

February 21, 2006 CIS Board of Directors Conference Call Minutes
12:00 pm EST

Attendance: Judy McCrae, Interim Chair; Pat Murray, Vice President Marketing; Murray Hall, Vice President Research and Development; Diane St-Denis, Vice President Sport; John Ryan, Chair Finance Committee; Don Wilson, Canada West; Liz Hoffman, OUA; Katie Sheahan, QSSF; David Murphy, AUS

CIS Staff: Marg McGregor, CEO; Peter Metuzals, Marketing Director; Tanja Mackin, Director, Finance & Administration; Tom Huisman, Director Operations & Development

Regrets: Jean-Guy Ouellette, Chair International Committee

1. Review and approval of agenda

The meeting was called to order at 12:05 pm EST.

J. McCrae indicated that she would be acting as interim Chair for the Board of Directors as D. White had temporarily stepped aside as CIS President pending the ruling on an appeal of an eligibility case.

The following items were added to the agenda:

- update on the grad rate/course load survey
- update on outstanding issues
- process of adding agenda items from committees to Board agenda

The agenda was approved as amended.

2. Marketing – TV update

P. Metuzals reported that broadcasts of the March 2006 CIS events are confirmed with a total of 13-15 events being broadcast live on TSN, The Score and RDS. Both Volleyball Championship finals will be broadcast live on TSN and most likely on RDS, four games from Men's Basketball will be broadcast on The Score, and possibly three from Men's Hockey on TSN and RDS.

Difficulty was encountered with Women's Basketball and Women's Hockey on the weekend of March 11-12. Unfortunately this is a very busy weekend for television and several other events are taking place that the Networks are contractually obligated to broadcast. The time we were given was 10:00AM and we did speak with the host (UNB) to determine if we could play the game at this hour. It was finally decided not to broadcast the event for several reasons. First, the host's gate would most likely be affected for a game starting at this early time in the morning. Second, the Coaches Association opposed this start time, and third, to show a final game starting at 7:00 AM B.C. time when it is possible that one if not two Western Canadian teams will compete was ill advised. A tape delay to the following week, which was the only option, was not a good option as

it does diminish the value of our product. Sports Net, The Score and Raptors TV; they were also unable to accommodate us.

CIS is meeting its requirements from sponsorship benefits for our corporate partners, primarily Desjardins and Canadian Forces in delivering value back to them, with inventory, bill boarding and some in game promotions. We will also focus on the sale of in-game inventory for all remaining Championships.

With the events we were able to broadcast this year, a total of 29 games broadcast on TSN, RDS, The Score and Rogers Sports Net (RSN), we will be on track to finish within the given budget.

It was noted that the Women's Basketball Championship will be webcast by UNB and a link to the webcast will be on the CIS site.

ACTION: P. Metuzals to send update on the CIS TV Strategy to the Members
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Web Site

www.universitysport.ca continues to be a very active resource for many University sport followers. It has been a very functional site for sponsor servicing and corporate recognition. Most importantly, it continues to grow with the amount of information we input on the site and with the ongoing and unique additions to help satisfy consumer demand. K. McCann has added a new feature on the site referred to as "RSS: Really Simple Syndication (RSS)", which is an XML file designed for sharing our site's headlines or news. Users can regularly fetch the file to get the most recent items on the list. The CIS RSS file is located at <http://www.universitysport.ca/e/rss.cfm> and is updated frequently so that users of our web site can be kept up to date with the latest news releases.

3. Equity and Equality Update

J. McCrae reported for information that the Equity and Equality Committee set a course of action at their June 2005 meeting and several tasks will be completed by the June 2006 AGM. A workshop titled 'fundraising for women's awards' is also tentatively planned for the AGM.

The Committee work will include the survey results from our full time female head coaches, a wealth of information that can be accessed by the Members to increase their comfort and creativity around the topic of women coaches and retention.

The Committee is also planning to have discussions with the Marketing Committee about the nature and differences in the marketing of women's sport.

4. Financial Awards ad hoc committee update

T. Huisman reported that the committee is drafting recommendations regarding how the data collected on awards will be presented. The committee will be recommending that instead of ranking each school according to the number of awards, an absolute value of average financial awards to tuition would be presented. The committee is considering how best to frame/forward this information to Members and the public.

The committee is also working on a recommendation regarding award ceilings and hopes to have some information to the Board by the April 2006 Board meeting.

5. Regional Association representative updates

- Don Wilson, Canada West reported that the upcoming AGM, playoffs, scheduling and the growth of the conference are the issues currently being dealt with.
- Liz Hoffman, OUA reported the following:
 - a task force on financial awards has been struck and will report to the May 2005 OUA AGM
 - the implications around FIBA rules changes are being considered and discussed
 - work is ongoing on finalizing the 07 and 08 Vanier Cup contracts
 - The Ontario Institute of Technology is a new member of OUA, and will participate in Men's hockey beginning in 07-08
 - Carleton will also be adding men's hockey in 07-08
 - The OUA AGM will take place on May 10-12
- Katie Sheahan, QSSF reported that the next meeting of the Regional Association will take place in March 06, therefore there was no news to report.
- Dave Murphy, AUS reported the following:
 - student-athletes were invited to the AUS Semi-Annual Meeting and were asked to provide input into how to improve the delivery of sport. Two interesting issues that came up were that student-athletes wanted to start the fall season earlier, and that they wanted a practice blackout over the Christmas holidays
 - the new member of the AUS executive replacing Barb Mullaly is Michelle Healey from Memorial University.
 - the AUS is the Regional Association sending a men's ice hockey team to the 2007 Winter Universiade
 - the AUS logo is being considered for a makeover

J. McCrae suggested that it may be advantageous for the four Regional Association representatives to meet at the upcoming AGM to share concerns and resolutions to common issues such as scheduling and start times.

6. Grad Rate Study Update

T. Huisman reported that approximately one half of the Members had responded to the survey, a number have confirmed that they will be submitting results in near future, and the remainder will require follow up.

It was noted that a 100% response rate is desired, so we will continue to send reminders, follow up, and accept late responses.

7. Update on Outstanding Issues/Process for Placing Items on Board Agenda

M. McGregor provided a brief update on a number of pending cases, and outlined the process of how items are placed on the Board agenda. Certain issues that are more complex in nature are strategically added to the agendas of the face to face Board meetings to allow for more in depth discussion.

The next Eligibility Committee meeting will take place in April, and the importance of receiving information long enough in advance of the Board meeting in April to digest and consider the information was emphasized.

ACTION: T. Mackin to send preliminary information on the 2006 CIS AGM to the Members

8. Adjournment

The conference call was adjourned at 12:50 EST.