

## February 12, 2008 CIS Board of Directors Conference Call Minutes

2:00 pm EST

Attendance: Dick White, President; Coleen Dufresne, VP Sport; Leo MacPherson, Vice President Research and Development; Pat Murray, Vice President Marketing; John Ryan, Chair Finance Committee; Clint Hamilton, Canada West; Lorne Adams, OUA; Katie Sheahan, QSSF; Michelle Healey, AUS

CIS Staff: Marg McGregor, CEO; Tanja Mackin, Director, Finance & Administration; Sheila-Ann Newton, Manager, Programs and Events; Peter Metzals, Marketing Director

Regrets: Jean-Guy Ouellette, Chair International Committee, Manon Vaillancourt, Chair Equity and Equality Committee

### 1. Welcome, Approve Agenda

D. White welcomed everyone, and added the following two items to the agenda under Other Business: CIS records and statistics, and Family Day. It was also noted that discussion on the changes to the Bid Book would be postponed until the April face to face Board meeting.

### 2. Approval of Ethical Framework for Marketing

P. Murray presented the proposed Sponsorship Guidelines (Annex 1). Revisions were made based on recommendations at the last Board meeting.

**02-08-01**

**Murray/MacPherson**

**Carried**

**To approve the Sponsorship Guidelines as presented (Annex 1).**

### 3. NCAA Decision to open up membership

The Board discussed the go ahead strategy for CIS in relation to the NCAA decision to open up membership to Canadian Universities.

Statistics on the number of Canadian student-athletes who return to Canada after going to the US are needed, as well as additional details of the new NCAA policy regarding Canada.

It was noted that Members are anxiously awaiting the Board's leadership on how CIS will proceed in this area, and see this an opportunity to reflect on how CIS does business and make improvements where needed.

It was agreed that the Board needs the opportunity to discuss and reflect on this issue, and determine how best to serve our members.

#### 4. CIS Records and Statistics

M. McGregor provided the following background to the issue:

CIS and CoMSID do not have confidence that the historical data pertaining to records, whether at the school, regional association or CIS level, is complete or accurate.

In recent years schools, regional associations and CIS have promoted that student-athletes (McMaster football player Jesse Lumsden, Montreal football player Joseph Mroué, etc.) have broken national or regional association records, only to find out afterwards that we - as a group - were incorrect. This tarnishes the credibility of university sport in Canada and in turn our brand. There's an old saying in media: "No information is better than incorrect information."

This issue was discussed at the May 2007 CoMSID meeting. It was agreed that it would be best to not celebrate new national records in team sports (other than for football, since the validation of football records has recently been completed) until we have validated the information we have on file.

The downside of this approach is that current student-athletes who very well may be legitimate record holders are unable to celebrate their accomplishments in real time. The athletes, their university's and the CIS misses out on media exposure celebrating CIS excellence.

Long-term strategy to address the situation:

In the spring of 2008 CIS will inform universities of its position to not celebrate records until data is verified. This "heads up" will enable universities to manage expectations with their players, coaches and media so they do not get swept up in a "run to the record", that subsequently has the brakes put on it.

CIS will ask members to identify any athletes/teams that may be in record breaking position in 2008/2009, so we can prioritize the data validation in those sports.

The validation of Men's and Women's Basketball and Women's Hockey will be worked on in the Spring/Summer of 2008. CIS finances have been ear-marked for the validation process and we hope to have these sports completed by September 2008.

Once we have completed the above, timelines for other sports will be established with a target of having the remainder of sports completed by 2009/10.

In the short term:

The May 2007 CoMSID direction to not recognize new CIS records until the data has been verified was not circulated / communicated to the CIS membership prior to the 2007-08 season.

There are two CIS basketball athletes in record-breaking positions in 2007-2008. In their local markets parents, players, alumni, the media etc. have been following the run to the record closely.

While CIS has confidence in the statistics of these two athletes, we lack the same comfort in the historical statistics that these athletes are being compared to when assigning the CIS stamp of approval to an official CIS record.

In the short term CIS will label these as "unofficial CIS records – pending archival confirmation". They can be celebrated as such in their local markets. This unofficial record status occurs in

other sports where records are celebrated in the moment, but called unofficial until such time as the pool is measured or the course homologated or samples taken etc., and at that point the unofficial record becomes official. The records will become “official CIS records” upon confirmation of the data.

The Board agreed that with the long and short term strategies as presented

**02-08-02**

**Hamilton/Adams**

**Carried**

**In the short term, CIS will label any new sporting records as “unofficial CIS records – pending archival confirmation”.**

**5. HR Committee recommendation around Family Day**

M. McGregor provided the following background information:

1. The Government of Ontario has created a new statutory holiday called Family Day.

2. Family Day falls on the third Monday of February.

3. Given the number of statutory holidays CIS already provides to its employees, CIS is not obligated to give employees Family Day as a holiday, but we are entitled to if we wish. See excerpts from the legislation below:

.... if an employer has a practice of giving staff more than nine paid holidays, and continues to adhere to that practice and the practice is in other respects at least as favourable to employees as the ESA holiday provisions, the employer would likely be found to be providing a greater right or benefit for holidays than the ESA provides. That employer would not be required to provide employees with Family Day off work, but would certainly be free to do so.

4. The ten holidays that are provided by CIS include:

New Years Day            Easter Friday            Easter Monday    Victoria Day  
Canada Day    Civic Holiday    Labour Day    Thanksgiving Day    Christmas Day    Boxing Day

5. CIS also has a practice of giving the days between Christmas and New Years off in recognition for service throughout the year. (Usually amounts to three of four additional days depending on when Christmas falls).

6. Federal Government workers who are employed in Ontario will NOT be given Family Day off because they also have more than 9 statutory holidays already

7. A sampling of NSOs and MSOs done by the CIS CEO revealed that all have approved Family Day off including:

Soccer Canada	Basketball Canada	Canadian Paralympic Committee
Canada Games Council	AthletesCAN	CCES
CAHPERD	CPRA	Canoe Kayak Canada
CAAWS		

8. In the building where the CIS office is located, the University of Ottawa rink will be open due to long-standing contracts, however the fitness centre will be closed.

9. The timing of the third Monday of February is not well-suited to CIS staff serving the needs of members, and preparation for Winter CIS Championships. Most CIS members located outside of Ontario will be open for business.

Recommendation from the HR Committee to the Board:

Given that as an employer CIS values work/life balance, and given that the CIS workload requires that several staff take time away from family on weekends and evenings, that CIS approves our own time-appropriate version of family day.

The timing for when each staff member takes the Family Day shall be agreed upon between the staff member and the CEO.

This day shall enable staff to attend family functions, children's recitals, sport events, appointments, birthdays, school functions, cope with child-care/elder-care issues etc.

**02-08-03**

**Sheahan/Murray**

**Carried**

**Given that as an employer CIS values work/life balance, and given that the CIS workload requires that several staff take time away from family on weekends and evenings, that CIS approves our own time-appropriate version of family day. The timing for when each staff member takes the Family Day shall be agreed upon between the staff member and the CEO.**

The conference call was adjourned at 2:45 PM EST.

Next Board meeting: face to face, in Ottawa, April 23 and 24, 2008.

## ANNEX 1

### CIS Sponsorship Guidelines

The following guidelines reflect the principles that shape the CIS's relationship with sponsors. These guidelines confirm the commitment of the CIS to programs and events of the highest caliber, and to continue partnerships with the public and private sector within the framework defined by the CIS's mission and its fundamental values.

1. The solicitation of sponsorship is completed under an informed and consistent manner ensuring the priorities of the CIS have been established and are met. Revenue generated by sponsorship will be used to enhance the organizations mission and vision.
2. Due to demonstrated health risks, CIS will not secure sponsorships with companies whose principal interest is the production, marketing and sale of tobacco products or those who have a majority interest in the production or sale of tobacco.
3. CIS will not be associated with any companies and/or products that are listed on CCES banned substance list.
4. Any sponsorship of hard alcohol must be accompanied by an educational piece, ensuring participants are fully aware of alcohol abuse.
5. Any corporation or company associated with pornography or other related areas, will absolutely not be permitted.
6. Any sponsorship with breweries are subject to the below conditions:
  - No lifestyle advertising of CIS student athletes involved
  - Brewery support should not make up more than 40% of the overall commercial inventory on site.
7. The CIS maintains an open recruitment practice that aligns with current, acceptable national and provincial career center and Canadian Association of Career Educators and Employers (CACEE) practices.
8. It is the basic premise of the CIS that CIS student athletes have the freedom to accept or reject those relationships/ partnerships with external groups who are defined as sponsors.

#### Sponsorship Philosophy

CIS is focused on offering specially targeted and fully leveraged sponsorship opportunities for corporations, companies or other institutions that may want to invest with the CIS. This potential partnership will allow a unique interaction with an exchange of a wide variety of benefits that is unique to the market. Some of the ways CIS differs is:

- Customized marketing opportunities;
- Building awareness of a partner or product to a very desirable demographic target group;
- Able to communicate to consumers and their customers in a non threatening and relaxed environment;
- We will provide CIS partners with relationship selling and building opportunities;
- We will provide partners with opportunities to enhance the value of their products or services through advertising, bill boarding, sign placement and other means of brand recognition within the framework of properties CIS owns.