319,119	396,759	396,759	0
101	World Championships	25,311	0	256,420	258,670	258,670	0
102	Bid Fees	1,500	30,000	55,000	55,000	25,000	0
103	<b>Total WUG</b>	300,327	30,000	630,539	710,429	680,429	0
<b>CHAMPIONSHIP GUARANTEES</b>							
104	Preliminary Bowls	30,000	30,000	30,000	30,000	0	15,000
105	Vanier Cup	115,000	115,000	115,000	115,000	0	45,000
106	Men's Basketball	250,000	275,000	275,000	275,000	0	300,000
107	Women's Basketball	25,000	35,000	35,000	35,000	0	20,000
108	Men's Volleyball	25,000	27,000	27,000	27,000	0	25,000
109	Women's Volleyball	30,000	30,000	30,000	30,000	0	25,000
110	W. Ice Hockey	6,000	6,000	6,000	6,000	0	6,000
111	Men's Ice Hockey	120,000	150,000	150,000	150,000	0	150,000
112	Women's Rugby	1,250	1,250	2,500	2,500	1,250	1,500
113	Men's Soccer	8,000	10,000	10,000	10,000	0	10,000
114	Women's Soccer	10,000	6,000	6,000	6,000	0	6,000
115	Field Hockey	1,250	1,250	1,250	1,250	0	2,000
116	Swimming	5,500	5,500	5,500	5,500	0	5,000
117	Cross Country	1,250	1,250	1,250	1,250	0	1,250
118	Wrestling	1,250	2,000	0	1,250	(750)	2,000
119	Track & Field	3,500	3,500	3,500	3,500	0	3,500
120	<b>Total Championship Guarantees</b>	633,000	698,750	698,000	699,250	500	617,250
<b>MEMBERSHIP FEES</b>							
121	Sport Specific	214,305	237,000	235,921	235,921	(1,079)	237,000
122	Basic Fee and new member fee	103,100	104,000	104,000	104,000	0	104,000
123	Travel Pool Fee	187,181	186,067	186,884	186,884	817	186,067
124	<b>Total Membership Fees</b>	504,586	527,067	526,805	526,805	(262)	527,067
<b>MISCELLANEOUS</b>							
125	Video sales, Interest, Misc.	63,528	66,000	30,354	66,000	0	36,000
126	All-Canadian Recognition - Members	24,677	0	0	0	0	0
127	Scoresheets	1,479	3,600	0	3,600	0	3,600
128	Corp Logos on Team Uniforms	1,800	2,000	800	2,000	0	2,000
129	<b>Total Miscellaneous</b>	91,484	71,600	31,154	71,600	0	41,600
130	<b>TOTAL REVENUE</b>	3,149,594	2,797,857	3,012,473	3,264,924	(467,067)	2,680,717

**SCHEDULE OF HUMAN RESOURCES AND ADMINISTRATION**

	2007/08	2008-09		Variance	2009-10	
	Actual	Budget	Actual	Projected /Budget	Budget	
<b>HUMAN RESOURCES</b>						
131 Salaries and Benefits	722,266	759,000	634,438	750,000	9,000	800,000
132 Staff for new championship Model March-June	0	25,000	3,360	9,800	15,200	0
133 Staff Travel	19,701	12,000	13,256	13,000	(1,000)	15,000
						0
134 <b>TOTAL HUMAN RESOURCES</b>	741,967	796,000	647,694	772,800	23,200	854,180
<b>OFFICE &amp; ADMINISTRATION</b>						
135 Rent, Parking and Warehouse	58,635	60,000	53,686	60,000	0	60,461
136 Postage and Courier	14,022	14,000	8,178	12,000	2,000	12,000
137 Printing and Photocopying	2,992	3,000	1,318	7,000	(4,000)	3,000
138 Office Supplies	5,034	6,000	4,457	6,000	0	6,000
139 Bank and Visa Charges	1,895	1,500	942	1,500	0	1,250
140 Publications	355	500	679	645	(145)	500
141 Prior year, Bad debt and Miscellaneous	4,708	3,000	3,019	3,100	(100)	2,000
142 <b>SUBTOTAL</b>	87,641	88,000	72,279	90,245	(2,245)	85,149
<b>COMMUNICATIONS</b>						
143 Telephone Equipment	3,418	2,600	1,903	2,600	0	2,600
144 Telephone and Fax	10,191	12,000	8,848	13,000	(1,000)	12,000
145 Conference Calls	2,969	4,000	4,421	5,000	(1,000)	5,000
145 Internet (Web Site hosting, ISP, List Serve)	5,506	5,800	7,645	8,000	(2,200)	8,000
147 <b>SUBTOTAL</b>	22,084	24,400	22,816	28,600	(4,200)	25,400
<b>TECHNOLOGY</b>						
148 Amortization of Computers and Furniture	6,212	4,000	0	4,000	0	4,000
149 Software, Peripherals and Maintenance	4,952	6,600	2,972	6,600	0	6,600
150 <b>SUBTOTAL</b>	11,164	10,600	2,972	10,600	0	10,600
<b>PROF. SERVICES AND AFFILIATIONS</b>						
151 Audit	4,400	4,600	4,510	4,600	0	4,400
152 Legal Fees	5,527	16,000	19,851	20,000	(4,000)	16,000
153 harmonize policies, risk management	0	0	0	0	0	0
154 Translation - General	25,182	20,000	18,530	20,000	0	20,000
155 Insurance - Liability, Directors, Office	18,649	19,189	17,839	17,839	1,350	19,189
156 <b>SUBTOTAL</b>	53,758	59,789	60,730	62,439	(2,650)	59,589
157 <b>TOTAL ADMINISTRATION</b>	174,647	182,789	158,798	191,884	(9,095)	180,738
<b>TOTAL HUMAN RESOURCES AND ADMINISTRATION</b>	916,614	978,789	806,492	964,684	14,105	1,034,918

## 4 j) Equity and Equality Report

Equity and Equality Committee projects and update:

- Develop questions for the membership around equity that can be added to a bi-annual audit being planned by the Research and Development Committee.
- Develop a simple tool to help encourage members to develop a statement of principles regarding equity matters in their respective institutions. This will be a bench marking exercise in each institution to help members realize and determine where they need to be by 2010, 2020, etc.
- A CAAWS assessment tool called "Towards Gender Equity for Women in Sport" is being customized for use by CIS Member institutions. This document will help athletic departments see areas in which works needs to be done regarding equity, and identify timelines in which they can achieve change. The plan is to introduce this tool at the 2009 E & E breakfast at the CIS AGM.
- The concept of mentorship is being considered for Women's Workshops.
- Develop a Transgender Athlete Participation policy
- E&E poster that was scheduled for 08/09 has been deferred to 09/10 because of budget cuts due to financial challenges with reduced Sponsorship dollars and the economic downturn.
- CIS created one ad exclusively focusing on women's sports played exclusively on The Score (as they produced the ads.) Total plays between January and April were 847.
- Women's CIS Championships were web cast for the first time.

<b>Sport</b>	<b># of Webcasts</b>	<b>Viewers</b>
Women's Soccer	8	21,764
Women's Volleyball	11	7,821
Women's Basketball	8	14,600
Women's Hockey	9	13,200
Rugby	1	1,676

- Televised Championships included Semi Finals and Finals Women's Basketball (The Score), Women's Hockey Final (The Score), Women's Volleyball Championships Quarter Finals, Bronze Medal and Finals (Rogers).

AFA Equity:

The equity gap is closing every year. The number of AFA recipients are equitable, however it's the average amount received that still has room for improvement. The Committee will meet in June and one of the topics will be "Do we need to increase our application of the rule to gain more equity or are we in a good direction?"

In closing, I would like to thank the members of the Equity and Equality Committee:

Chris Critelli, OUA, Jack Dover, AUS, Vang Ioannides, Canada West, Kerry Laughlin, QSSF, Karin Lofstrom, CAAWS, Debbie Villeneuve, CIS.

# AFA Report 04/05 – 07/08

CIS Sport	Gender	Number of Athletes Who Used Eligibility	Gender Breakdown of participating CIS athletes	Number of Athletes Receiving an AFA	Gender Breakdown of athletes receiving an AFA	Dollar Value of AFA Provided	AFA Absolute Dollars	Average Dollar Value of AFA Provided to AFA Recipients	AFA Equivalency (tuition & fees)
Totals	07 - 08	10,680		3,655		\$8,527,861		2,333.20	1,815.43
	female	4,923	46%	1,653	45%	\$3,475,225	41%	2,102.37	720.75
	male	5,757	54%	2,002	55%	\$5,052,636	59%	2,523.79	1,094.68
Totals	06 - 07	10,678		3,156		\$6,973,469		2,209.59	1,558.70
	female	4,917	46%	1,359	43%	\$2,713,827	39%	1,996.93	596.40
	male	5,761	54%	1,797	57%	\$4,259,642	61%	2,370.42	962.30
Totals	05 - 06	10,646		2,871		\$6,030,284		2,100.41	1,363.95
	female	4,915	46%	1,234	43%	\$2,328,317	39%	1,886.80	518.60
	male	5,731	54%	1,637	57%	\$3,701,967	61%	2,261.43	845.35
Totals	04 - 05	10,143		2,693		\$5,272,031		1,957.68	1,232.17
	female	4,650	46%	1,115	41%	\$2,030,332	39%	1,820.93	470.84
	male	5,493	54%	1,578	59%	\$3,241,699	61%	2,054.31	761.33
<b>Narative</b>	female		46%	22%	45%	28%	41%	5%	21%
	male		54%	11%	55%	19%	59%	6%	14%
<b>Increase in absolute dollars from 2004-2005</b>									
	female			48%				15%	
	male			27%				23%	

CIS Sport	Gender	AFA Equivalency (tuition & fees)	Average AFA Equivalency Provided to AFA Recipients	Number of Athletes Receiving a non-AFA	Dollar Value of non-AFA Provided	Number of Athletes Receiving either an AFA or a non-AFA	% of Athletes Receiving either an AFA or a non-AFA	Total Dollar Value of ALL Awards Provided	Average Dollar Value of ALL Awards Provided to those who Received
Totals	07 - 08		50%	3,147	\$7,005,596	5,482	51%	\$15,533,457	\$2,834
	female	40%	44%	1,541	\$3,502,803	2,549	52%	\$6,978,028	\$2,738
	male	60%	55%	1,606	\$3,502,793	2,933	51%	\$8,555,429	\$2,917
Totals	06 - 07		49%	3,503	\$7,223,407	5,418	51%	\$14,184,341	\$2,618
	female	38%	44%	1,712	\$3,687,031	2,473	50%	\$6,398,286	\$2,587
	male	62%	54%	1,791	\$3,536,376	2,945	51%	\$7,786,055	\$2,644
Totals	05 - 06		48%	3,273	\$6,118,749	5,041	47%	\$12,149,034	\$2,410
	female	38%	42%	1,594	\$3,141,195	2,328	47%	\$5,469,510	\$2,349
	male	62%	52%	1,679	\$2,977,554	2,713	47%	\$6,679,524	\$2,462
Totals	04 - 05		46%	3,097	\$5,180,311	4,800	47%	\$10,450,651	\$2,177
	female	38%	42%	1,521	\$2,698,060	2,222	48%	\$4,728,392	\$2,128
	male	62%	48%	1,576	\$2,482,251	2,578	47%	\$5,722,259	\$2,220
<b>Narative</b>	female		44%						
	male	60%	55%						

## Narrative Comparison 2007- 08

The amount of money in terms of absolute dollars increased by 28% for women and 19% for men from 2006-07 to 2007-08. AFA equivalency increased by 21% for women and 14% for men from 2006-07 to 2007-08.
Male student-athletes who account for 54% of all CIS student-athletes, receive 59% of AFA money in terms of absolute dollars, and 60% of AFA equivalency.
With respect to the number of student-athletes that receive an AFA, male student-athletes represent 55% of all AFA recipients, while female student-athletes represent 45% of all AFA recipients.
The equity gap is closing every year. The number of AFA recipients are equitable, however it's the average amount received that still has room for improvement.
Male AFA recipients receive an average of 55% of their tuition and fees, while females receive an average of 44%.
In relation to 2006-07, the number of male recipients increased by 11% and are now receiving 6% more in 2007-08; whereas the number of female recipients increased by 22%, while their average award valued increased by 5%

## **4 I) Advocacy Report**

(Ten Point Plan #7 and 2)

The Board has recognized the importance of making stronger connections with two important stakeholders: the Sport Community and University Presidents. The following activities took place in 2008-2009 to further this goal.

1. CIS attended and presented at the 2009 Canadian Sport Tourism Alliance conference.
2. CIS met with the Presidents of SFU and UBC.
3. CIS attended and presented at the 2009 AUCC April members meeting.
4. CIS had planned to attend the Atlantic Canada presidents meeting but it got cancelled.
5. CIS attended the Hockey Canada AGM.
6. CIS met with senior management from the Canadian Hockey League.
7. CIS met with senior management from the Canadian Football League.
8. CIS met with senior management from Vancouver 2010.
9. CIS met with senior management from the Commonwealth Games Canada.
10. CIS met with senior management from Coaches of Canada.
11. CIS worked with CCAA to submit a joint funding application related to building a stronger partnership.
12. CIS presented the volunteer of the year award at the Canadian Sport Awards.
13. CIS attended the Algonquin College Sport Business Symposium
14. CIS participated in Sport Matters meetings and activities.
15. CIS attended the CCES annual meeting.
16. CIS attended the Commonwealth Games Canada annual meeting.
17. CIS attended the CCAA annual meeting.
18. CIS attended the Long Term Athlete Development conference.
19. CIS attended CAAWS functions.
20. CIS spoke at Algonquin College and University of Ottawa classes.

## 4 m) Sport Canada Report

### Sport Support Programs:

#### Multisport Service Organization (MSO) Core Service Area:

A contribution agreement with Canadian Heritage (Sport Canada) is in place for the fiscal years 2008-11 at \$ 1,439,600 to support CIS's leadership, capacity and expertise under Games (National and International Games and National Championships) as the franchise holder for post-secondary (college and university) national championships that are pathways to excellence and for the promotion of continued sport participation based on the Long-Term Athlete Development Model, and as franchise holder for international games that are pathways to excellence (i.e. Fédération internationale des sports universitaires—FISU).

Based on the Sport Funding and Accountability Framework (SFAF) cycle III, the Sport Canada contribution per fiscal year is as follows:

2008-2009: \$ 393,400 (maximum SFAF core reference level);

2009-2010: \$ 652,800 (core \$381,400 plus \$259,400 Games mission); and

2010-2011: \$ 393,400.

CIS has met the contribution agreement requirements for 2008-09 fiscal year; we have no problems to report. The holdback payment will be released upon submission of the final reports due by June 15, 2009.

#### Project Stream Component:

The application on the "CIS and CCAA Feasibility Study and Business Plan relating to Building Capacity and Enhancing Collaboration and Cooperative Action" for 2009-10 funding was assessed and a recommendation at \$50,000 was made to the Minister. If and when a decision on funding is made, any future payment would be adjusted in line with the organisation's cash flow requirements.

I would like to thank Marg McGregor, CIS CEO, for the quality of the application and the monitoring and reporting documentation. Marg has routinely communicated to Sport Canada and we have a strong working relationship.

### MSO Accountability Standards:

- New accountability standards for MSOs were launched in May 2009 and are now in place through 2013. Accountability is the fourth component of the Sport Funding and Accountability Framework (SFAF), after eligibility, assessment and funding.
- Accountability standards are a tool to measure MSO performance with respect to government priorities. They represent minimum expectations that each MSO is expected to achieve in government priority areas.
- There are MSO standards in the areas of: LTAD, Collaborative Sport Development, Planning, Organization Governance, Diversity, Technical Development, Official Languages and Positive Sport Environment. Sport Canada expects that the MSOs will adopt these standards and integrate them in their respective strategic plan.
- Next steps are:
  - CIS's self-assessment report to Sport Canada by June 30, 2009.
  - Sport Canada completes its assessment to establish a baseline for comparison.
  - Discussion with CIS with the objective of sharing a common view about the assessment and the target to reach for each standard according to deadline (July-August 2009).
  - The Program Officer communicates the official result of the assessment by Sport Canada and the target for each standard according to deadline, by August 28, 2009.

Prepared by: Paulin Lafontaine, Sport Canada

## 5 a) Eligibility Committee Issue Preparation Topics

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- The Eligibility Committee is advancing the following three items for consideration by the membership, with a view to formulating motions that could be presented at the 2010 AGM based upon the feedback received.

### 1) 40.10.5.5.3 – Transfer Rule (non-Canadian universities)

#### **For Consideration:**

The Eligibility Committee is forwarding the following proposal for input and feedback in advance of preparing (or not) a formal motion at next years 2010 AGM. Effectively, the proposal recommends the elimination of the transfer rule for US to CIS transfers, when such a transfer is done prior to the start of a student's second year at a US school.

#### **The Essence of the Proposal**

When a Canadian high school or CEGEP graduate decides to go to the US, they are making a conscious decision to limit their university sport career to four years of competition, versus the five available in CIS. The following proposed rule change simply continues to apply that decision (of having four years of eligibility) to the student should they decide to return to the CIS prior to the start of their second year (leaving them with three years of CIS eligibility). But rather than require the athlete to sit-out a year, they can transfer and play immediately (subject to academic requirements). The proposal is not a "penalty" for leaving Canada as the student-athlete already made the decision to only compete for four years when they chose to go to the States. The "bonus" in the proposal though is that they could now return back to the CIS without having to sit out a year. It's a give-and-take that in the end might increase the number of kids who would like to return to CIS for the myriad of legitimate reasons that arise when their experience does not meet their expectations, but are unwilling to do so if they have to sit-out one year.

The Eligibility Committee is aware that, in some instances, any revisions that make it easier for a student to return to Canada could result in making it easier for a student to make the decision to leave in the first place. However, the Committee is of the mind that most if not all students who decide to go to the US do so with the expectation that their experience will be a positive one and they do not expect to return to Canada, and that this regulation would not change that.

The Committee briefly considered the option of providing a similar or related accommodation for CIS to CIS school transfers, however the Committee chose to not incorporate or address that opportunity at this time. For clarification, a US to CIS transfer in year two or beyond would be subject to the traditional transfer rule and the student-athlete would be assessed eligibility in the traditional fashion.

#### **Proposed Rule Change #1 : Maximum Years**

A CIS student athlete shall have five years of eligibility. If, however, a student athlete is assessed a year of eligibility (or equivalent) as a member of a US-based post-secondary jurisdiction team, and the student-athlete transfers back to Canada prior to the start of their second academic year in the US, the student athlete is restricted to three years of CIS eligibility.

For example:

- Prospective student-athlete graduates from high school in June 2010.
- Student-athlete attends an NCAA Division II school and plays basketball in 2010-11.
- Student-athlete attends a CIS school for 2011-12.
- The student-athlete would have three years of CIS eligibility remaining (the student-athlete loses one year for having gone to play in the US, and loses one more year for the year that they played in the US)

## **Proposed Rule Change #2: US school transfers to a CIS school (prior to second year)**

The traditional transfer rule sit-out requirement for US-CIS transfers in this instance would be eliminated.

### **2) 40.10.6.2.3.1 – Professional Participation**

The Committee is considering revisions to the Participation as a Professional rules such that the rules will be more consistent across sports. The professional rules have typically been the domain of the respective coaches associations. However, the evolution of the rules, where present, has resulted in a circumstance where some sports are well addressed on the subject, while others are not. At a minimum, where professional rules are vague or unenforceable, the Committee is of the position that if any individual is permitted to be paid within a league, then the league itself should be classified as professional and the traditional professional rules should apply (one year of eligibility to be assessed and requiring a one-year sit-out). Where the professional participation regulations of a sport are vague or effectively unenforceable, motions to address that are anticipated for the 2009 AGM. At present, elements of the rules associated with men's soccer and men's basketball are in that position, and the Committee is working with those associations to rectify the issue. With respect to making the rules more consistent across sports, that will be addressed with the respective coaches associations in the coming year and decided upon at the 2010 AGM.

### **3) 40.10.4.3 – Maximum Years**

The Committee is requesting input and feedback from the membership regarding the imposition of a "time-clock" to all CIS sports. Football incorporated a "seven years to use five years of eligibility" (eight years to use five in Quebec) last fall, and men's basketball is proposing to do the same at the upcoming 2009 AGM. The Committee does not anticipate forwarding a motion in this regard to apply to all sports until 2010 (if warranted).

With respect to the rationale for applying such a "time-clock", the Committee submits the following non-exhaustive list:

- It would reduce the average age of the CIS student-athlete, in comparison to the absence of any age limit presently.
- Participation will become more available, or available quicker, to the graduating high school student (generally speaking).
- It would streamline / define participation opportunities available within CIS.
- It would encourage timely academic progress.
- It would bring consistency within an area that warrants consistency across all sports.
- It may reduce the necessity of other rules.

The Committee will be asking each Conference, via its Committee representative, to hold a "straw vote" on the question of whether or not consideration should be given to applying the concept across all CIS sports, and with the understanding that the matter would be considered in greater detail and with more consultation in the coming year.

## **5 b) Making CIS Championships Better (Ten Point Plan #5)**

### **Desired Outcome:**

To update CIS members on what has occurred, describe what is in the works, solicit feedback on the selection criteria for which Championships to place additional focus on, and discuss how members and RAs can contribute to making CIS Championships better.

### **This document describes:**

1. A proposed Focused Service Model for CIS Championships
2. Things CIS will do differently to make all CIS Championships better

## **1. A proposed Focused Service Model for CIS Championships**

### **Background:**

The Ten Point Plan for Making CIS Better identified CIS Championships as an important area of our work, and one that requires significant improvement. The Sport Committee and Marketing Committee had a joint meeting in April 2009 and discussed how to improve CIS Championships, and in turn directed CIS staff to develop a framework and concrete action steps, which are outlined below.

During the 2009 AGM a workshop will be held to update members on what has occurred, describe what is in the works, solicit feedback on the selection criteria, and discuss how members and RAs can contribute to making CIS Championships better.

CIS holds sixteen Championships and awards 21 banners. Three Championships are organized under the Flexible Service and Funding Model (Curling, Wrestling, Field Hockey) where the NSO's are involved in funding and organizing the Championships. For the balance of the Championships, CIS staff currently provide similar services to all Championships.

Servicing 13 to 16 Championships has stretched CIS staff capacity, diluted the quality of service, and has prevented focusing on certain Championships that have the potential to raise the profile and generate funds, which over time could be invested in supporting all CIS Championships.

### **Vision for CIS Championships:**

CIS Championships contribute to CIS becoming the destination of choice by offering a first class competitive opportunity coupled with an unforgettable student-athlete experience.

### **Organizational Vision:**

The CIS office staff will place an increased focus on a few Championships that have the potential of raising funds and/or the profile of CIS, and will leverage these targeted Championships for the benefit of all CIS Championships down the road. All CIS Championships will receive core services from CIS.

### **The Proposed Focused Service Model:**

The **Focused Service** model would see all Championships receiving core services as outlined below, and a few Championships receiving enhanced services, primarily in the areas of marketing and communications as described below.

## **The underlying assumptions of the Focused Service approach are:**

- a) By focusing on a few Championships, and leveraging them, the value of the overall CIS Championship portfolio will go.
- b) Match the level of service to the guarantee provided to CIS by the Hosts. Provide an enhanced level of service to those Hosts that are investing the highest guarantee to CIS. If a Host pays a \$275,000 guarantee to CIS it is reasonable to expect more support from CIS than a Host who pays \$10,000. CIS has a stake in helping the Hosts of big guarantee Championships to enjoy success, so there is continuing interest in bidding for these events.
- c) Focus on what we are already good at – our competitive advantage. Focus on Championship sports that get regular season media and fan interest. It is difficult to imagine that CIS can be successful in drawing large crowds to a CIS Championship in a sport where there is low attendance at the RA Championships or regular season games. So CIS will focus on the sports that the RAs and universities focus on.

## **Core Services Provided by CIS for All Championships**

### **Marketing and Communication:**

- Championship website provided by CIS
- Championship preview media/award winners and wrap-up/results release issued (contractor)
- Championship will be web-cast unless costs are prohibitive given the venue, or the nature of the sport does not lend itself to webcasting (i.e. cross country)
- CIS will look for sponsors for all Championships

### **Awards and Recognition**

- CIS provides medals, banner, All Canadian recognition, Top 10s published on the CIS website.
- Student-athletes eligible for Academic All Canadian recognition, BLG nominations, etc.

### **CIS Delegate on site at the Championship**

- CIS Board member, or volunteer, or staff on occasion

## **Enhanced Services Provided by CIS for Enhanced Focus Championships**

- a. CIS will provide television for the final game, and where possible the semi-finals and/or key play-off games to build an audience. (or at a minimum highlight videos will be produced)
- b. “The Road to the CIS Championship” campaign will be done. This involves enhanced focus on the website, and media releases to build the hype leading into the event, providing CIS Championship T-shirts to be given at RA Championships to the teams that just qualified for the CIS Championships, working in a coordinated fashion with the RAs to link their Championships with the CIS Championship, etc.
- c. Live stats provided and video recaps provided on CIS website.
- d. CIS Communications and marketing staff attend Championship to service CIS sponsors/media
- e. CIS staff member serves as CIS Delegate
- f. Front-of-house Championship volunteers and event staff will wear CIS branded gear so that the CIS logo is “in your face” rather than the host university logo/colours.
- g. Championship preview media/award winners and wrap-up/results releases will be written by CIS staff

## **Options for Criteria to Use When Identifying Which CIS Championships to Focus on**

Four scenarios are presented for discussion and feedback:

### **Scenario One: Focus, Market, and Leverage Like Crazy!**

The intent is to leverage a few Championships that are likely to raise exposure and revenues which in the long term will benefit all Championships. Only Championships that have a proven track record of attracting crowds, drawing reasonable TV ratings, generating media and sponsor interest, and a large guarantee to CIS would be chosen. Equity takes a back-seat to commerce in the short term with the intent that the value of the overall portfolio will grow and all Championships will benefit over time.

Criteria:

1. Focus on those Championships that generate the highest financial guarantee to CIS, the most Marketing/Sponsorship interest, the most national media attention, and the highest TV ratings.

Championships likely to be identified if these criteria were applied:

Fall: Men's Football, Winter: Men's Basketball, Men's Hockey. Women's basketball would also be targeted during the pilot period of the 16 Team Format Championship as the CIS membership has approved an expanded Championship format to promote women's basketball.

### **Scenario Two: Show Me the Money and Live our Values!**

Equity makes good business sense. There is sponsorship interest for women's sport if time is invested in developing and selling the product. If given attention, it is likely that Women's Championships would attract crowds, draw reasonable TV ratings, and generate media and sponsorship opportunities for CIS. Equity is an important value of CIS so if we focus on 3 men's championships, we should also focus on 3 women's championships, and balance them over the Fall and Winter to address staff capacity issues.

Criteria:

1. CIS financial guarantee, Marketing/Sponsorship, media interest, TV ratings.
2. Gender Equity

Championships likely to be identified if these criteria were applied:

Fall: Men's Football, Women's Soccer. Winter: M and W Basketball, M and W Hockey.

### **Scenario Three: Take Football out of the mix.**

Football should not be considered in the mix. CIS and CFL are working on a partnership for co-hosting Vanier and Grey Cup, so don't count it in the mix when looking at equity.

Criteria:

1. CIS financial guarantee, Marketing/Sponsorship, media interest, TV ratings.
2. Gender Equity

Championships likely to be identified if these criteria were applied:

Winter: Men's and Women's Basketball, Men's and Women's Hockey.

### **Scenario Four: Show Me the Money, Live our Values and Support NSOs who have got our back**

There are some CIS sports that have a very direct link to contributing to Long Term Athlete Development, and some NSOs have engaged with CIS in a partnership fashion. We should support this connection and not exclude these sports from our focus.

Criteria:

1. CIS financial guarantee, Marketing/Sponsorship, media interest, TV ratings.
2. Gender Equity
3. String link and connection to LTAD and the NSO

Championships likely to be identified if these criteria were applied:

Fall: Men's Football, Women's Soccer.

Winter: Men's and Women's Basketball, Men's and Women's Hockey, Swimming and Volleyball.

**2. Things CIS will do differently to make all CIS Championships better:**  
(except where noted these will apply to all CIS Championships)

<b>What is going to Change / Get Done</b>	<b>By Who</b>	<b>By When</b>
<b>1. Improving Evaluation:</b> Develop and apply Key Performance Indicators and metrics – what does success in a CIS Championships look like. (e.g. What TV ratings are acceptable, what attendance figures, etc.)	Contractor	For Bid Book.
<b>2. Increase Capacity and Service:</b> <b>CIS Delegates and Staff at Championships:</b> CIS Championships are held within a compressed time frame on back-to-back weekends often with two or three Championships on the same weekend. Having the Manager of Events and Programs and/or the Manager of Communications out of the office and in attendance at CIS Championships adversely impacts the preparations for the upcoming Championships. To that end, they will only attend the Championships that are targeted for increased focus.  CIS Board members and other volunteers will be recruited to serve as CIS delegates at CIS Championships.	Staff	09-10
<b>3. Improve Technical Stuff</b> Review game times: the issues of rest and recovery time and how late the games are running into the evening are of concern.	Sheila Ann N. Peter M	09-10
<b>4. Improve Technical Stuff:</b> Review of seeding protocols to - determine where wording/clarity is required; - determine if the make-up of committee is in the best interest of the championship; - determine if current process is reliable or in need of revision (e.g. it relies on Top 10s that may be flawed).	Sheila Ann N.	09-10
<b>5. Improve Technical Stuff:</b> Address complaints that the quality of officiating has not kept pace with the quality of the athletes/game	Sheila Ann N.	10-11
<b>6. Improve Technical Stuff:</b> Ensure quality of inflatables meets an acceptable standard before renewing or entering into sponsorship agreements.	Sheila Ann N. Peter M	09-10
<b>7. Overall Championship calendar:</b> Regular requests for changes from the Hosts or CIS to accommodate TV are received. This makes RA scheduling difficult to do in advance, but does respond to the market forces. Review calendar and process.	Sheila Ann N.	
<b>8. Build the profile of the Championship:</b> Develop “The Road to the CIS Championships” promotional strategy for targeted sports so that we build an audience and raise awareness and profile. It is confusing to figure out how teams qualify for the Championships.	Michel	09-10
<b>9. Enhance the Student-Athlete Experience and Building Excitement about the Road to the CIS Championship</b> Provide CIS Championship T-shirts to be given at the medal ceremonies of RA Championships to the teams that just qualified for the CIS Championships,	SAN	10-11
<b>10. Enhance the Student-Athlete Experience:</b> Develop a policy to address inappropriate fan behaviour and fan proximity to benches.	SAN	09-10
<b>11. Enhance the Student-Athlete Experience:</b> Announcers going over the top for the Host team at CIS Championships is	SAN	09-10

of concern. Develop policies/guidelines to get the crowd into the game while recognizing it is a CIS Championship and not a home game.		
<p><b>12. Student-Athlete Experience:</b>  Ceremonies: awards, opening / closing, etc.  Feedback has been received that opening ceremonies are too long, banquets are too expensive for family members, PPT presentations often have names of winners and universities spelled incorrectly, there is not enough polish and class at the events, the quality of the CIS gifts given to award winners is not sufficient, CIS materials arrive at the last minute, etc.</p> <p>CIS to provide Hosts with a lexicon of terms that can be used by announcers, and in the preparation of scripts and PowerPoint presentations (i.e. University of Lethbridge vs. Lethbridge University). In addition CIS delegates should review scripts and PowerPoint presentations before they are aired publically.</p> <p>The shipping of CIS merchandise should be advanced so that it arrives on site earlier and a cushion is built in for shipping glitches or university mail rooms that slow things down.</p> <p>Sheila Ann to develop a plan and policies to include in the Bid Book to address the other concerns.</p>	Michel  SAN  SAN	09-10
<p><b>13. Student-Athlete Experience:</b>  Ticket sales strategy: CIS to include in Bid Book that a modest number of single game tickets must be available for family and students so there is an affordable option.</p>	SAN	For 2010 Bid Book
<p><b>14. Student-Athlete Experience and CIS Branding:</b>  <b>Gifts for All-Rookie Team/Tournament All-Stars:</b>  CIS is missing an opportunity to provide CIS branded merchandise to some of our top athletes. CIS should provide something to All-Rookie teams and Tournament All-Stars. Athletes are looking for CIS branded stuff.</p>	SAN	09-10
<p><b>15. Student-Athlete Experience and CIS Branding:</b>  Team photos with CIS banner at CIS Championships. At OFSAA Championships teams are photographed in front of an OFSAA banner. This is a cherished souvenir and helps to brand OFSAA.</p>	SAN	For 2010 Bid Book
<p><b>16. Student-Athlete Experience and CIS Branding:</b>  CIS to provide some form of CIS branded item for graduating student-athletes attending CIS Championships.</p>	Andrea	10-11
<p><b>17. Improving CIS Branding at CIS Championships:</b>  (See branding plan for further details)  CIS Championship volunteers wear gear from the Host institution and are not being branding as CIS volunteers. Front-of-house Championship volunteers and event staff will wear CIS branded gear so that the CIS logo is visible and prominent rather than the host university logo/colours.</p>	SAN	10-11
<p><b>18 Website:</b> CIS website overhaul. Eliminate inappropriate ads</p>	Peter	09-10

## **5 c) SUMMARY OF RECOMMENDATIONS FROM SPORT COMMITTEE RE CHAMPIONSHIP POLICY REVIEW 20.20**

**Desired outcome:** To seek feedback from the membership on the first draft of recommendations from Sport Committee relating to phase two of the review of championship policies 20.20.

**Background:** In August 2008 a questionnaire was distributed to all CIS members. The questionnaire was phase 1 in the review of CIS Championship Policies 20.20. The questionnaire was sent to Directors of Athletics, Coordinator of Athletics and all CIS head coaches (sport-by-sport). Total number of responses received – 29 (out of a possible 600).

It was agreed that due to the insufficient feedback received, an additional call should be attempted.

At their December 2008 meeting, the Board of Directors approved the following process:

1. Sport Committee will seek out additional information from coaches association via President's of Coaches Association.
2. As part of Sport Committee's face-to-face meeting in April, additional time will be added to the agenda to allow ample opportunity for the committee to review the current policies and provide draft recommendations on updating, adding, or deleting policies.
3. Draft recommendations from Sport Committee will be provided to the membership at the June 2009 annual general meeting (for information only).
4. Draft recommendations from Sport Committee will be provided to Coaches Associations and Regional Associations in June 2009 requesting their feedback/comments by December 2009.
5. Sport Committee will meet by conference call in May 2010 to finalize recommendations and forward to the CIS Board to serve as notice of motions to the AGM in June 2010.

A more defined set of questions was provided to the President of each Coaches Association in March 2009. Feedback was received from 4 of the 11 Coaches Associations.

Based on the feedback received in the initial questionnaire as well as the more recent questionnaire, there appears to be some consensus re support for the overall principles that were originally used in selecting the formats for CIS Championships.

In an effort to move forward with the review of championship policies 20.20, Sport Committee provides the following recommendations to the membership for discussion and feedback:

**Recommendation #1:** That in all Tournament championships, a bronze medal game must be played.

**Recommendation #2:** Where the running of the 5<sup>th</sup> place game can be played later than 10:00 AM and does not negatively effect the start time of the Gold medal game, then it should be played. To be determined in consultation with the CIS Office and the championship Host.

**Recommendation #3:** That all 7<sup>th</sup>/8<sup>th</sup> place games be eliminated from CIS Championship Tournaments.

**Recommendation #4:** Request each Coaches Association take a second look at policy 20.20.1.4 and provide feedback on how the current championship model adheres to the following principle.

20.20.1.4 The CIS Board of Directors may also assign to Regional Associations additional berths to a National Championship. These additional berths will be assigned based on the principle that the most competitive teams should advance to National Championships.

**Recommendation #5:** Support recommendation from Coaches Association to move to a 4-day championship model in women's rugby (policy #20.20.4.8)

## 5 d) Making CIS Better by Building the Brand Ten Point Plan # 3

Building the Brand is included in The 10 Point Plan to Make CIS Better. Feedback from the April 27, 2009 Members Meeting indicated that CIS has to do a better job at branding. A workshop is scheduled at the 2009 AGM to outline what has been done, describe what is in the works, and discuss how RAs and universities can work with CIS to build the university sport brand.

In December 2005 the Marketing Committee and Board held a joint meeting. Jim Albenese described how to promote and grow a brand. Meeting participants discussed how to translate what Jim said into concrete recommendations for policy, action, and strategies. A CIS branding plan was developed (see below).

### Questions to think about as you read through the CIS Branding plan:

1. Are there some items that are missing from the workplan?
  
2. What can individual universities do to contribute to developing the CIS brand?
  
3. What can Regional Associations do to contribute to developing the CIS brand?
  
4. From your perspective what should be the top priorities to tackle to enhance the brand?

Branding Workplan	Progress Report
<p><b>1. CIS Website</b> This is one of our most important branding vehicles (110million hits/year). A major overhaul is needed and annual ongoing investment of resources to keep it appealing to users. This is something we need to do really well.</p>	<p>Overhaul to be done in 09-10.</p> <p>An annual budget to be dedicated in perpetuity.</p>
<p><b>2. CIS Championship websites</b> Add content about the "Road to the CIS Championships" so visitors understand who is in the hunt, how teams qualify, dates of play-offs etc.</p>	<p>To be done in 09-10 for a handful of targeted CIS Championships and expanded to all in 10-11.</p>
<b>CIS Visibility at CIS Championships</b>	
<p><b>3. Participant uniforms at CIS Championships:</b> We are missing an opportunity to promote the brand by not having the CIS logo on uniforms/competition bibs. Develop policy requiring student-athletes to wear the logo on their uniforms at CIS Championships.</p>	<p>For discussion at 2009 AGM and implementation in 09-10.</p>
<p><b>4. Officials/referees uniforms</b> should have the CIS logo on them.</p>	<p>To be done in 09-10</p>
<p><b>5. Merchandise worn by event staff at CIS Championships.</b> Most event staff appear in clothing that reflects the Host not CIS. CIS to provide branded clothing for front of house volunteers so you can see the CIS logo from a distance.</p>	<p>To be done in 09-10 in targeted Championships. Expanded to all Championships in 10-11.</p>

<p><b>6. Merchandise for sale at CIS Championships:</b> Asking Hosts to seek CIS approval for graphic designs in advance of printing has not worked. The CIS logo has been incorrectly reproduced on numerous occasions. CIS to call for proposals to become the exclusive official supplier of CIS Championship merchandise.</p>	To be done in 09-10
<p><b>7. Championship Posters and Programs</b> Develop standardized posters that reinforce the brand and ensure the logo is correct, appropriately sized, and bilingual.</p>	Done. New version will be produced in 09-10 with new logo and updated graphic look.
<p><b>8. Championship Individual event logos:</b> develop standardized championship logos so they get reinforced over time, and the CIS logo appears in a prominent fashion.</p>	Done with the launch of the new logo.
<p><b>9. Titling / Naming of CIS Championships</b> and Championship logos: CIS name to be front and centre.</p>	New Championship logos include the name of the Championship i.e. The University Cup is branded University Cup – CIS Men’s Hockey Championship.
<p><b>10. CIS Championships Awards Ceremonies / Banquets:</b> Develop an Awards Ceremonies / banquet branding check-list for Hosts. Order CIS balloons.</p>	To be done in 09-10
<p><b>11. CIS banners:</b> Specify in the Championship bid book exactly what the expectations are. Encourage signage to be posted at the Championship hotel, airport, facilities, etc. The font is too small to read CIS name from a distance on banners. There are not enough banners provided to the Host by CIS.</p>	This has been added to the Bid Book. New acronym based logo is easy to see and read. Sufficient quantities of banners will be ordered.
<p><b>12. Recognition Awards at CIS Championships</b> All-Canadians: Improve quality of certificate and gifts.</p>	To be done in 09-10.
<p><b>13. Tournament All-Stars</b>, All Rookie team etc. Responsibility is currently left with Hosts. CIS should provide CIS branded gear.</p>	To be done in 09-10.
<p>14. Provide CIS <b>towels</b> for interviews in televised games.</p>	To be provided in 09-10.
<p>15. Provide CIS branded <b>chair covers</b> in televised games.</p>	To be provided in 10-11.
<p>16. Provide CIS branded <b>table wraps</b> / cloths</p>	To be provided in 09-10.
<b>Improving Event Management</b>	
<p>17. Deliver a first class quality competition and special event. Develop sport specific championship hosting guidelines and reference materials.</p>	09-10: two to be completed. 10-11: four to be completed. 11-12: remainder to be completed.
<p>18. Transfer of knowledge between Hosts: Encourage upcoming hosts to attend the previous year’s Championships</p>	Done and ongoing.
<p>19. <b>Attract more fans</b> to CIS Championships.</p>	<b>For discussion at 2009 AGM.</b> What can CIS do? RAs do? Universities do?
<p>20. <b>Fan behaviour:</b> develop a policy to create a buffer zone behind the visiting teams bench area.</p>	To be done in 09-10.
<p>21. Coach / athlete behaviour: develop code of conduct.</p>	Done.

22. Announcer Protocol: develop policies/guidelines to get the crowd into the game while recognizing it is a CIS Championship and not a home game.	To be done in 09-10.
23. Music play-lists: Develop a guideline so there is no swearing or sexualized lyrics played at CIS Championships.	To be done 90-10.
<b>Communication Vehicles</b>	
24. CIS print materials need a standardized look and feel to reinforce the CIS name. (publications, cards, stationary, Almanac, office signage, media kit folder, etc.)	Being done with the intro of the new logo.
25. CIS phone reception: add department directory to the voice mail.	Done
<b>26 Media Relations</b>	
Specify in the bid book exactly what the expectations are.	Done.
27. Servicing media: for Championships with high media interest, ensure quality of on-site servicing.	Done.
28. Media training for CIS spokespeople: key messages and positive talking points to be developed by CIS and circulated to get ahead of issues.	A media training PD session will be held in 10-11.
29. Top 10s: Some rankings do not always reflect performance and as a result do not reflect well on the brand.	To be looked at in 10-11
30. Statistics: more fan friendly and accurate statistics are needed.	Accuracy continues to be a problem.
<b>Television</b>	
31. Uniforms: CIS logo should be on uniforms for all CIS televised games at CIS Championships.	09-10 implementation.
32. Advertisements: Develop an ad to promote CIS throughout the year.	Done. A new advertisement will need to be produced in 09-10 to reflect the new logo.
33. <b>Colour commentators</b> and guest speakers at events. Select people who reflect well on the brand: are articulate, knowledgeable, and have a positive view of CIS.	Ongoing.
34. Introduce a pilot to put <b>microphones on coaches</b> for CIS Championships – reality TV.	Done at request of broadcaster.
35. Webcasting: Introduce webcasting of CIS Championships.	Done.
<b>Recognition Awards</b>	
36. BLG Awards: display CIS logo more prominently.	09-10 – order more banners
37. Coach of the Year: provide CIS branded gear.	To be done in 09-10.
38. Academic All-Canadians: improve quality of certificates and gifts and have some sort of media exposure.	Media buy done in 09-10.
39. Nominations for external awards: CIS should make Canadian Sport Awards nominations etc.	10-11

<b>CIS Visibility and Credibility</b>	
40. Outreach at big events and sport and industry conferences: Sport Leadership Conference, Canada Games, Memorial Cup, Grey Cup, OFSAA Championship programs. Develop a strategy and matching budget.	Plan to be developed and costed in 09-10.
41. Partners websites: provide new artwork to NSOs, MSOs, PSOs, clubs, school sport federations, AUCC, etc. Monitor and encourage conversion.	
42. CIS meetings: Have a brand presence at meetings: logo, vision, photos, CIS staff attire.	Done and ongoing.
<b>43. International:</b> Bid for FISU events as a means of raising the profile of the brand. Ensure BidCo contracts contain policies on visibility of the CIS logo	Done.
44. CIS logo on Canadian Team Uniforms at FISU Games.	To be done in 2011 and beyond with new logo.
45. <b>Athlete Selection/performance standards.</b> Institute minimum standards to ensure this is a high performance competition.	Being looked at.
<b>46. CIS as the destination of Choice:</b> Keeping student-athletes in Canada initiatives. Develop promotional and educational materials that talk about the benefits of staying in Canada.	Many Canada First Guides have been developed. Updating needed in 2009-10 and ongoing.
<b>47. Advocacy:</b> Contribution of athletics to the mission of the university. Develop promotional and educational materials that talk about the benefits of athletics to universities.	Generic PPT presentation has been developed. Linkages with AUCC have been made.
48. AFA Policies: change the name to scholarships so parents and coaches understand that the CIS brand does offer scholarships.	09-10.
<b>CIS Visibility During Regular Season</b>	
49. CIS Visibility on Campuses: Websites, gyms, rinks, pools etc Provide incentives to members who provide branding exposure for CIS on their campuses Provide the banners, etc for universities to provide the exposure without incurring the production costs.	To be discussed at 2009 AGM.
50. CIS logo on uniforms throughout the year (regular season): Consider providing an incentive for schools who do this... i.e. a 5% reduction on their CIS membership fees, a TV ad spot, etc.	To be discussed at 2009 AGM
51. CIS Visibility on RA materials, websites:	To be discussed at 2009 AGM
52. Introduction of new logo: CIS member websites: monitor and encourage conversion	
53. Alignment of RA brands with CIS brand: At the April 2009 Members meeting it was suggested that consideration be given to adopting a similar brand: CIS – Canada West CIS – Ontario SIC – Quebec CIS- Atlantic	To be discussed at 2009 AGM

## 5 e ) Improving CIS Governance

(Ten Point Plan #4)

A governance review is included in the “Making CIS Better – 10 Point Plan”. CIS Governance was identified by many as an area of concern in the 2008 CIS Member Survey. Participants at the April 2009 CIS Members meeting also identified governance as an important issue to address in order to make CIS stronger. To translate this concern into action, “Improving Governance” will be discussed at the 2009 AGM. Members will be asked to provide their ideas and recommendations, which will be given to the CIS Board and Constitution Committee for their follow-up action.

Members will be asked to comment on the following:

1. How does CIS rank on indicators of good governance?
2. What changes if any are needed in the following areas:
  - a. Minimum sport participation requirement for membership in CIS;
  - b. Equal number of votes for all members at the CIS annual general meeting;
  - c. Gender Requirements for voting at the CIS annual general meeting;
  - d. Two-thirds majority threshold requirements for voting at the annual general meeting?
  - e. Composition of the CIS Board

A discussion on governance should consider the organizations’ values so they are stated below.

### VALUES

1. Quality educational and athletic experience.  
An environment which provides for the achievement of the academic and athletic potential of the participant.
2. Unity of purpose, respect for autonomy.  
Canadian Interuniversity Sport will respect and accept the priorities and objectives of each of its Members while working together towards common goals.
3. Integrity and Fair Play.  
Behavior which reflects the spirit of the rules; respect for the opponents honesty. The focus is on principled behavior rather than on random action.
4. Trust and mutual respect.  
Members will avoid sole reliance on written rules and contracts to govern the relationships between and among Member institutions.
5. Equity and equality of experience.  
The needs of all Canadian Interuniversity Sport Members, their representatives and program participants are addressed through the decision-making processes, through progressive action, through program development and delivery and through Canadian Interuniversity Sport’s organizational structure.

### **What is Good Governance?**

(excerpted and adapted from United Nations: [www.unescap.org](http://www.unescap.org))

Governance means: **the process of decision-making and the process by which decisions are implemented (or not implemented)**. Good governance has 8 major characteristics. It is participatory, consensus oriented, accountable, transparent, responsive, effective and efficient, equitable and inclusive and follows the rule of law. It assures that corruption is minimized, the views and voices of minorities and the marginalized are taken into account in decision-making. It is also responsive to present and future needs.

**1. How does CIS rank on the 8 indicators of good governance?**

Please assign a ranking: 1: excellent, 2: very good, 3: acceptable, 4: needs improvement.

Indicator of good governance	Ranking
<p><b>a. Transparency:</b> Decisions are taken in a manner that follows rules and regulations. Information is freely available and directly accessible to those who will be affected by decisions. Enough information is provided in easily understandable forms.</p>	
<p><b>b. Participation:</b> Participation by both men and women is a cornerstone of good governance. Participation could be either direct or through legitimate intermediate institutions or representatives. Participation needs to be informed and organized.</p>	
<p><b>c. Rule of law:</b> Good governance requires fair legal frameworks that are enforced impartially. It also requires full protection of human rights, particularly those of minorities. Impartial enforcement of laws requires an independent judiciary.</p>	
<p><b>d. Responsiveness:</b> Serving all stakeholders within a reasonable timeframe.</p>	
<p><b>e. Consensus oriented:</b> Good governance requires mediation of different interests to reach a broad consensus on what is in the best interest of the whole community and how this can be achieved.</p>	
<p><b>f. Equity and inclusiveness:</b> Ensuring that members feel they have a stake in and do not feel excluded from the mainstream. This requires all groups, but particularly the marginalized and minorities, have opportunities to improve or maintain their well-being.</p>	
<p><b>g. Effectiveness and efficiency:</b> Good governance means that processes produce results that meet the needs of members while making the best use of resources, including the sustainable use of resources and the environment. Evaluation (a relevant and credible accounting of performance) and seeking an answer to the question “Have our expectations been met?” is key to good governance.</p>	
<p><b>h. Accountability:</b> Organizations must be accountable to the public and to their stakeholders - to those who will be affected by its decisions or actions.</p>	

2. What specific improvements are needed or suggestions can you offer to improve CIS governance? (once you have compiled the full list, please assign priorities to the list with #1 being the top priority.)

Improvements / Suggestions	Priority

**2. What changes if any, are needed in the following area:**

**a. Minimum sport participation requirement for membership in CIS;**

**CIS current policy is as follows:**

10.10.2.4 Members must declare at least one male and one female CIS sport.

**Data:**

The average number of CIS sports run by universities is 11. (AUS: 9.8, Q: 9.75, OUA: 12.5, CW: 10.3)

Six universities compete in all 19 CIS sports.

Eight universities compete in four or less CIS sports.

**Feedback received in the past on this policy:**

- some have suggested that a minimum of two sports is too low a requirement for CIS membership.
- others have suggested that it is not the number of sports, but rather the investment in those sports that should be most important. In other words, it is better to have two well-supported and competitive sports, than have the same funding dispersed across 8 or 10 sports.

**What specific improvements are needed, or suggestions and comments can you offer?**

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**b) Number of votes for all members at the CIS annual general meeting;**

**CIS current policy is as follows:**

3.1.8.1 ....each Member in good standing may, through its delegates, cast a maximum of two votes at meetings of the General Assembly .....

**Feedback received in the past on this policy:**

- some have suggested that the voting structure should be a representation by population model: rather than all universities getting the same number of votes regardless of their investment in CIS sport. In the current model a university declaring in two CIS sports receives the same number of votes as a university competing in all 19 sports.
- Some NSOs and PSOs provide weighted votes to their members relating to the number of clubs/athletes in the jurisdiction, so the more active and more heavily invested region gets more say in the decision making by virtue of more votes.
- Other have suggested that a member is a member and all members should have an equal voice in determining the affairs of the organization.

**What specific improvements are needed or suggestions can you offer?**

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**2. What changes if any, are needed in the following area:**

c) Gender Requirements for voting at the CIS annual general meeting;

**CIS current policy is as follows:**

3.1.8.1 ....each Member in good standing may, through its delegates, cast a maximum of two votes at meetings of the General Assembly providing one voting delegate is male and one voting delegate is female.... If a Member appoints only one delegate then such delegate may cast only one vote.

**Feedback received in the past on this policy:**

- CIS lists equity as one of its values and is walking the talk through this policy.
- In the absence of this rule, the gender demographic at the AGM would revert to mostly males.
- It is excellent professional/leadership development opportunity to bring two delegates to the AGM.
- In instances when there are two females in senior athletics positions, or two males, one of them is not afforded the opportunity to vote at the AGM, and is often left at home for budget reasons.
- In an era of budget cutbacks might we seriously look at one vote per school - if we did not bring a second person it would in cut travel costs in half. I support the concept of gender equity and we practice that on our campus with budgets, awards, practice time, etc. For the "next while" might we consider "scaling back" the commitment to bring 2 genders - it is very unusual to have a "split vote" by the same school so I do not see our business suffering from this "temporary move".

**What specific improvements are needed or comment, suggestions can you offer?**

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**2. What changes if any are needed in the following area:**

d) Two-thirds majority threshold requirements for voting at the annual general meeting?

**CIS current policy is as follows:**

BL12.3 The....Athletic (Financial) Awards Policy may only be enacted, amended or repealed ...by the passing of a resolution by a two-thirds majority ....

BL14.7 (Eligibility) amendments.....requires a two-thirds majority vote in order to be approved.

**Feedback received in the past on this policy:**

- With 2 of 3 AGMs being in the Ottawa area it puts a financial burden on universities in the geographic extremes to send two delegates and be part of the vote.
- One Regional Association can control the outcome of a vote by block voting.
- The two-thirds requirement is a barrier to change. The intent was not to hamstring progress.
- Can we look at other models? Can we look at two years of a simple majority being equivalent to one year of two-thirds.

**What specific improvements are needed or comment, suggestions can you offer?**

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## **e) Composition of the CIS Board**

Current composition of the CIS Board (12 people):

### **3.2.2.1 Officers:**

- a) President, (ex officio member)
- b) President-Elect or Past President, (ex officio members)
- c) Chair of the Finance Committee
- d) Three Vice-Presidents elected by the General Assembly, (ex officio members), and

### **3.2.2.2 Appointed Directors:**

e) one person from each Regional Association to be appointed by the ex officio members of the Board of Directors from amongst the nominees provided by each Regional Association

### **3.2.2.3 Non-voting Directors**

- f) Chair of the International Committee or his/her designate
- g) Chair of the Equity and Equality Committee or his/her designate

### **Feedback has been received in the past that the Board should be expanded to include:**

- i) Chair of the Eligibility Committee or designate
- ii) Chair of Athletic Financial Awards Committee or designate
- iii) Chair of Advocacy Committee
- iv) Chair of Discipline Committee
- v) University Presidents
- vi) External business people
- vii) Student-athletes
- viii) Coaches

**Please provide your feedback, suggestions, comments, concerns on how/if the Board composition should change to provide the necessary leadership for CIS to become the destination of choice:**

## **5 h) Build Partnerships: CCAA and CIS Ten Point Plan #1**

In the coming year CIS and Canadian Colleges Athletic Association (CCAA) will partner on a feasibility study and business plan project designed to strengthen quality and capacity in the sport system.

CIS and CCAA are in the business of contributing to the Canadian sport system through athlete and coach development offered in post-secondary educational settings. While both organizations share similar values and mandates, they are independent of one another in their governance, programming and operations.

Over the years there have been some ad hoc collaborative initiative and projects, however the opportunities for synergies, collaboration, and economies of scale between CIS-CCAA are largely untapped. Over the years both organizations have expressed a willingness to work more closely together, however the concept has not yet gained significant traction or been formalized.

The purpose of the CIS - CCAA Project is to engage external expertise to conduct a feasibility study, which identifies and explores opportunities and avenues for collaboration, synergies, economies of scale, and linkages, and to develop a business plan with next steps, budgets, deliverables etc.

The feasibility study is an analysis of the viability of an idea. The feasibility study focuses on helping answer the essential question of “should we proceed with the proposed idea?” All activities of the study are directed toward helping answer this question. The feasibility study provides an investigating function. The feasibility study will provide quality information for decision-making. The study should provide a thorough analysis of the collaboration opportunities, including a look at all the possible roadblocks that may stand in the way of the cooperative’s success.

A feasibility study will examine three main areas:

- market issues
- technical and organizational requirements
- financial overview.

The business plan provides a planning function. The business plan provides a “how to” road map and outlines the actions needed to take the proposal from “idea” to “reality.”

Desired Outcomes:

- Enhanced capacity and enhanced contribution to the Canadian Sport system through CIS-CCAA linkages, synergies, economies of scale and greater collaboration.
- Increased impact and importance of post-secondary sport to the Canadian sport system as a result of greater collaboration.
- Outcomes may include a series of pilot projects, one-off solutions, collaborative sport programming, collaborative marketing through to a potential amalgamation of the two organizations.

Project Implementation:

CIS-CCAA will contract an independent external consultant to conduct a feasibility study and a business plan. A request for proposals will be developed and consultant will be contracted. The consultant should have a good understanding of the sport industry as well as cooperative models of business. A small steering committee composed of CIS and CCAA representatives will provide leadership to the consultant and to the project. The steering group is an ad hoc committee of both CIS and CCAA. The Co-chairs report and are accountable directly to the CIS Board of Directors and the CCAA Board of Directors.

**What questions, suggestions, ideas, concerns, considerations to be addressed do you have?**

**6 a) Notice of Motion:  
Extending Probationary Membership Status for TRU and FVU**

**Motion moved by the CIS Board:**

To extend the CIS probationary membership status of TRU and UFV until June 2010 CIS AGM.

**Background:**

Thompson Rivers University and University of the Fraser Valley are probationary members of CIS. TRU joined CIS in the 2005-2006 season, and UFV became a CIS member in 2006-2007.

CIS By-laws indicate that the CIS Board may submit a motion to the CIS membership recommending that the probationary status be lifted, extended, or that membership be terminated.

During the May 2009 Canada West AGM, the Canada West membership voted to postpone membership decisions affecting two current probationary members. Thompson Rivers University and University of the Fraser Valley will continue as probationary members of Canada West in 2009-10.

The CIS membership status should reflect the Regional Association membership status so with that in mind the CIS Board approved the notice of motion to be forwarded to the CIS membership.

## **6 b) End to the Pilot Period for the Relief of Policies policy**

### **Notice of Motion to CIS AGM submitted by the CIS Board:**

To remove the reference to a “pilot period” in policy 90.70.2.4 such that it becomes a permanent CIS policy.

### **Background:**

CIS has a Policy (90.70) which allows for relief from CIS Policies under certain circumstances when it is appropriate to use good judgment rather than strictly applying a policy.

The Relief From CIS Policies is in the pilot stage through to June 2009 at which time a decision will be made by the membership to continue or delete this policy.

The policy was not activated in 2008-2009.

The current policy reads as follows:

#### **90.70.2.4:**

The implementation of the relief from policies process will be piloted. Statistics will be kept which track number of requests received, and the time taken to process them. A decision to continue with or withdraw from this process will be made in June 2009

## **6 c) Notice of Motions Coming from the Board CIS – NCAA Dual Membership**

### **Background:**

In January 2008 the NCAA established a pilot program to allow Canadian institutions to join Division II.

In April 2008 the CIS Board considered feedback from the CIS members' survey and the NCAA decision, and developed a Ten Point Plan for Making CIS better.

The CIS Board presented a motion at the 2008 AGM recommending that NCAA-CIS dual membership not be allowed (when CIS offers the sport).

Members expressed that they needed more information and discussion in order to make an informed decision on the question of NCAA-CIS dual membership.

In the summer of 2008 Ross Wilson was contracted to develop a position/discovery paper. All members were invited to contribute their perspectives to the paper.

In the fall of 2008, CIS senior leaders met with the universities who had publically indicated their interest in joining the NCAA (UBC, SFU) to deepen our understanding of the issue.

A CIS members meeting was held on April 27, 2009 to discuss the NCAA issue. Approximately 80 individuals from 45 universities participated. The participants engaged in discussions on two issues: NCAA membership, and reforms to Athlete Financial Awards. These topics were discussed in the context of "the destination of choice" vision and values of the CIS.

The participants at the April Members Meeting delivered a clear message: CIS has tremendous potential that has not been fully realized, there is an appetite for change, the time to act is now. The Board interpreted the feedback as an endorsement to act and lead. To that end the Board affirmed their commitment to providing leadership to CIS by implementing The Ten Point Plan for Making CIS Better.

Many participants at the April 2009 meeting and respondents to the Wilson paper were of the view that it is not in the best interests of CIS to enable a university to be a member of both CIS and NCAA in sports offered by CIS. The Board shares this view. (See Annex A for samplings of opinions)

To that end the motion is being served recommending against enabling a CIS member university to choose to play in the NCAA in sports that CIS offers and still stay in the CIS.

### **Board Motion #1:**

To add a new policy to the Conditions of Membership as follows:

CIS members are not permitted to play in the NCAA in sports that are offered by CIS.

### **Examples to illustrate the intent of the motion:**

#### **Allowed:**

If a Canadian university competed in ten or more NCAA sports that are NOT offered by CIS they WOULD be permitted to also declare teams with CIS: e.g. A university would be able to play in 10 NCAA sports that are not offered by CIS such as NCAA Baseball, Water Polo, Tennis, Softball, Rowing, Lacrosse, AND CIS Basketball, Volleyball, Hockey, Football etc.

#### **Not Allowed:**

If a Canadian university competed in ten or more NCAA sports including some that ARE offered by CIS they would NOT be permitted to have any of their other teams play with CIS: e.g. A university that played in NCAA Basketball, Volleyball, Baseball, Water Polo, Tennis, Softball, etc. would NOT be permitted to play CIS: Hockey, Football etc. because CIS offers basketball and volleyball.

## **CIS and the NAIA:**

A second motion related to the National Association of Intercollegiate Athletics (NAIA) is also being forwarded to the membership for consideration, as some members are of the view that the NAIA should be treated in the same vein as the NCAA.

Currently five CIS members hold dual membership and compete in NAIA. These include:

Alberta	- tennis
UBC	- baseball, cross country, indoor and outdoor track & field
Regina	- wrestling
SFU	- cross country, soccer, swimming, indoor and outdoor track & field, men's wrestling
Victoria	- golf

Because of the history that CIS member schools have competing in the NAIA, it is appropriate that they be allowed to continue in the NAIA providing they also compete in that sport within CIS if it is offered.

### **Motion #2**

To add a new policy to the Conditions of Membership as follows:

CIS members are not permitted to play in the NAIA in sports that are offered by CIS, unless they also compete in that sport within CIS.

### **Examples to illustrate the intent of the motion:**

#### **Allowed:**

A CIS member would be allowed to compete in NAIA wrestling, and cross country, providing they also competed in CIS wrestling, and cross country.

#### **Not Allowed:**

A CIS member would NOT be allowed to compete in NAIA wrestling, and cross country, if they did not compete in CIS wrestling and cross country.

Schools that currently compete in the NAIA in sport(s) which the CIS also offers, would be given a grace period of time to exit from the NAIA, if they preferred to only compete in CIS and not both.

## **6 d) Notice of Motion Coming from the Board re CIS – Enhancing AFAs** (Ten Point Plan #6)

**Executive Summary:** The Board believes that the AFA policies are a key element of becoming the destination of choice. It was expressed at the April 27, 2009 members meeting that a flexible scholarship model would further the destination of choice vision, however there are many issues, challenges and things that have to be taken into consideration and worked through. To that end the Board is forwarding a notice of motion to support in principle the introduction of a flexible scholarship model in concert with striking a working committee to do further study and review to address the challenges and issues that the members identified. A second motion to change the vocabulary from athletic financial awards to athletic scholarships is also served.

### **Background:**

In April 2008 the CIS Board considered feedback from the CIS members' survey and the NCAA decision, and developed a Ten Point Plan for Making CIS better.

Enhancing AFAs was included in the Ten Point Plan because the Board is of the view that scholarships are a significant driver of change. CIS has received considerable feedback over the years from a variety of stakeholders through surveys, speaking engagements, meetings, correspondence etc. indicating that athletic scholarships are the number one reason why student-athletes look south of the border.

A CIS members meeting was held on April 27, 2009. Approximately 80 individuals from 45 universities participated. The participants engaged in discussions on two issues: NCAA membership, and reforms to Athlete Financial Awards. These topics were discussed in the context of "the destination of choice" vision and values of the CIS.

The participants at the April Members Meeting delivered a clear message: CIS has tremendous potential that has not been fully realized, there is an appetite for change, the time to act is now. The Board interpreted the feedback as an endorsement to act and lead. To that end the Board affirmed their commitment to providing leadership to CIS by implementing The Ten Point Plan for Making CIS Better.

The Board of Directors suggested that consideration be given to developing a Flexible Policy which:

- maintains academic standards for AFA eligibility
- maintains a financial cap (maximum envelope) that can be provided (i.e. universities would not spend more than what the current policy allows, however the way in which they support individual student-athletes would become more flexible)
- increasing the flexibility to offer individual AFAs that exceed tuition and fees while working within the cap.

Participants at the Members Meeting provided feedback on the flexible model concept:

### **Benefits of a flexible scholarship model include:**

- Strengthening and building the CIS brand
- Changing perceptions of CIS in a positive way
- Supporting the vision to be the destination of choice
- Elevating the level of competition in CIS
- Helping to retain blue chip athletes
- Helping to keep student-athletes in Canada
- Being an incentive to encourage universities to raise funds to meet the cap
- Helping to support athletes
- Providing greater control and predictability over budgeting.

### **Things that need to be given consideration / potential challenges and risks to be addressed**

- Could create complicated negotiations
- Could create conflict within teams and challenge to manage team dynamics and expectations
- Universities may need to pay more
- Will need presidents' buy-in to support new policy on AFAs
- Could widen the competitive gap between haves and have-nots. We might create more harm for CIS than harm to the NCAA
- Could contribute to mistrust among members
- Could put other areas at risk – like coaching and infrastructure
- Could increase opportunities for recruiting and bidding wars
- Student-athletes may be viewed as commodities
- Consideration needs to be given to the potential impact on lower profile/smaller sports
- Equity and compliance issues would need to be considered and resolved
- Need to give further consideration to will this actually help to retain student-athletes in Canada?
- Where is the best place to put money, recruitment of athletes or retention?
- Each school would have to play a major monitoring and compliance role
- There should be penalties and consequences for lack of compliance
- Should look to partner with NSOs to be the destination of choice
- Suggest imposing team caps as well as program caps
- Consider tuition waivers (versus AFA or scholarship) – this may help with positioning and language
- Need to establish a maximum ceiling per athlete

### **Board Motion #1:**

Whereas Athletic Financial Awards policies are a key element of becoming the destination of choice, that CIS support in principle the introduction of a flexible scholarship model in concert with striking a Board Task Force to do further study and review to address the challenges and issues that CIS members have identified.

#### **Draft Workplan for Board Task Force – Flexible AFA Model**

Summer 2009	Task Force is recruited
Fall 2009	Task Force work to study the issues
December 2009	Task Force Presents an Interim Report to CIS Board
Jan/Feb. 2010	Regional Association meetings to provide input to Task Force
Feb/March	Task force work
April 2010	Board Meeting to review final report from Task Force
May 2010	Motions are served to CIS AGM

### **Board Motion #2:**

To approve the introduction of parallel vocabulary for Athletic Financial Awards such that they can be referred to as Athletic Scholarships and/or Athletic Financial Awards depending upon the audience.

## 6 e) CIS Eligibility Committee

With many thanks to all the individuals who oversee the eligibility area at their respective institutions, and also to the CIS Eligibility Committee, Conference Eligibility Review Officers, and CIS staff.

### 2008-2009 Eligibility Committee Members

Canada West: Sandy Slavin (Lethbridge)  
 OUA Janean Sergeant (Queen's)  
 QSSF Joey Sabo (Bishop's)  
 AUS Leo MacPherson (St.FX)  
 Chair Dr. David Murphy (SFU)  
 CIS Tom Huisman

### 2008-2009 Eligibility Review Officers

Canada West: Val Schneider (Canada West)  
 OUA Janean Sergeant (Queen's)  
 QSSF Joey Sabo (Bishop's)  
 AUS Leo MacPherson (St.FX))

## 1) Season-Ending Injury Application Summary

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Fourteen applications were submitted and supported in accordance with Regulation 40.20.2.6 ~ Relief of Eligibility Rules (Participation Thresholds) where a student-athlete suffered a season-ending injury.

Sport	08-09	07-08	06-07	05-06	04-05
Women's Basketball	5	-	3	1	1
Men's Football	4	2	4	8	1
Men's Basketball	2	-	2	1	2
Women's Soccer	1	1	1	2	-
Men's Soccer	1	-	-	-	-
Men's Volleyball	1	-	-	-	-
Women's Volleyball	-	1	-	-	1
Total	14	4	10	12	5

## 2) Compassionate Appeal Summary

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Sport	Appeals	08-09			07-08		
		Upheld	Denied	Appeals	Upheld	Denied	
Basketball (men's)	5	2	3	6	3	3	
Basketball (women's)	2	1	1	2	1	1	
Cross-Country (men's)	2	2	-	1	1	0	
Cross-Country (women's)	1	1	-	1	1	0	
Field Hockey (women's)	-	-	-	0	0	0	
Football (men's)	13	8	5	4	3	1	
Hockey (men's)	4	2	2	3	2	1	
Hockey (women's)	2	2	-	1	1	0	
Rugby (women's)	2	2	-	2	1	1	
Soccer (men's)	3	2	1	2	1	1	
Soccer (women's)	2	1	1	3	2	1	
Swimming (men's)	1	1	-	2	1	1	
Swimming (women's)	3	3	-	0	0	0	
Track & Field (men's)	1	1	-	0	0	0	
Track & Field (women's)	-	-	-	0	0	0	
Volleyball (men's)	1	1	-	2	2	0	
Volleyball (women's)	5	3	2	1	0	1	
Wrestling (men's)	-	-	-	1	1	0	
Wrestling (women's)	1	1	-	0	0	0	
TOTAL (17 conference call hearings)	48	33 (69%)	15 (31%)	31	20 (65%)	11 (35%)	

### 3) Transfer Rule Waiver Pilot (swimming, track & field, cross-country)

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*2008-09 was year one of a two-year pilot with respect to permitting a student-athlete the opportunity to transfer to a CIS institution from any degree granting post-secondary institution without restriction in an immediately subsequent academic year if all the following conditions were satisfied:*

- i) The student-athlete is transferring prior to the start of the first date of class of what would be his/her second consecutive academic year at the post-secondary institution; and,
- ii) The student-athlete has not previously attended and been charged with a year of eligibility at another post-secondary institution prior to the one they are seeking an unrestricted transfer from; and,
- iii) The CIS school the student-athlete is transferring to has successfully applied for CIS approval by using form 40.30.3.3.4.

In total, three student-athletes applied for and were provided this special dispensation. The absence of any NCAA transfers is attributed to an expected lack of awareness of the opportunity, particularly in light of the fact the accommodation was approved in mid-June 2008, or approximately 10 weeks in advance of the start of the 2008-09 academic year.

A final report and recommendation regarding the pilot will be developed by the Eligibility Committee (with input from the respective sports and membership) following the 2009 fall term and the processing of requests for academic year 2009-10.

#### 2008-09 Summary of Applications

<b>Sport</b>	<b>Reason Provided</b>
Men's cross-country (AUS to CW)	Unmet expectations (the originating school 'demoted' the status of the sport but continues to offer qualification to AUS and CIS championship) The originating school was supportive of the transfer.
Women's track & field (OUA to CW)	To be closer to home. The originating school was supportive of the transfer.
Men's swimming (CW to CW)	To be closer to home. The originating school was supportive of the transfer.

#### 4) Eligibility Motions & Updates

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Academic Standing (January entering students)		
<b>CLARIFICATION / UPDATE #1</b>	Policy	40
	Section	10
	Regulation	3.3.7
Submitted by:	Eligibility Committee	
Proposed Effective Date:	Presently in effect.	

#### ***For Clarification:***

In response to a number of inquiries regarding this regulation in 08-09, the Committee would like to clarify that the academic accommodation provided to January entering students is only available to those students who have **not** previously attended a post-secondary institution (excluding CEGEP). The Committee has identified a need to strengthen the language of the regulation and will be making the appropriate edits. Further, the Committee recognized that the reference in the regulation to two other policies was unnecessary and therefore will be removed.

As the revisions are not altering the intent or application of the regulation, a motion is not required, however the Committee considered it appropriate to clarify this regulation for the membership. For information, the revised wording will be:

#### **40.10.3.3.7:**

~~Subject to Policies 40.10.3.3.4 and 40.10.3.3.5,~~ A student-athlete who enrolls for academic study at any CIS member institution in January of their entering academic year and who successfully completes a minimum of three half courses or nine semester hours prior to the first of September of the following academic year, is a student in good standing. This is a one-time accommodation during the ~~CIS~~ **post-secondary education** career of the student-athlete (**excluding CEGEP**).

<b>Season-Ending Injury (football)</b>		
<b>MOTION #1</b>	Policy	40
	Section	10
	Regulation	4.1.2.2
Submitted by:	CUFCA and supported by the Eligibility Committee	
Proposed Effective Date:	Academic year 2009-10 for season-ending injuries sustained in 2009-10. Applications for injuries sustained in 2008-09 are not permitted.	

***CUFCA Background:***

CUFCA MOTION #12 (08-09) (Freisen/McCrystal)

Be it resolved that 40.10.4.1.2.2 be amended to with the addition of:

“In the sport of football the student-athlete may apply for season-ending injury accommodation prior to participating in the third game of a season.”

Carried (14-6-3)

***CUFCA Rationale:***

The rationale for motion #12 was to allow a student-athlete to participate in 25% of his regular season before losing his year to injury, which is two regular season games. The CUFCA membership felt it was unfair to count a team’s exhibition game as one of the games when calculating the 25% rule for the season-ending injury. In large part, this is a motion that follows in line with football’s participation thresholds regulation that was modified last year, wherein participation in an exhibition game does not impact the charging of eligibility to a player. The membership felt a player should have a chance to participate in 25% of a football regular season before he lost the chance of appeal for a season ending injury. Further, there was no intent to have the rule applied retroactively.

***Additional Background / Context:***

- Prior to 2008-09, a CIS football player who participates in one exhibition game and one regular season game would be assessed a year of eligibility for his participation in those two competitions.
- Prior to 2008-09, if the same CIS football player sustained a season-ending injury in his first regular season game, he could be granted his year back as per the Season-Ending Injury accommodation as he would not have exceeded the 25% participation threshold.
- In 2008-09, following a rule change, a CIS football player who participates in one exhibition game can participate in one regular season game without being assessed a year of eligibility; participation in a second regular season game will result in the charging of eligibility.
- In 2008-09, if the same CIS football player sustains a season-ending injury in his second regular season game, which is the game in which he exceeds CIS participation thresholds to be charged eligibility, he cannot apply for a Season-Ending Injury accommodation as he will have exceeded the 25% participation threshold of the Season-Ending Injury accommodation.

**Eligibility Committee:**

The Committee supports this motion on the basis of:

- The early start to the football season
- The relatively short season (8 regular season games)
- The common practice of having “starters & veterans” playing in only one series or quarter, for whom the exhibition game is not typically intended.

For clarification, this accommodation is for exhibition games that occur during the pre-season only (mid-season exhibition games will not be excluded).

The Committee will recommend the above for women’s rugby as well, and the Committee will request women’s rugby to also consider the participation threshold accommodation that football adopted at the 2008 AGM.

**Motion #1:**

Policy 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, using Season-Ending Injury Form (40.20.2.7) 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, **with the exception of football**, every competition (both conference and non-conference) that an athlete participates in will count towards the maximum number. **In the sport of football, a player may participate in one pre-season exhibition game without having that competition contribute to the above calculation.**
- 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.

<b>August 15 as the participation cut-off between two academic years</b>		
<b>CLARIFICATION / UPDATE #2</b>	Policy	40
	Section	10
	Regulation	4.1.5
Submitted by:	Eligibility Committee	
Proposed Effective Date:	Presently in effect.	

***For Clarification:***

In response to a number of inquiries regarding this regulation in 08-09, the Committee would like to clarify that in those instances when participation occurs both prior to and subsequent to August 15, such as with a tournament or an overseas tour, the first date of competition in the tournament or tour is the date to be used to determine the academic year to which participation is attributed. This in turn determines who is eligible for participation; for example, prior to August 15, new recruits cannot participate, while on or after August 15, new recruits can participate. To clarify, an institution may submit a “compassionate appeal” to request waiver of this regulation.

For information, the literal application of the regulation is acceptable as well, such that a team may participate in a tournament or tour that overlaps August 15 and depending on the date of a specific game during that tournament or tour, different players will be eligible and their participation will be attributed to the academic year as literally dictated by the regulation.

Professional Participation (men's soccer)		
<b>CLARIFICATION / UPDATE #3</b>	Policy	40
	Section	10
	Regulation	6.2.3.9
Submitted by:	Eligibility Committee	
Proposed Effective Date:		

**Update:**

The landscape of North American professional and semi-professional soccer has changed dramatically over the past two years, and it continues to do so. These developments have been a challenge for the men's soccer coaches association, and the Eligibility Committee, with respect to adapting the men's soccer professional participation regulations.

**Major League Soccer**

With respect to Major League Soccer, the men's soccer coaches association has agreed to exempt "Development Roster players" from CIS Professional Participation regulations, even though Development Roster players are paid to play soccer. For information, a Development Roster player, as identified by Major League Soccer is:

- 25 years of age or younger in the year of competition
- signed to a non-guaranteed contract, and thus can be waived at any time
- cannot be paid more than \$1,400 per month
- does not count against an MLS team's salary budget
- each MLS team is limited to four Development Roster players at any one time who are eligible to compete in competition, however a team may sign any number of Development players to ensure all four Developmental Roster spots are occupied at any one time

**United Soccer Leagues**

With respect to the United Soccer Leagues, the men's soccer coaches association is still considering the implementation of CIS exceptions, if any, to the USL professional divisions.

Presently, Professional Participation rules apply to the top two professional divisions of the USL, specifically (note, the description of each level is provided by the USL):

**USL First Division :** USL's highest level of men's professional soccer in the US, Canada and the Caribbean, the USL First Division features world-class players from over 35 countries. (The Vancouver Whitecaps and Montreal Impact participate in the USL First Division).

**USL Second Division :** The proving grounds of men's professional soccer in the United States and Caribbean, the USL Second Division features future stars and elite players from all over the world aspiring to play at the highest level in North America and abroad.

As per CIS Professional Participation rules, the only exception to the above would be a player who plays under the classification of amateur and possesses an amateur card (or equivalent) as provided by their respective National Soccer Association.

For information, USL regulations define an "amateur player" as follows:

An amateur player is defined by the following: A player who does not receive payment for playing soccer and who has signed an amateur registration form with U.S. Soccer or Canadian Soccer Association. Amateur players may be reimbursed for certain expenses as allowed by USSF / CSA / NCAA rules.

CIS Professional Participation rules do not apply to players within the two professional divisions of the USL that satisfy the USL definition of "amateur player".

All other subsidiary USL leagues (and participating players), such as the Premier Development League (PDL), are not subject to CIS Professional Participation rules. For information:

**USL Premier Development League:** The top U23 men's league in North America, the USL Premier Development League (PDL) features 68 teams within four conferences across the United States and Canada. The PDL provides elite collegiate players the opportunity to taste a higher level of competition while maintaining their eligibility.

### **Canadian Soccer League**

The Canadian Soccer League is a professional league, and it promotes itself as such. As dictated within its memorandum of understanding with the Ontario Soccer Association, a minimum of 50% of players in the CSL's top flight must be under contract to be paid to play soccer. The CSL's top flight consists of two divisions, National and International. Two teams within the CSL's top flight do not have any professional players, specifically London City and TFC Academy. The top contracts provide for upwards of \$3,500 per month, while the lower value contracts might provide for \$100 per game. A player is designated as a professional when they sign a "CSL Standard Player's Contract and Agreement" with a CSL club. These contracts are on file with the CSL league office and the existence of a contract can be verified with the league.

The CSL also has a Reserve Division. While a few of the teams are strictly amateur (in the sense they do not have any players under contract), some of the Reserve teams do have professional players.

CIS Professional Participation rules apply to all players in the CSL that have signed a CSL Standard Player's Contract Agreement. All other player's are exempt from the professional rules.

For information, the men's coaches association will consider the parameters, if any, for making exceptions for certain professional players in the CSL over the coming year.

## 6 f) Members Notice of Motions Canada West

### AFA MOTIONS

The intention of the motion is to reduce the GPA expectations of those student-athletes that have completed post-secondary at a satisfactory level but have not achieved an 80% or equivalent. If previous post-secondary work was attempted but was not used for the basis of admission (i.e. that admission was based on high school grades despite the student having attempted some post-secondary courses) then the student would be subject to the entering student-athlete requirements and therefore the required 80%.

**Motion:** Spriggs/Hughton

**“That CIS AFA policy be amended to recognize post-secondary transfer students as a distinct category within the AFA policy”.**

**Motion:** Spriggs/Hughton

**That the CIS AFA policy be amended such that in order to qualify for an AFA a post-secondary transfer student must**

**i) Have a minimum entering grade average of 65%, or the equivalent G.P.A., on those post-secondary courses used to determine his / her university admission and,**

**ii) Be listed on the Eligibility Certificate and eligible to participate in at least one CIS conference competition on behalf of their school (or non-conference competition if there is no formal conference schedule for that sport at that school); or,**

**In the event a Transferring Student does not qualify for an AFA as per the above criteria, he / she may otherwise qualify for an AFA if he / she:**

**i) Has satisfied CIS Academic Standing Requirements, and,**

**ii) Attained a minimum 65%, or the equivalent G.P.A., on all registered course work at the conclusion of either the winter or spring or summer semesters of their entering year of study, and,**

**iii) Is listed on the Eligibility Certificate and was eligible to participate in at least one CIS conference competition on behalf of their school (or non-conference competition if there is no formal conference schedule for that sport at that school).**

### **Rationale for Motions:**

- To reduce the admission GPA requirement for “transfer students” from 80% or equivalent to 65% or equivalent.
- To have the same GPA expectation for students entering university from high school versus post-secondary institutions not an equal expectation and is an unnecessarily difficult expectation for transfer students compared to those entering university with no post-secondary experience previously.
- This change has not been discussed in isolation in the past two years at the CIS level as Canada West has made motions for more significant changes (that would include the above mentioned change) to the overall AFA policy that have been defeated.
- Supports CIS institutions “Stay in Canada” initiatives
- Help image of the CIS – fits with the CIS vision of being the “destination of choice
- Reduce uncertainty of athletes in their first year – first year is the most difficult for students – uncertainty related to finances adds to the pressure
- It is athlete centered
- Satisfies academic integrity of the institution
- Will help position the CIS better in Canada’s Sport Development Model

**8a) Audited Financial Statements**

**CANADIAN INTERUNIVERSITY  
SPORT**

FINANCIAL STATEMENTS

JUNE 30, 2008

**SPORT INTERUNIVERSITAIRE  
CANADIEN**

ÉTATS FINANCIERS

30 JUIN 2008

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## AUDITORS' REPORT

To the Members,  
**Canadian Interuniversity Sport:**

We have audited the balance sheet of Canadian Interuniversity Sport as at June 30, 2008 and the statements of changes in net assets and revenue and expenditure for the year then ended. These financial statements are the responsibility of the Association's management. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In our opinion, these financial statements present fairly, in all material respects, the financial position of the Association as at June 30, 2008 and the results of its operations for the year then ended in accordance with Canadian generally accepted accounting principles.

Ottawa, Ontario  
September 25, 2008  
Le 25 septembre 2008

## RAPPORT DES VÉRIFICATEURS

Aux membres de  
**Sport interuniversitaire canadien:**

Nous avons vérifié le bilan de Sport interuniversitaire canadien au 30 juin 2008 et les états de l'évolution de l'actif net et des revenus et dépenses de l'exercice terminé à cette date. La responsabilité de ces états financiers incombe à la direction de l'association. Notre responsabilité consiste à exprimer une opinion sur ces états financiers en nous fondant sur notre vérification.

Notre vérification a été effectuée conformément aux normes de vérification généralement reconnues du Canada. Ces normes exigent que la vérification soit planifiée et exécutée de manière à fournir l'assurance raisonnable que les états financiers sont exempts d'inexactitudes importantes. La vérification comprend le contrôle par sondages des éléments probants à l'appui des montants et des autres éléments d'information fournis dans les états financiers. Elle comprend également l'évaluation des principes comptables suivis et des estimations importantes faites par la direction, ainsi qu'une appréciation de la présentation d'ensemble des états financiers.

À notre avis, ces états financiers donnent, à tous les égards importants, une image fidèle de la situation financière de l'association au 30 juin 2008 ainsi que des résultats de son exploitation pour l'exercice terminé à cette date selon les principes comptables généralement reconnus du Canada.

**OUSELEY HANVEY CLIPSHAM DEEP LLP**  
Licensed Public Accountants  
Comptables publics enregistrés

**CANADIAN INTERUNIVERSITY  
SPORT**

BALANCE SHEET  
AS AT JUNE 30, 2008

**SPORT INTERUNIVERSITAIRE  
CANADIEN**

BILAN  
AU 30 JUIN 2008

	<u>2008</u>	<u>2007</u>	
<b>ASSETS</b>			<b>ACTIF</b>
CURRENT			À COURT TERME
Cash	\$ 885,980	\$ 380,560	Encaisse
Accounts receivable	107,039	295,354	Comptes à recevoir
Prepaid expenses	<u>172,560</u>	<u>291,460</u>	Frais payés d'avance
	1,165,579	967,374	
PROPERTY AND EQUIPMENT (note 4)	<u>5,011</u>	<u>7,803</u>	BIENS ET ÉQUIPEMENTS (note 4)
	<u>\$ 1,170,590</u>	<u>\$ 975,177</u>	
<b>LIABILITIES</b>			<b>PASSIF</b>
CURRENT			À COURT TERME
Accounts payable	\$ 279,885	\$ 288,931	Comptes à payer
Funds held in trust for Coaches' associations	215,069	139,940	Fonds en fiducie réservé aux associations d'entraîneu
Deferred revenue	<u>355,096</u>	<u>239,676</u>	Revenu reporté
	<u>850,050</u>	<u>668,547</u>	
<b>NET ASSETS</b>			<b>ACTIF NET</b>
Restricted for Royal Bank Endowment Fund	50,000	50,000	Affecté au fonds de dotation de la Banque Royale
Internally restricted for reserve purposes	200,000	189,527	Affecté à l'interne comme fonds de réserve
Invested in capital assets	5,011	7,803	Immobilisé
Unrestricted	<u>65,529</u>	<u>59,300</u>	Non affecté
	<u>320,540</u>	<u>306,630</u>	
	<u>\$ 1,170,590</u>	<u>\$ 975,177</u>	

Approved on behalf of the Board:  
Approuvé au nom du conseil:

\_\_\_\_\_  
Director/Directeur

\_\_\_\_\_  
Director/Directeur

**CANADIAN INTERUNIVERSITY  
SPORT**

STATEMENT OF CHANGES IN NET ASSETS  
FOR THE YEAR ENDED JUNE 30, 2008

**SPORT INTERUNIVERSITAIRE  
CANADIEN**

ÉTAT DE L'ÉVOLUTION DE L'ACTIF NET  
POUR L'EXERCICE TERMINÉ LE 30 JUIN 2008

	<u>2008</u>	<u>2007</u>	
<b>RESTRICTED FOR ROYAL BANK ENDOWMENT FUND</b>			<b>AFFECTÉ AU FONDS DE DOTATION DE LA BANQUE ROYALE</b>
Balance - beginning of year	\$ 50,000	\$ 50,000	Solde au début de l'exercice
Interest	2,175	2,175	Intérêts
Awards	<u>(2,175)</u>	<u>(2,175)</u>	Prix
Balance - end of year	<u>\$ 50,000</u>	<u>\$ 50,000</u>	Solde à la fin de l'exercice
 <b>INTERNALLY RESTRICTED FOR RESERVE PURPOSES</b>			 <b>AFFECTÉ À L'INTERNE COMME FONDS DE RÉSERVE</b>
Balance - beginning of year	\$ 189,527	\$ 179,527	Solde au début de l'exercice
Transfer from unrestricted net assets	<u>10,473</u>	<u>10,000</u>	Virement d'actif net non affecté
Balance - end of year	<u>\$ 200,000</u>	<u>\$ 189,527</u>	Solde à la fin de l'exercice
 <b>INVESTED IN PROPERTY AND EQUIPEMENT</b>			 <b>INVESTISSEMENT EN BIENS ET ÉQUIPEMENTS</b>
Balance - beginning of year	\$ 7,803	\$ 11,471	Solde, début de l'exercice
Purchase of property and equipment	3,419	8,194	Achat de biens et d'équipements
Amortization	<u>(6,211)</u>	<u>(11,862)</u>	Amortissement
Balance - end of year	<u>\$ 5,011</u>	<u>\$ 7,803</u>	Solde, fin de l'exercice
 <b>UNRESTRICTED</b>			 <b>NON AFFECTÉ</b>
Balance - beginning of year	\$ 59,300	\$ 173,667	Solde, début de l'exercice
Net revenue (expenditure) for the year	13,910	(108,035)	Revenus (dépenses) nets pour l'exercice
Transfer from (to) net assets internally restricted for reserve purposes	(10,473)	(10,000)	Virement (à) d'actif net affecté à l'interne comme fonds de réserve
Purchase of property and equipment	(3,419)	(8,194)	Achat de biens et d'équipements
Amortization	<u>6,211</u>	<u>11,862</u>	Amortissement
Balance - end of year	<u>\$ 65,529</u>	<u>\$ 59,300</u>	Solde, fin de l'exercice

**CANADIAN INTERUNIVERSITY  
SPORT**

STATEMENT OF REVENUE AND EXPENDITURE  
FOR THE YEAR ENDED JUNE 30, 2008

	<u>2008</u>	<u>2007</u>
<b>REVENUE</b>		
Sponsorship and events	\$ 966,397	\$ 1,007,335
Membership fees	504,586	482,218
Championship guarantees	633,000	479,500
Sport Canada contributions		
Core	394,400	391,400
World University Games	259,400	-
World University Games and championships	300,327	324,830
Publications, interest and miscellaneous	91,484	77,496
	<u>3,149,594</u>	<u>2,762,779</u>
<b>EXPENDITURE</b>		
Championship travel	561,145	581,321
Championship operations	107,413	111,824
International programs	558,804	350,339
Athlete, coaching and officiating developme	1,500	6,000
Advocacy, promotion, communication and marketing	925,152	869,914
Administration and meetings	981,670	951,416
	<u>3,135,684</u>	<u>2,870,814</u>
<b>NET REVENUE (EXPENDITURE) FOR THE YEAR</b>	<u>\$ 13,910</u>	<u>\$ (108,035)</u>

**SPORT INTERUNIVERSITAIRE  
CANADIEN**

ÉTATS DES REVENUS ET DÉPENSES  
POUR L'EXERCICE TERMINÉ LE 30 JUIN 2008

	<u>2008</u>	<u>2007</u>
<b>REVENUS</b>		
Commandite et événements	\$ 1,007,335	\$ 1,007,335
Cotisations des membres	482,218	482,218
Ristournes des championnats	479,500	479,500
Subventions de Sport Canada		
Base	391,400	391,400
Universiades	-	-
Universiades et championnats	324,830	324,830
Publications, intérêts de banque et autres	77,496	77,496
	<u>2,762,779</u>	<u>2,762,779</u>
<b>DÉPENSES</b>		
Déplacements aux championnats	581,321	581,321
Opérations - championnats	111,824	111,824
Programmes internationaux	350,339	350,339
Perfectionnement : athlètes, entraîneurs et officiel	6,000	6,000
Représentation, promotions, communication et marketing	869,914	869,914
Administration et réunions	951,416	951,416
	<u>2,870,814</u>	<u>2,870,814</u>
<b>REVENUS (DÉPENSES) NETS POUR L'EXERCICE</b>	<u>\$ (108,035)</u>	<u>\$ (108,035)</u>

**CANADIAN INTERUNIVERSITY  
SPORT**

NOTES TO FINANCIAL STATEMENTS  
JUNE 30, 2008

**1. NATURE OF THE ORGANIZATION**

The mission of the organization is to enrich the educational experience of the athlete through a national sports program that fosters excellence through quality educational and athletic experience, unity of purpose, respect for autonomy, integrity and fair play, trust and mutual respect, equity and equality of experience.

The organization is incorporated under the Canada Corporations Act as a not-for-profit organization. It is a Registered Canadian Amateur Athletic Association under the Income Tax Act, and is not subject to income taxes.

**2. SIGNIFICANT ACCOUNTING POLICIES**

These financial statements have been prepared in accordance with Canadian generally accepted accounting principles and include the following significant accounting policies:

**a) Estimates and assumptions**

The preparation of financial statements requires management to make estimates and assumptions that affect the reported amount of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenditure during the reporting period. Actual results may differ from those estimates.

**b) Royal Bank Endowment Fund**

The Endowment Fund will be used as directed by the Board.

**c) Internally restricted reserve**

The reserve was created to provide financial stability for the organization and is not available for other purposes without approval of the Board of Directors.

**d) Property and equipment**

Property and equipment are recorded at cost less accumulated amortization. Amortization is provided on the straight line basis over three years.

**e) Revenue recognition**

The organization follows the deferral method of accounting for revenue. Restricted revenue is recognized as revenue in the year in which the related expenditure is incurred. Unrestricted revenue is recognized as revenue when it is received or becomes receivable. Membership fees are recognized as revenue in the period in which they become receivable.

**SPORT INTERUNIVERSITAIRE  
CANADIEN**

NOTES COMPLÉMENTAIRES  
30 JUIN 2008

**1. NATURE DE L'ORGANISATION**

L'organisation a pour mission d'enrichir l'expérience universitaire de l'étudiant athlète par un programme national de sport de qualité qui met en valeur l'intégrité, l'esprit sportif, et le respect des autres dans un contexte d'équité et d'égalité des chances.

L'organisation est un organisme sans but lucratif constitué en vertu de la Loi sur les corporations canadiennes et est enregistrée comme association canadienne de sport amateur en vertu de la Loi de l'impôt sur le revenu, donc, n'est pas assujettie à payer des impôts.

**2. PRINCIPALES PRATIQUES COMPTABLES**

Ces états financiers ont été préparés selon les principes comptables généralement acceptés du Canada et comprennent les principales pratiques comptables suivantes:

**a) Estimations et hypothèses**

La préparation des états financiers exige que la direction fasse des estimations et des hypothèses qui ont une incidence sur le montant déclaré de l'actif et du passif et révèle l'actif et le passif éventuels à la date des états financiers ainsi que le montant déclaré du revenu et des dépenses pendant la période visée par les états. Les résultats réels peuvent être différents de ces estimations.

**b) Fonds de dotation de la Banque Royale**

Le fonds de dotation sera utilisé selon les directives du conseil.

**c) Fonds de réserve affecté à l'interne**

La réserve a été créée pour assurer la stabilité financière de l'organisation et elle ne peut pas être utilisée à d'autres fins, à moins d'obtenir l'autorisation du conseil d'administration.

**d) Biens et équipements**

Les biens et l'équipements sont consignés au prix coûtant moins l'amortissement cumulé. L'amortissement est calculé de façon linéaire sur trois ans.

**e) Comptabilisation des revenus**

L'organisation a adopté la méthode du report des revenus. Le revenu affecté est reconnu en tant que revenu dans l'année pendant laquelle la dépense associée est engagée. Le revenu non affecté est reconnu comme revenu quand il est reçu ou devient disponible. Les cotisations des membres sont reconnues comme des revenus pour la période durant laquelle elles sont recevables.

**CANADIAN INTERUNIVERSITY  
SPORT**

NOTES TO FINANCIAL STATEMENTS  
JUNE 30, 2008

2. SIGNIFICANT ACCOUNTING POLICIES (continued)

f) Sport Canada Contributions

Contributions received from Sport Canada are subject to specific terms and conditions regarding the expenditure of the funds. The organization's accounting records are subject to audit by Sport Canada to identify instances, if any, in which amounts charged against contributions have not complied with the agreed terms and conditions and which therefore would be refundable to Sport Canada. Adjustments to prior years' contributions are recorded in the year in which Sport Canada requests the adjustment.

g) Financial instruments

The organization has guaranteed investment certificates and term deposits that are accounted for as held-to-maturity investments and are valued at cost.

3. FINANCIAL INSTRUMENTS

Financial instruments of the organization consist of cash, accounts receivable and accounts payable.

Unless otherwise noted, it is management's opinion that the organization is not exposed to significant interest rate, currency or credit risks arising from its financial instruments and the carrying amount of the financial instruments approximate their fair value.

4. PROPERTY AND EQUIPMENT

	<u>2008</u>	<u>2007</u>	
Equipment - cost	\$ 49,515	\$ 73,769	Équipements - coûts
Accumulated amortization	<u>44,504</u>	<u>65,966</u>	Amortissement accumulé
	<u>\$ 5,011</u>	<u>\$ 7,803</u>	

5. COMMITMENT

The organization has leased premises to October 2010, at approximately \$56,000 per annum.

6. STATEMENT OF CASH FLOWS

A statement of cash flows has not been provided as information on cash flows is readily apparent from the other financial statements.

**SPORT INTERUNIVERSITAIRE  
CANADIEN**

NOTES COMPLÉMENTAIRES  
30 JUIN 2008

2. PRINCIPALES PRATIQUES COMPTABLES (suite)

f) Subventions de Sport Canada

Les subventions reçues de Sport Canada sont assujetties à des termes et conditions spécifiques par rapport aux dépenses de ces fonds. Les registres comptables de l'organisation sont sujets à une vérification par Sport Canada pour identifier, s'il y a lieu, les montants imputés aux subventions qui ne sont pas en conformité avec l'accord des termes et conditions spécifiques. Selon cet accord, les montants sont remboursables à Sport Canada. Les redressements qui touchent les exercices antérieurs sont comptabilisés dans l'année où Sport Canada demande les redressements.

g) Instruments financiers

L'organisation possède des certificats de placement garantis et des dépôts à terme qui sont comptabilisés et dont la valeur est déterminée selon le coût.

3. INSTRUMENTS FINANCIERS

Les instruments financiers de l'organisation se composent d'encaisse, de comptes débiteurs et de comptes créditeurs.

Sous réserve d'indication contraire, la direction estime que l'organisation n'est pas exposée à des risques considérables liés au taux d'intérêt, au cours de change ou au crédit, dérivant de ses instruments financiers, et la valeur comptable des instruments financiers est proche de sa juste valeur.

4. BIENS ET ÉQUIPMENTS

	<u>2008</u>	<u>2007</u>	
Equipment - cost	\$ 49,515	\$ 73,769	Équipements - coûts
Accumulated amortization	<u>44,504</u>	<u>65,966</u>	Amortissement accumulé
	<u>\$ 5,011</u>	<u>\$ 7,803</u>	

5. ENGAGEMENT

L'organisation s'est engagée à louer ses locaux jusqu' en octobre 2010 à un coût annuel de 56 000 \$.

6. ÉTAT SUR LA LIQUIDITÉ

L'état des flux de trésorerie n'a pas été fournis puisque l'information des argents liquides est apparente dans les états financiers.

**8 a) and b) Finance Committee Motions**

**Approved by BOD**

**12-08-09**

**MacPherson/Hamilton**

**Carried**

**To recommend to the General Assembly in June 2009, the acceptance of the June 30 2008 audited statements.**

**12-08-10**

**Ryan/MacPherson**

**Carried**

**To recommend for approval to the General Assembly that Ouseley Hanvey Clipsham Deep LLP be the CIS Auditors for 2009-2010.**

**8 c) CIS Strategic Plans 2009-2011  
2009-10 Expense Budget**

	<b>Projects / Activities</b>	<b>09-10</b>	<b>10-11</b>	<b>09-10 Budget</b>
	<b>Becoming The Destination of Choice</b>			
1	<b>Comprehensive review:</b> Solicit feedback from stakeholders on what is required to achieve the "Destination of Choice" vision and contribute to long-term athlete development. Survey external stakeholders.	x		5,000
2	<b>Partnerships / Linkages / LTAD:</b> Explore partnership / collaboration with CCAA, and the possibility of tiering.	x		50,000
3	<b>Partnerships / Linkages / LTAD:</b> Strengthen linkages with the National Sport Community, to contribute to becoming the destination of choice.	x	x	
4	Enhance <b>Athletic Scholarship Policies:</b> Pursue how the AFA policy can contribute to becoming the destination of choice. Support in principle the development of a flexible scholarship model, in concert with striking a working Task Force delegated to do further study to address the issues that need to be taken into consideration as identified at the April 27 2009 Members meeting. Flexible Policy: <ul style="list-style-type: none"> <li>▪ maintains academic standards</li> <li>▪ maintains a financial cap (maximum envelope) that can be provided (i.e. universities would not spend more than what the current policy allows, however the way in which they support individual student-athletes would become more flexible)</li> <li>▪ increases the flexibility to offer individual AFAs that exceed tuition and fees while working within the cap.</li> </ul>	x	x	
5	<b>Advocacy</b> within Universities: promoting athletics. An element of becoming the destination of choice involves strengthening and promoting athletics to universities.  Form an advocacy sub-committee. Continue advocacy work with AUCC.	x	x	
6	<b>Branding:</b> Implement a comprehensive branding plan for CIS that speaks to being the destination of choice.	x	x	20,000
7	<b>Enhance Governance</b> Review voting structure at the CIS AGM, gender requirement at the AGM; bilingualism; 2/3 voting threshold for eligibility and AFAs; Board structure; membership requirements, etc.	x		
8	<b>CIS Championships:</b> Host high-level, well-organized CIS Championships.	x	x	710,000
9	<b>Improve quality of CIS Championships:</b> Develop Key Performance Indicators which describe what success looks like and measures performance Review Game times to ensure adequate rest and fan friendly scheduling Review seeding processes Improve clarity of Playing Regulations Look into improving officiating			

	Ensure inflatables meet acceptable technical standards Review overall CIS Championship calendar Develop the Road to the CIS Championships campaign Develop fan buffer zone policy Develop CIS Championship announcer guidelines			
	<b>Projects / Activities</b>	<b>09-10</b>	<b>10-11</b>	<b>09-10 \$</b>
10	<b>Enhance student-athlete experience at CIS Championships</b> Provide CIS branded gear to All-Stars, Rookies of the Year. Graduating athletes. Provide Team photos with CIS banner. Provide CIS branded gear for front of house event staff			5,000
11	Respond to NCAA decision to open its membership to Canadian universities by taking steps to make CIS stronger.	x		
12	<b>Bilingualism</b> Make improvements.	x	x	
	<b>International</b>			
13	Contribute to the internationalization agenda of universities, and high performance sport through participation in the Universiade Games.		x	259,400
14	Work with Edmonton to debrief the 2015 Universiade.	x		
15	Host the World University Cross Country Championships (Queen's)	x		
16	Participate in 15 World University Championships.	x		
	<b>Marketing / Branding</b>			
17	Circulate quarterly marketing updates (to improve the depth of communication and inform, educate and engage) from the CIS office to the membership.			
18	Televise targeted CIS Championships			400,000
19	Sponsorships/partnerships cultivation, servicing and renewals.			75,000
	<b>Recognition and Celebration</b>			
20	CIS Board to look at enhancing the quality of recognition.			
21	Celebrate student-athlete accomplishments through the Academic All-Canadian program.			
22	BLG Athlete of the Year Celebrations.			
23	Review BLG Awards: objectives, positioning, bilingualism.			
24	Recognize excellence: Coach of the Year, All-Canadians, Athletes of the Week, major Awards.			
25	Form a CIS@50 planning committee.	x		
26	Celebrate 50 <sup>th</sup> anniversary of CIS.		x	
27	Partner with Coaches of Canada: CIS Coach of the Month, CIS article in Coaches Plan magazine, etc.	x		
	<b>Communication and Promotion</b>			
28	Website overhaul	x		25,000
29	Maintain website.	x	x	15,000
30	Webcast/audiocast portions of CIS Championships.	x	x	40,000
31	Publish scores, stats, scheds, Top 10's, Athletes of the Week.	x	x	17,849
32	Review and enhance Top 10 process.	x		
33	Produce Almanac.	x	x	2,000
34	Canada First activities.	x	x	5,000
35	CIS presence at Canada Summer Games.	x		
36	Work towards common stats packages for CIS and RA's	x	x	

	<b>Projects / Activities</b>	<b>09-10</b>	<b>10-11</b>	<b>09-10 \$</b>
37	Influence public policy through Sport Matters involvement.	x	x	2,500
38	Participate in events of the sport and university communities.	x	x	1,000
39	Attend FISU Conference.	x		
40	Representation on FISU committees.	x	x	3,000
	<b>Sport Technical Governance and Operations</b>			
41	Call for proposals for official supplier for CIS Championship merchandise.	x		
42	Ensure fair and safe environment through rules, policies, doping education, crisis/risk management plans, on-line eligibility kits, Athlete's Guide, disciplinary hearings, eligibility interpretations, and compassionate appeals.	x	x	
43	Overhaul Championships Bid Book.	x		
44	Develop sport specific hosting manuals.	x		5,000
	<b>Governance and Operations</b>			
45	Continue to evolve from a culture of regulation to minimum specifications. Ensure new rules are based on core principles and contribute to making CIS a destination of choice.	x		
46	Risk management: Harmonize CIS policies with Regional Associations policies.	x		
	<b>Research and Development</b>			
47	Collect and analyze financial awards data.	x	x	
48	Publish graduation rates of CIS student-athletes vs. the general student body study. Research # of Canadians competing in the NCAA, #s who return to Canada, and why. Research economic comparison of NCAA full ride vs costs of Canadian education.	x		
49	Training for conducting appeals and protests.		x	
50	Create a learning environment at AGM.	x	x	
51	Membership Survey/Audit	x		
	<b>Equity and Equality</b>			
52	Develop promotional materials to encourage women's participation in CIS		x	
	<b>Meetings</b>			
53	Conduct meetings: board, committees, AGM.	x	x	35,000
54	Hold Cdn. SID meetings in conjunction with CoSIDA convention.		x	
	<b>Policy Development:</b>			
55	Develop and refresh policies as needed.	x	x	
	<b>Office operations</b>			
56	Staff	x	x	800,000
57	Staff travel and Presidents travel	x	x	15,000
58	Office administration.	x	x	183,000
59	Refresh HR policies:	x		
60	Develop policy on cancelled flights to CIS Championships	x		
61	Develop a transgender policy.	x		
62	Compile photo library of CIS trophies and Championship teams.		x	
				2,677, 749

## 9. Elections

### **Vice President-Marketing:**

Peter Baxter (Wilfrid Laurier) was the sole candidate nominated by the deadline, so has been declared elected.

### **Vice President-Research and Development**

No nominations were received by the deadline. By-Law 3.4.2.1.5: Nominations may be made by any Member up to twenty-four (24) hours prior to the time set out in the agenda for the election of the officers at the Annual General Meeting. New deadline for nominations is Thursday June 11 at 9:30AM.

#### 3.4.2.1 Election Procedures

3.4.2.1.3 Nominations containing the names of the nominator and the seconder along with the written consent of the nominee and a brief biography, shall be received by the Chief Executive Officer at least thirty (30) days before the Annual General Meeting and the list of nominees shall be included with the agenda sent to the Members.

3.4.2.1.4 If there is only one nomination received for a vacant position, then the person nominated shall be deemed to be elected to the position. If there is more than one nomination received, an election shall be held at the Annual General Meeting.

3.4.2.1.5 If no complete nominations are received at least thirty (30) days before the Annual General Meeting, then nominations for a vacant position may be made by any Member up to twenty-four (24) hours prior to the time set out in the agenda for the election of the officers at the Annual General Meeting.

3.4.2.1.7 Each nominee shall be entitled to address the General Assembly for a time not exceeding five (5) minutes. The Address shall be scheduled early in the Annual General Meeting Agenda.

3.4.2.1.8 If the Annual General Meeting fails to elect an officer, then the vacancy shall be filled by an appointment by the Board of Directors as soon as practicable after the close of the Annual General Meeting at which the officer ought to have been elected.

3.4.2.1.9 If there is more than one person nominated for an office, a nominee must receive at least a majority of all the votes cast on any ballot in order to be elected.



## 10 a) CCAA Report to the 2009 CIS Annual General Meeting

### (Ten Point Plan #1 and 2)

During the 2008-09 CCAA season we had 106 members institutions participate in CCAA programs. The CCAA has three levels of institutional membership, Full membership (86 members), Affiliate membership (4 members) and Associate membership (16). While the criteria to be a member is consistent, the membership fee and rights and duties of the members differ, pending the type of membership. Full members have the right to vote and represent their conference at CCAA National Championship, Affiliate members do not have voting privileges, but have the right to represent their Conference at an Open CCAA Championship and Associate members do not voting privileges or Championship access, but are entitled to receive CCAA publications, communication services, and are eligible for marketing incentive programs.

CCAA Championships were hosted by a number of new and remote institutions this past season. While there was tremendous concern over the cost of air travel to these locations the CCAA travel equalization program continues to allow members from the far reaches of the country to host and to participate in a National Championship at the same cost. In 2008-09 all teams paid \$350/traveller to get to their respective Championship, while the CCAA pays the difference in the airfare.

Number of Programs in 2008-09:

Basketball = 61 men's programs and 57 women's programs

Volleyball = 50 men's programs and 59 women's programs

Soccer = 49 men's programs and 47 women's programs

Badminton = 25 Programs

Golf = 36 programs

Cross Country = 31 programs

The new comprehensive CCAA Hosting Manual was completed this season and is posted on the CCAA website. It is a complete hosting guide including minimum standards, exceptional practices, valuable hosting templates and resources. The document will be updated annually including all operational changes and new exceptional practices. It is a valuable guide for all hosts or aspiring hosts.

Our Open Championships in Golf and Cross Country Running are growing and thriving. This season saw representation from all 5 conferences at each event. Cross-country had all 31 institutions represented at this year's event hosted by St. Lawrence College, in Kingston, on the site of Old Fort Henry.

The CCAA and the CIS submitted a joint project application to Sport Canada to contract a 3<sup>rd</sup> party consultant to conduct a feasibility study that compares our two organizations on a variety of fronts. We will also be having reciprocal representation at each association's Annual General Meeting in June.

The CCAA participated in a two-day workshop on Long Term Athlete Development (LTAD) and Canadian Sport For Life (CS4L). The workshop was well attended by the Canadian sport community and there was a strong focus on physical education and school sport and the need to ensure the inclusion of educators in the long-term athlete development of each sport. The CCAA has a role to play introducing student-athletes to a variety of sport options. By providing a positive experience in sport we are able to retain athletes after they leave the competition stream and move them; to lifelong competitive sport through age appropriate competition or to recreational activities, to sport-related careers such as coaching, officiating, sport administration, small business enterprises, or media and to volunteering as coaches, officials, or administrators.

CCAA National convenors' will be representing the CCAA at upcoming NSO Annual General Meetings in the sports of basketball, volleyball and badminton. The CCAA will be represented at the Badminton Canada - Canadian University/College Badminton Championship taking place May 16-17 at the Richmond Pro Badminton Centre in BC and at the RCGA - Canadian University/College Championships Golf championships taking place at the King Forest Golf Course in Hamilton, Ontario May 25-29.

Coach development has been identified as a core strategy under sport development within the CCAA strategic plan. In this area we are making great strides, supporting our members and the tenants of LTAD and CS4L via three specific programs: the Coaching Professional Development Program and the Female Student-Athlete Coaching Development Program, which are in their inaugural year of implementation and the Female Apprentice Coach Program (FACP) going into its 5<sup>th</sup> year of existence. A Sport Canada application for project funding for 2009-10 was completed for the FACP.

The CCAA hired a fourth full-time staff person for the national office this season, a Promotions and Marketing Coordinator. While this new person has only been with the Association a short time it has allowed us to jumpstart many of the core strategies that have been identified around increasing corporate partnership and improving the image and profile of the CCAA.

Over the past few years we have spent much time and effort developing a strategic plan to guide our organization over the next several years. As an organization we are striving to plan and act in a much more strategic and forward thinking manner. The execution of these plans will lead to exciting and rewarding times ahead. In partnership with the CIS we look forward to shaping the future of post-secondary sport in Canada.

**10 b) Canadian Centre for Ethics and Sport  
(Ten Point Plan #1 and 2)**

**Uof O – True Sport Varsity Community Program**

**What is it?**

Working in collaboration with the Canadian Centre for Ethics in Sport, the University of Ottawa Gee Gees football team identified 8 of its athletes to speak to local high school football teams. The objectives of this initiative were fourfold:

1. To speak to high school football athletes about the Principles of True Sport (“Go for it”, “Play fair”, “Respect others”, “Keep it fun”, “Stay healthy”, “Give back”) and how these applied to not only their personal football playing careers but also to everyday life;
2. To encourage High School football teams to join the UofO football team in declaring themselves “True Sport Teams”;
3. To provide a venue for UofO football to connect with potential future players from the local football community;
4. To provide a venue through which UofO football could invite High Schools to participate in a profit-sharing season ticket sales initiative;

**Why?**

- Act as a catalyst in demonstrating the high sense of value that CIS athletes place on the importance of education, staying healthy, striving for excellence and giving back;
- Provide a vehicle for raising money for High School and university sport programs;
- Increase attendance at University sporting events;
- Raise the awareness of and encourage sport “volunteerism” on the part of High School athletes;

**Potential rollout to other University varsity teams**

- Potential to raise University’s profile in local community;
- Potential to connect CIS and its member Universities with True Sport Movement;
- Potential to connect directly with local High School sport constituents (feeder system to University sport teams);
- Potential to collaborate with High Schools in University fundraising initiatives;

**With Thanks to 2008-2009 CIS Volunteers and Staff**  
**Avec tous nos remerciements aux bénévoles et au personnel de SIC 2008-2009**

**Athletic Financial Awards Committee:** Jennifer Brenning, Jean-Pierre Chancy, Kevin Boyles, Ron Annear, Therese Quigley. **Board:** Dick White, Clint Hamilton, Pat Murray, Leo MacPherson, Coleen Dufresne, John Ryan, Sandy Slavin, Lorne Adams, Katie Sheahan, Michelle Healey, Manon Vaillancourt, Marg McGregor. **CoMSID Committee:** Ari Grossman, Pat Murray, Greg Hoddinott, Catherine Grace, Scott Stewart, Maureen Sparks, Earl Zukerman, Michel Belnager. **Constitution Committee:** Aubrey Ferris, Debbie Villeneuve. **Discipline Committee:** Pat Murray, Sandy Slavin, Michelle Healey, Katie Sheahan, Lorne Adams, Tom Huisman. **Doping Control Committee:** Dick White, Marg McGregor, Tom Huisman. **Edmonton 2015 Bid Committee:** Eric Newell, Mike Mahon, Al Maurer, Dick White, Stephen Mandel, Indira Samarasek, Ed Zemrau, Candice Stasynec, Linda Cochrane, Bart Becker, Marc Arnal, Roger Kramers, Marg McGregor, Dale Schulha, John Barry, Nicole Poirier, Anna Minarchi, Pat Reid, Ryan Smith, Eric Leydon. **Eligibility Committee:** David Murphy, Sandy Slavin, Joey Sabo, Janean Seargent, Leo MacPherson, Tom Huisman. **Equity and Equality Committee:** Manon Vaillancourt, Chris Critelli, Kerry Laughlin, Travis Grindle, Jack Drover, Karin Lofstrom, Debbie Villeneuve. **Human Resources Committee:** Dick White, Clint Hamilton, John Ryan, Katie Sheahan. **International Committee:** Dick White, Kevin Dickie, Gilles Lepine, Liz Hoffman, Coleen Dufresne, Bob Philip, Sandra Murray-Macdonell, Beth McCharles, Christine Bisson, Mary MacDonald. **2009 Winter Universiade Mission Staff:** Peter Baxter, Frank Boyer, Joe Morissette, Christopher Hodges, Christian Seguin, David Mai, Allison Tovell, Pete Connelly, Marianna Varpalotai, Angela Greco, Deborah Skelton, Echo Lee. **2009 Summer Universiade Mission Staff:** Dick White, Beth Ali, Theresa Hanson, Martine LeBlanc, Gord Grace, Michel Belanger, Tatiana Jevremovic, Andrea Prieur, Antoine Atallah, Emily Sauve, Mary MacDonald, Tracy Meloche, Rhonda Shiskin, Mike McMurray, Louise Ashcroft, Susie Renaud, Steve Dzubinski, Ed Ratz, Marni Wesner, Darrell Menard, Devin Nielson, Dory Boyer, Ari Grossman, Benoit Mongeon, Ben Matchett, Matt Gutsch, Francois Laplante. **Marketing Committee:** Pat Murray, Ari Grossman, Patricia Demers, Jessica Morgan, Marc Boudreau, Kirk De Fazio, Peter Metusals. **Sport Committee:** Coleen Dufresne, Lisen Moore, Michelle Healey, Ken Schildroth, James Keogh, Adam Steiner, Pat Murray, Sheila Ann Newton. **Research and Development Committee:** Leo MacPherson, Krista Mckenna, Geoff Phillips, Leslie Dal Cin, Mike McTeague, Tom Huisman. **Presidents of CIS Coaches Associations:** *Men's B-Ball:* James Hillis. *Women's Bball:* Pam Danis. *Cross Country:* Doug Lamont. *Field Hockey:* Carla Somerville. *Football:* Pat Sheahan. *Men's Ice Hockey:* Kevin Figsby. *Women's Ice Hockey:* Dan Church. *Rugby:* Matt Parrish. *Men's Soccer:* Pat Nearing. *Women's Soccer:* Jorge Sanchez. *Swimming:* Mike Blondal. *Track&Field:* Claude Berube, *Men's Volleyball:* Richard Schick, *Women's Volleyball:* Kristine Drakich, *Wrestling:* Vang Ioannides. **Common Statistics Committee:** Michel Bélanger, Jason Ilacqua, Earl Zukerman, John Edwards, Mike Tucker, Shawn Whiteley, John Keefe, Jean-Philippe Tremblay. **Appeal Panelists:** Dick White, Clint Hamilton, Pat Murray, Coleen Dufresne, Lorne Adams, Katie Sheahan, Ross Wilson, Bill Byrick, Jennifer Myers, Ken Olynyk. **CIS Championships Host Convenors:** *Cross Country:* Gilles Lépine, **Field Hockey:** James Keogh, **Football:** Dave Watkins; **Women's Rugby:** Sandy Slavin, **Men's Soccer:** Jennifer Brenning, **Women's Soccer:** Julie Ratzlaff, **Men's Basketball:** Jennifer Brenning, **Women's Basketball:** Dick White, Lothian, **Curling:** Andy Shatilla/Kevin Alladin, **Men's Hockey:** Bryan Duce, **Women's Hockey:** Krista McKenna, **Swimming:** Theresa Hanson, **Track & Field:** Mike Havey, **Men's Volleyball:** Robin Stewart, **Women's Volleyball:** Maureen Sparks, **Wrestling:** Mike Boyles/Sonja ...and All the many, many university personnel and volunteers that work on CIS Championships) **CIS Staff:** Marg McGregor, Peter Metuzals, Tom Huisman, Debbie Villeneuve, Michel Belanger, Sheila-Ann Newton, Joe Morissette, Jason Ilacqua, Adam Oattes, Francis Boyer, Tanja Mackin, Mary MacDonald, Andrea Walkau.

List of people who will be attending all or portions of the AGM.

<b>ACADIA</b>	<b>CONCORDIA</b>	<b>UNB</b>	<b>ST. FX</b>	<b>WINNIPEG</b>
Brian Heaney	Katie Sheahan	Kevin Dickie	Leo MacPherson	Doran Reid
Eric Cederberg	Les Lawton	Maureen Sparks	Krista McKenna	Donna Moskwa
<b>ALBERTA</b>	<b>DALHOUSIE</b>	<b>NIPISSING</b>	<b>SAINT MARY'S</b>	<b>YORK</b>
Vang Ioannides	Marc Braithwaite	Vito Castiglione	Steve Sarty	Jennifer Myers
Katie Spriggs	Karen Moore		Lisa Jordan	Ken Schildroth
Mike McTeague				
	<b>UFV</b>	<b>OUA: Ward Dilse</b>	<b>SHERBROOKE</b>	<b>Others:</b>
<b>AUS</b>	Rick Nickelchok		Christian Gagnon	
Phillip Currie		<b>UOIT</b>	Brenda Laliberté	<b>Athletes CAN</b>
	<b>GUELPH</b>	Ken Babcock		Ashley Kilburn
<b>BISHOP'S</b>	Tom Kendall	Scott Barker	<b>SIMON FRASER</b>	
Tony Addona	Angela Orton		Dr. David Murphy	<b>CAAWS</b>
Joey Sabo		<b>OTTAWA</b>		Karin Lofstrom
	<b>LAKEHEAD</b>	Luc Gelineau	<b>TRU</b>	
<b>BRANDON</b>	Tom Warden	Colin Timm	Kenneth Olynyk	<b>CCAA</b>
Kirk De Fazio		Julie Tam /		S. Murray MacDonell
	<b>LAURENTIAN</b>	Danika Smith	<b>ST. THOMAS</b>	
<b>BC</b>	Peter Hellstrom		Michael Eagles	<b>CCES</b>
Bob Philip		<b>PEI</b>		Paul Melia
Theresa Hanson	<b>LAVAL</b>	Ron Annear	<b>TORONTO</b>	Ron Gillinger
Steve Tuckwood	Gilles Lépine	Lynn Boudreau	Michelle Belanger	Jason Francis
			Byron MacDonald	
<b>BROCK</b>	<b>LETHBRIDGE</b>	<b>UQAM</b>		<b>Coaches Assoc</b>
Lorne Adams	Sandy Slavin	Manon Vaillancourt	<b>TRENT</b>	James Hillis
Chris Critelli		Daniel Methot	Bill Byrick	
	<b>MANITOBA</b>		Leslie Dalliday	<b>Football Canada</b>
<b>CALGARY</b>	Coleen Dufresne	<b>UQTR</b>		Larry Haylor
Kevin Boyles	Curt Warkentin	Michel Morin	<b>TWU</b>	
Teresa Penner		Pierre Clermont	Murray Hall	<b>Observer</b>
	<b>MCGILL</b>		Carol Hofer	Neil Yonson
<b>CAPE BRETON</b>	Drew Love	<b>QUEEN'S</b>		
John Ryan	Lisen Moore	Leslie Dal Cin	<b>VICTORIA</b>	<b>Rouge Campus</b>
Nancy Dingwall	Philip Quintal	Drew Soleyn	James Keogh	Martin Poitras
	Geoffrey Phillips	Janean Sergeant	Clint Hamilton	
<b>CARLETON</b>			Nancy Duncan	<b>SSN</b>
Jennifer Brenning	<b>McMASTER</b>	<b>REGINA</b>		Bengt Neathery
Bob Rumscheidt	Jeff Giles	Jill Fulton	<b>WATERLOO</b>	
	Robert Hilson	Curtis Atkinson	Bob Copeland	<b>Sport Canada</b>
<b>CIS</b>	Alana Henderson	<b>RMC</b>	Christine Stapleton	Paulin Lafontaine
Dick White - President		Darren Cates		
Pat Murray – VP Mktg	<b>MEMORIAL</b>	Guy Dubé	<b>WESTERN</b>	<b>SportsTag</b>
Aubrey Ferris – Parliam	Michelle Healey		Chuck Mathies	Gerry Casey
Kerry Laughlin – E&E	John Harvey	<b>RYERSON</b>	Bonnie Cooper	
<b>CIS staff</b>		Ivan Joseph		<b>E and E Speakers</b>
Michel Belanger	<b>MONCTON</b>	Beth Ali	<b>W LAURIER</b>	Carla Nicholls
Tom Huisman	Marc Boudreau		Peter Baxter	Nora Sheffe
Marg McGregor	Martine Leblanc	<b>SASKATCHEWAN</b>	Pat Kitchen	
Peter Metzuzals		Basil Hughton		
Sheila Ann Newton	<b>MONTREAL</b>	Adrienne Kapeluck	<b>WINDSOR</b>	
Debbie Villeneuve	Jean-Pierre Chancy		Gord Grace	
Adam Oattes	Isabelle Leclair		Mike Havey	
Jason Illaqua	Paul Krivicky		Helen Ellis-Govette	
Mary MacDonald				
Andrea Walkau	<b>MT. ALLISON</b>			
Emilie Sauve	Jack Drover			