

**Attendance:** Drew Love, President; Judy McCrae, Past President; Dick White, Vice President Marketing; Murray Hall, Vice President Research and Development; Diane St-Denis, Vice President Programs; Barb Mullaly, Chair, Finance Committee; Sandy Slavin, Canada West; Liz Hoffman, OUA; Bob Dubeau, QSSF; Clint Hamilton, Atlantic University Sport; Jean-Guy Ouellette, Chair, CIS International Committee.

**CIS Staff:** Marg McGregor, CEO; Peter Metuzals, Marketing Director; Tanja Mackin, Director, Finance & Administration; Sheila-Ann Newton, Manager, Events & Programs, Tom Huisman, Director, Operations and Development; Colin Timm, International Programs Services; Joe Morissette, Sport Programs Officer.

**Regrets:** Danielle Gardner, Chair, Equity and Equality Committee

### **1. Welcome, Approval of Agenda**

Members of the Board of Directors were welcomed, and the following items were added to the agenda (Annex 1):

- Report from the Financial Awards Ad Hoc Committee
- Meeting format/schedule
- Item n. McGarrigle post-mortem was rescheduled to the January 28th Board conference call.

**11-03-01                      Hall/McCrae    Carried**

**To approve the meeting agenda.**

### **2. Approval of Minutes**

**11-03-02                      St-Denis/Hamilton    Carried**

**To approve the following CIS Board of Directors meeting and conference call minutes:**

- June 11, 2003**
- June 25, 2003**
- August 11, 2003**
- September 10, 2003**
- October 15, 2003**

### **3. Research and Development update**

M. Hall reported that he has received only three responses to a poll requesting that the Membership identify the top 5 issues that R&D should be focusing on. The issue will be put on hold for the moment until more responses are received.

The Board suggested that statistics on the academic success rates of student-athletes would be a very valuable research piece to have. Discussion occurred on the feasibility of obtaining this data, and the possibility of approaching the universities' analytical studies offices for assistance.

An update on the gender equity piece/timelines was requested. T. Huisman reported that the first comprehensive draft of a tool to measure all areas of equity is currently being reviewed by the Equity and Equality Committee. It was noted that the draft also includes CIS' position on equity, and the timelines for full compliance. The Board emphasized that a draft of the tool and the underlying philosophy should be available for Regional Association semi-annual meetings in January 2004.

**ACTION:** Include a discussion on the draft equity data collection tool/position on the January Board of Directors Conference call, and circulate draft for semi-annual Regional Association meetings.

**ACTION:** Add "Update on Equity and Equality" to the agendas of face to face Board of Directors meetings.

#### **4. Report on Advocacy progress**

M. McGregor presented a report on advocacy activities since March, 2003 (Annex 2). It was noted that the task of advocating the value of university sport has not yet been undertaken in an aggressive fashion.

A discussion occurred on the format and level of detail of the reports on advocacy activities.

#### **5. International Committee Update**

##### International Hosting Manual

J. G. Ouellette distributed a draft CIS International Hosting Manual, which will be a guide for hosting FISU events in Canada.

C. Timm made the following points about the draft manual:

- most of the policies within it are existing CIS policies (i.e. guarantees)
- the requirements match the FISU requirements
- if necessary, an updated draft will be produced in December
- the final draft will be presented to the CIS Board of Directors for ratification in January 2004.
- the importance of having a manual is demonstrated by the fact that currently over 5 cities have shown an interest in hosting a future Universiade, and 7 cities have shown an interest in hosting a single sport World University Championship.

The Board was encouraged to send any comments on the draft to C. Timm.

Other items reported:

- CIS' nomination of 6 FISU representatives is currently being considered by FISU
- Eleven sports have committed to participating in single sport World University Championships in 2004.
- The call for Mission Staff for the 2005 Universiades will take place in the new year.
- Some winter sport National Sport Organizations are lobbying Sport Canada to receive funding, similar to summer sports, as many have added the Winter Universiade to their development plans.

<b>6. Regional Association Updates</b>
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a) Atlantic University Sport

C. Hamilton reported on the following activities in the AUS:

The inaugural Uteck Bowl was successful but consumed a great deal of staff/resources.

The Regional Association is currently dealing with the issue of a member who forfeited a regular season game in favour of an exhibition game. Some discussion occurred on whether other Regional Associations have encountered any similar problems and possible recourses.

b) QSSF

R. Dubeau reported the following from QSSF:

- QSSF Presidents have asked for a study of academic success of Student-Athletes. Results should be available in the near future.
- a working group has been formed to look at the development of W. Ice Hockey in Québec.
- QSSF is planning on changing it's name (Quebec Students Sport Federation) to a three word acronym more related to University Sport, by September 2004.
- the annual meeting has been moved to May in order to be able to serve notices of motion to CIS prior to the May 21<sup>st</sup> deadline.
- football is making great strides in the QSSF, with 55,000 registered tackle football players, and 170,000 paid participants this year.
- providing Kim St. Pierre the opportunity to play on the Men's Ice Hockey team has proven to be a very successful experience.

It was requested that B. Dubeau distribute the results of the study on student-athlete graduation rates to the Board of Directors when it becomes available.

### c) Ontario University Athletics

L. Hoffman reported that the OUA strategic planning process is still underway, with another meeting on Dec. 10, where it is hoped that priorities will be agreed upon.

The “OUA Scholar-Athletes Leaders of Tomorrow-Women of Influence Luncheon” which took place on November 20<sup>th</sup>, was a great success. It was suggested that the Board consult the group’s website for more information :

<http://www.powerpointgroup.com/womenofinfluence/index.cgi/gow/>

and that perhaps the CIS Equity and Equality Committee could do a best practices session or a write up on how other Regional Associations could partner with Women of Influence luncheons to recognize outstanding university student-athletes.

### d) Canada West

S. Slavin reported that the Regional Association President – Dick White will be reporting to university presidents at an upcoming meeting. Canada West is going through a visioning process, and will also be addressing staffing issues.

## **7. Operations and Development Update**

T. Huisman circulated an Operations and Development Snapshot, and emphasized the following points:

Learnings from all the recent complaints/investigations cases will be captured and circulated to the membership

The Canadian Centre for Ethics in Sport (CCES) is adopting the World Anti Doping Agency’s new Policy, and as such the CIS will be adopting a new doping code effective after the winter season (May 2004). The new code will have an impact on CIS on the length of penalties associated with various infractions.

CCES has released a new banned substance list effective January 1, 2004. Pseudoephedrine has been dropped from the list of prohibited substances, which means student-athletes who inadvertently take cold medicine will no longer be sanctioned. Cannabinoids have been added to the list which means that student-athlete who use marijuana/hash/cannabis run the risk of testing positive. While Cannabinoids are only tested during in competition doping control, the active substances, e.g., (delta-9-tetrahydrocannabinol), are retained in fatty tissues within various organs of the body; therefore, depending on the strength of the substance taken, the route of administration and the frequency of use, the metabolite may be detected in an athlete's urine sample for several weeks when used heavily and frequently, and for ten or more days after a single exposure. CIS has notified coaches at fall championships through delegates’ reports and

through the CIS 2003-04 Athlete's Guide, that the Doping Policy is changing and an electronic notice will be send to all Members in December.

**ACTION:** T. Huisman to e-mail all Directors of Athletics regarding the changes with a reference to the CCES website where further information can be obtained.

## **8. 2001-02 Awards Data Collection**

T. Huisman reported that no 2002-2003 Awards statistics are available due to the late submissions of data from Members. Next year the data will be manipulated via a computer program making the process of obtaining meaningful statistics much quicker.

The possible consequences for submitting awards data late was discussed. The Finance Committee will be looking at the penalties, and will report it's recommendations to the Board. It was also agreed that in the future, the CIS President will send a letter to the Athletic Director and President of the institutions submitting late data, emphasizing the importance of respecting the deadline.

## **9. Approval of the National Championship Bid Book**

S. Newton referred to the draft 2003-04 Bid Book and reviewed the proposed changes highlighted in bold. The following changes were made to the draft:

- Change A.1.1 "Please note the 5 year Championship schedule is subject to change and is under review by the Program Committee **as of June 2004.**"
- Correct the revised per diem rate total in section 1.7.
- Under 4. Bidding process: change "...Bidding Committees are not permitted to "add" additional incentives at the time of presentation" to: "...Bidding Committees are not permitted to **change** their bids at the time of presentation."
- Change presentation time to a limit of 15 minutes, and remove the reference to a 5 minute time limit for questions.

It was suggested that the bid selection criteria under Section 1 be sorted into order of priority.

A lengthy discussion occurred regarding the difficulty of reviewing between 7 and 9 bids in a very short time period. A number of ideas were considered:

- whether bids presentations should be mandatory
- narrowing down the field of bids before the presentations
- have the bid presentations over two days
- having bid presentation in both June and November
- request bids for 5 sports every three years, instead of 7 sports in one year, 8 sports in another.





11-03-07

Hamilton/St-Denis

Carried

To change Policy 60.50.1.2 as follows

**60.50.1.2 .... Each winner will receive a graduate school scholarship or equivalent financial support to offset expenses other than tuition which relate to attending a Canadian post graduate program and a trophy....**

Rationale:

The existing policy does not enable BLG winners to receive the \$5000 if they are in receipt of other sources of tuition. Broadening what the \$5000 can be used for will enable more BLG winners to pursue their graduate education by supporting other expenses such as books, room and board etc. Some BLG winners may already be able to access tuition support because they are carded athletes, or because they receive academic based scholarships. The BLG firm does not want to be seen as denying these athletes support to pursue their education. Broadening the language to “graduate program” allows a variety of programs to qualify (such as school of chiropractic, etc).

ACTION: M. McGregor to submit the policy changes to the BLG foundation for final approval.
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<b>12. Update on Inclusion of Athletes with a Disability</b>
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The CIS National Championships Task Force Report, (Draft #5 June 19, 2001) identified future work plan items including looking into including events for athletes with a disability within the CIS Championship portfolio.

Part of the Sport Canada Accountability Framework for CIS commencing in 2003-04 includes expectations in the area of athletes with a disability. The National Standards that Sport Canada has articulated include:

- the organization demonstrates a commitment to equitable treatment for athletes with a disability within the organization’s programs and services
- the organization ensures that issues relevant to sport for athletes with a disability can be identified and resolved within the organization’s structures
- the organization works with partners to increase appropriate opportunities for athletes with a disability in international Games and events.

Providing inclusive opportunities for athletes with a disability, where appropriate, is also the right thing to do from an ethical perspective and serves to advance the mission of CIS.

Representatives from the Canadian Paralympic Committee (Colin Higgs, and Brian MacPherson) met with CIS in December of 2002 and indicated there is now

a critical mass of swimmers with a disability who have reached university age, and have been competing at a high level in swimming.

The CPC representatives and the CIS staff discussed various opportunities, and felt that at this point swimming is the only appropriate sport that could be pursued, for the time being.

In Feb. 2003 the CIS Board approved the terms of reference for an ad hoc committee to move this agenda forward.

A proposal was submitted to Sport Canada and they have approved funding to support this initiative. The \$18,000 contribution is associated with hosting a training session for CIS coaches to help educate them and acquaint them with coaching techniques. (32 coaches @ \$400 each, expert honoraria, facility rental).

The Ad Hoc committee met by conference call on October 21<sup>st</sup> 2003. Members of the committee included:

Colin Higgs (CPC), Don Wilson (Program Committee), Michelle Killins (Swimming/Natation Canada), Denise Powers (CIS Swimming Coaches Association, from Brock), Elisabeth Walker (student-athlete from Brock, paralympian). Colin Higgs did not participate in the call. CPC was represented by Rob Needham, Program Coordinator of Canadian Paralympic Committee. Marg McGregor and Kate Brambley participated in the call.

M. McGregor reviewed the highlights of the October conference call and presented the following three options:

a) We could acknowledge that we came out of the blocks too quickly on this project without the full support of key stakeholders, and indicate to Sport Canada that Swim Canada has directed a different approach to providing opportunities for athletes with a disability at the CIS level. We would return the \$18,000 contribution to Sport Canada.

b) We could acknowledge that while the numbers of actual participants are low, CIS could work with early adopting RA's and willing coaches, and use this to stimulate activity and incite sport development. The funding could also be used to pilot initiatives and a feasibility study.

c) We could encourage RA's to put this item on their RA agendas and come back with a report to the Board in June of 2004.

The Board supported option b), and subject to discussion with Sport Canada regarding reallocation, agreed that CIS could work with the OUA to organize a coaches training session. Coaches from across the country could also participate if they wished.

Correspondence from Swim Canada Natation post the October 21<sup>st</sup> meeting indicates the direction that Swimming Canada would like to pursue, and also illustrates a confusion regarding jurisdiction between SNC and CIS:

At this moment in time, the numbers do not exist to warrant participation at the CIS championships. We definitely want to see the numbers increase so that we can start including them at the CIS championships. The Swimmers with a disability committee unanimously agreed that the CIS should explore inclusion at the conference level first to ensure that there will eventually be a core group of athletes to fill events at the CIS championships.

Below is the direction that the SWAD working group unanimously supported.

"The SWAD working group recognizes the advancements forward for athletes with a disability that CIS competition would allow. However, due to the current numbers and status of the sport, we would encourage that the CIS look at integration into their conferences first. Once three quarters of the conferences are fielding a reasonable number of events for swimmers with a disability, SNC will then look at the viability of integration into the CIS Championships."

The Board directed M. McGregor to contact SCN and clarify that CIS, not SCN has jurisdiction for CIS Championships.

ACTION: M. McGregor to contact Sport Canada regarding reallocation of \$18,000 to organize a coaches training session on coaching athletes with a disability.

### **13. Report from the Financial Awards Ad Hoc Committee**

J. McCrae reported that the Financial Awards Ad Hoc Committee met earlier in the day and are worked on, among other things, establishing common terminology, developing principles and establishing consensus on roster size. Committee timelines are as follows:

- present recommendations to CIS Board, Sport Committee, Marketing Committee and Eligibility committee prior to January 2004 Regional Association Meetings.
- Recommendations will then be forwarded to Regional Associations for feedback to the April CIS Board of Directors meeting.

### **14. Meetings – Format and Schedule**

D. White suggested that the CIS Meeting formats and schedule (Board {face to face and conference calls}, Committees, Round Table, Ad Hoc, Bids, etc) be reviewed for purpose, timing, efficiency and effectiveness.

ACTION: M. McGregor to review CIS meeting schedule – report to a future Board of Directors Meeting.

## 15. Finance Committee Report

### a) Audited Financial Statements at June 30, 2003.

B. Mullaly presented the audited statements at June 30, 2003 and reported that results at fiscal year end were very close to the projections presented to the General Assembly at the June Annual General Meeting.

**11-03-08 Mullaly/McCrae Carried**

**To approve the June 30, 2003 Audited Statements, and recommend them for approval by the General Assembly at the June 2004 Annual General Meeting.**

### b) Recommendation for 2004-05 Auditor

**11-03-09 Mullaly/Slavin Carried**

**To recommend to the 2004 General Assembly that the firm of Ouseley, Hanvey, Clipsham, Deep, LLP be the CIS auditors for the 2004-05 fiscal year.**

### c) Reserve Fund

The CIS Reserve Fund was reduced from \$200,000 to \$149,500 last year due to the results of a court case. The Finance Committee recommended that the fund be replenished to \$200,000 by allocating \$10,000 per year from the operating budget to the reserve. It was agreed that this conservative gradual approach be taken due on the uncertainty of some revenue areas.

**11-03-10 Mullaly/McCrae Carried**

**That \$10,000 per year, for five years, beginning in 2003-04, be budgeted toward replenishing the Reserve until it reaches \$200,000.**

### d) Travel Pool

The Finance Committee discussed the CIS Travel Pool Policy – Principles and eligible funding numbers, and will make a recommendation to the Board at the next conference call.

## 16. Marketing Committee Update

P. Metuzals referred to his Marketing Report (Annex 3), and D. White summarized some of the discussions that took place at the November 22 Marketing Committee Meeting, including:

- the pros and cons of members hosting a championship for one versus two years
- the concept of a CIS TV ad on TSN as well as print ads to provide broad based branding of CIS and university sport
- renewing the TSN contract and the difficulties of having three championships on one weekend
- the Program Renewal Criteria from a marketing perspective (i.e. revenue from spectators should be measured)
- announcer protocol – some guidelines should be included in a hosting manual

P. Metzals also announced that the Canadian Armed Forces were considering a proposal to provide funds to three women's championships this year.

The Royal Bank will not be sponsoring any championship this year, therefore Hosts of 2003-04 Championships can solicit sponsorship from local banks.

## **17. Program Renewal**

In addition to making a decision on “which” sports the CIS will offer from 2006-07 through to 2011-12 (ranking), the Program Renewal Process will establish the “number” of sports that the CIS will offer (envelope size). M. McGregor indicated that this can be done either before or after the ranking of sports has been made. After lengthy discussion, agreement was reached that the CIS Board shall determine the capacity of the organization to either maintain, grow or reduce the current number of championships now being offered after the application and ranking process.

It was suggested that CIS should consider the National Championship models document (Box 1, 2 and 3) when making decisions on envelope size.

Discussion also occurred on the program selection criteria and the measurement tool. It was suggested that perhaps there are some sports that may not need to go through the whole application process, since it is very unlikely that they would be removed from the CIS menu of sports, due to their contribution to CIS, therefore time should not be invested in evaluating them.

**ACTION:** M. McGregor to develop a set of criteria that would establish the core CIS sports that would automatically be included in the CIS sports menu for 06-12, without going through the application process. See Annex 4 for Draft 7 of the Program Renewal Report.

## **18. Adjournment**

The meeting was adjourned at 12:11, November 22, 2003.

ANNEX 1

**Board meeting, 2:30 – 7:30 Friday. Scott Room  
10:10 – 1:00 Saturday. Baker Room**

**Draft Agenda**

- a. Approval of agenda
- b. Approval of board minutes (previously circulated and posted on the web) June 11, June 25, August 11, September 10, October 15, 2003
- c. Approval of audited statements 02-03
- d. Regional Association representatives update
- e. R and D update
- f. Operations and Development update
- g. Report on advocacy progress
- h. 2001-02 Awards data collection, final results and key messages
- i. Marketing / Communications update
- j. Approval of revisions to the National Championships Bid Book
- k. Program Renewal (Envelope size, process etc.)
- l. Proposed revisions to BLG policy
- m. Update on inclusion of athletes with a disability
- n. McGarrigle post-mortem (subject to availability of the report)
- o. Bid selections: Women's Hockey 05-06 and 06-07, Rugby 06-07, 07-08
- p. International Committee update

## ANNEX 2

### **Advocacy Activities – Report To March 2003 Board Meeting**

#### **Advocacy Goals:**

External: To raise the profile of university sport.

Internal: To create stronger regional links with our members.

#### **External Objectives**

1. To make explicit the contribution of university sport to the Canadian sport system.
2. To make explicit the contribution of university athletics to universities in Canada.
3. To work with our colleagues in the broader sport and active living community to influence public policy.
4. To promote the CIS as a desirable option for the top high school athletes to pursue.
5. To make explicit the contribution of post-secondary education and sport to the community within which the university is situated.

#### **November 03 Update** (activities since March 03 update)

- a) CIS continues to be an active participant in the Sport Matters working group
- b) A best wishes note was sent to the Hamilton 2010 Bid Committee wishing them well in the days prior to the Commonwealth Games Federation decision on November 13th.
- c) A congratulations note was sent to the president of the Vancouver 2010 Olympic bid on the success of their bid.
- d) CCUPEKA was contacted and CIS has secured a spot on the December 03 CCUPEKA agenda.
- e) CIS presented three sessions at the CCAE conference in London in June 2003.
- f) A meeting with the new Sport Canada director general has been requested to brief him on CIS.
- g) Judy McCrae represented CIS at a Muttart Foundation Think Tank into charitable status of sport organizations, in Banff in November.
- h) A note of congratulations was sent to Alpine Canada on the launch of their partnership with U of Calgary to help ensure athletes progress towards a degree.
- i) In October 2003 Drew Love and Marg McGregor attended the Canada Basketball Hall of Fame induction ceremony in Almonte, Ontario where three former CIS athletes and coaches were inducted.
- j) A variety of CIS advocacy materials have been circulated to various member institutions upon request.
- k) A variety of welcome notes/calls have been sent to new athletic directors. CIS has been present at a variety of sport events and conferences.

## ANNEX 3 Marketing Report

### Presented to the Board for Meetings November 22-23, 2003

#### Sponsorship Update

Magma – We have secured a deal with Magma Communications, our web site provider that will help in reducing the cost of the hosting of our web site. Magma has agreed to a three-year deal, for \$5,000 per year for the first two years, and a minimum of \$5,000 in year 3 with an increase that we have not yet determined.

Air Canada – I have had discussions with our Air Canada contact regarding the extension of our contract. Although this corporation has severe problems, we do have a contractual arrangement with AC until December 31, 2003. They have provided us with payment and passes to date and they have not reneged on any contractual obligations to date. Subject to what happens in the near future, AC has indicated that they still want to be a partner with the CIS and they would like to have an agreement with the CIS. What the agreement will look like remains to be seen, but we will pursue a future partnership with either WestJet or AC. Yet, I am not completely convinced we will be able to secure a deal of similar magnitude to our current arrangement.

Tissot – We have renewed this agreement, hopefully for several more years, although that has not yet been completely confirmed. As a minimum, Tissot will provide the CIS and our Championships events with product for Players of the Year, Rookies of the Year and Academic All Canadians. We are currently in discussion about expanding Tissot's involvement with our programs, which would involve a financial contribution to the CIS. The current value of products provided to the CIS by Tissot (50 watches at an average cost of \$400) is \$20,000.

Canadian Forces - We are currently in extensive discussions with the Canadian Forces on a variety of initiatives for several CIS programs and Championships events. More information will be forthcoming shortly which we can discuss and present to the Board.

Royal Bank – We still have not progressed significantly with RBC. I am still waiting for a response to my latest proposal.

Spalding - The Spalding Company has been sold to Russell Equipment. This does not place our agreement in any jeopardy, but what it does is give us the opportunity to renegotiate our agreement with Spalding, which we will do in December.

#### Television Update

We have had a significant amount of events broadcast this past fall, with both Soccer Championships on SportsNet, the Hardy Cup also on SportsNet, our two Bowl games and the upcoming Vanier Cup on TSN.

We are in discussion with Sportsnet regarding the broadcast of several Christmas Basketball tournaments, which they intend and have interest, to broadcast. You may wonder why you have not seen all events in your area, this is primarily due to the fact that many events are shown on any of the four regional Sportsnet networks, East, Ontario, West and Pacific.

We have had many discussions with TSN and I am in the final stages of submitting a proposal to them, I have previously indicated they are also very interested in continuing – but how many events and how much are the questions.

I have had conversations with CBC, and there is no interest at all.

## Communications

Since August 1, 2003 we have posted a total of 744 stories. We have certainly received much more than that, but we have made an attempt to only post “national stories”.

In addition, since September 1, we have had 2,281,524 visitors – users who have actually viewed pages on our website. We have had more than 20 million hits, people who have just clicked through. Both of these numbers are very significant.

Another attractive number is the amount of time users have spent on our site. The average session length per user is 9 minutes and 30 seconds, once again a very solid and significant number. Proof that there is lots of information of our site.

## ANNEX 4

### **Program Renewal Report to CIS Board – Draft #7**

**Dec. 15, 2003**

#### **A: Preamble:**

To ensure that the national championships sport program of CIS is contemporary and relevant to student-athletes, and sustainable for universities, a review of the sport program will take place over the next 12 months.

Sports on the CIS roster will be evaluated against criteria to measure their value and contribution to student-athletes, member universities, and the Canadian Sport Policy.

#### NEW:

Three pre-selection criteria (see 2.3) will be applied to sports on the existing menu. Sports which satisfy one of the criteria shall automatically be included in the 2006-07 to 2011-12 program cycle without the need to re-apply. Sports on the existing menu which do not satisfy the pre-selection criteria shall complete the application process and be considered along with new sports that may choose to apply.

Sports not on the existing menu will have an opportunity to submit documentation for consideration to be included in the core menu.

This process will enable CIS to set priorities, and focus resources in a strategic way to pursue excellence while meeting the mission of the CIS. The end result may be the confirmation of the existing roster, or may be the addition of new sports and/or the phasing out or transitioning into a different model of existing sports. The National Championships Program Renewal Committee shall manage the process and recommend a roster of core sports to be included in the National Championships Program from 2006-07 through to 2011-12.

#### NEW:

Following the application and ranking process, the CIS Board shall determine the capacity of the organization to either maintain, grow or reduce the current number of championships now being offered.

#### **B: Background:**

1. The National Championships Task Force Report (Draft #5 June 19, 2001 approved by the CIS membership at the 2001 AGM) identified the need to develop principles and a process for adding new sports or deleting existing ones to the Championship portfolio. The CIS Core Championship program was last updated in 1998-1999 when women's rugby and women's hockey were added.
2. A Sport Portfolio Consultation Document was circulated to the CIS membership in October of 2002. One of the recommendations in the Sport Portfolio Document suggested a review of the sport program take place every few years, to ensure that the sport program of CIS is contemporary and relevant to student-athletes, and sustainable for universities. All existing sports on the CIS roster will be evaluated against criteria to measure their value to student-athletes, member universities, and the Canadian Sport Policy. Sports not on the existing menu will have an opportunity to submit documentation for consideration.
3. Support for the proposal related to a National Championship Program Renewal was tested at the November 2002 Members' Roundtable. It was agreed that a review and renewal process was needed.

Feedback was provided on the draft criteria, and how frequently the program renewal should take place.

4. The CIS Board of Directors approved the Terms of Reference for an ad hoc Program Renewal Committee on March 31, 2003.
5. The Program Renewal Committee met in April 2003 to establish draft criteria by which sports could be evaluated as to their value and contribution to student-athletes, member universities and the Canadian Sport Policy. Through the use of the established criteria the CIS would be able to set priorities, strategically focus resources and pursue excellence in the selected championship sports. In establishing the criteria it was important for the committee to acknowledge the importance of the following parameters:
  - i) blend with the academic mission of CIS
  - ii) marketability
  - iii) facilities
  - iv) gender equity
  - v) level of participation (feeder pool, and current level of university participation)
  - vi) association with NSO, PSO, FISU
  - vii) coaching and officiating
6. The draft criteria, weighting and review process were discussed at the CIS 2003 AGM. Members provided feedback on the selection criteria and weighting.
7. A revised document (Draft #5 - Oct. 14, 2003) was circulated to CIS Members and Coaches Associations for additional feedback. The CIS Board considered the feedback at the November 2003 Board meeting and suggested a number of revisions. Draft #7 reflects the feedback from the CIS Board.

## **8. Timeframe for Next Steps**

- a) Revise criteria based upon CIS membership feedback at the 2003 AGM. (Oct. 2003)
- b) Circulate revised criteria and weighting to the membership for feedback. 2003.
- c) Discuss feedback with CIS Board (November 2003)
- d) Develop revised document and discuss with CIS Board (December 2003)
- e) Circulate e-mail vote to membership for approval (Jan./Feb. 2004)
- f) Pursue a linkage with a graduate student or academic to assist with the research process (winter 04)
- g) Develop data collection tools to collect data from NSOs, universities, high school sport federations, CCAA, and others. (Winter 2004)
- h) Pre-test data collection tools (Winter 2004)
- i) Circulate the data collection tools. (Winter, 2004)
- j) Receive the completed data collection tools (May, 2004)
- k) Validate the collected data to confirm its accuracy (June 2004)
- l) Analyze and synthesize the data. (August, 2004)
- m) Apply the selection criteria, and rank order the list of applicants. (October 2004)

- n) Present the rank ordered list to the CIS Board, for review and for the board to determine the maximum number of sports to be included in the program (November 2004).
- o) Announce provisional list of sports to CIS membership and NSO community, subject to hearing of appeals, and final CIS membership approval. (November 2004)
- p) Hear appeals if any (December – January, 2005)
- q) Present the proposed roster to the CIS membership for approval. (June 2005) The CIS membership approval shall be limited to confirming that the selection criteria and weighting as approved by the Membership was followed, and that the process had integrity.
- r) Develop playing regulations, schedules, call for National Championship hosts, etc for new sports if any (September – March 06)
- s) Implement refreshed program offerings (new sports introduced if any, old sports that are to be removed move into a phase-out/transition stage) by September 2006.

## **C: Proposed Program Renewal Framework:**

*To approve the following framework for the selection of sports in the core sport program:*

### **C1. Introduction:**

Canadian Interuniversity Sport celebrates academics and athletics. CIS strengthens universities, enriches the academic experience of student-athletes, contributes to sport development in Canada; promotes the benefits of sport; builds partnerships; and provides the opportunity for Canadians to learn more about themselves, each other and about Canadian culture and values.

CIS adds tremendous value to the sport experience through the integration of sport with post-secondary education. CIS differentiates university sport from the club/NSO system in that it combines education and sport.

The activities of Canadian Interuniversity Sport make a significant contribution to support the objectives of Bill C-12, and the Canadian Sport Policy. CIS is a leader in the pursuit of excellence in sport. For prospective high performance athletes, participation in CIS provides an opportunity to pursue excellence in sport while pursuing an education. Canadian Interuniversity Sport has a significant impact on the Canadian sport system. CIS member universities invest heavily in sport and recreation programs, facilities and direct support to sport administrators, coaches, student-athletes, officials, and sport medicine personnel.

Canadian Interuniversity Sport offers an instrument for sport development and for building stronger links between national, provincial/territorial and community sport organizations and agencies.

A healthy and vibrant university sport league translates into a stronger sport system. In their pursuit of CIS Championship titles, universities have developed an ingrained tradition of support and respect for sport. CIS members are very serious about the importance of university athletics, blended with the pursuit of a university degree.

The CIS is a strong instrument for sport development. One of the most challenging tasks is the selection of sports for the CIS Core sport program. In particular, the dual - and sometimes conflicting - mandate of CIS to serve the needs of CIS member institutions, high performance sport development and broad-based participation in sport necessitates both compromise and complexity in the sport selection process.

In trying to balance these different interests in the CIS core sport program, the Program Renewal Committee of CIS has drafted the following principles to guide its sport selection process for the 2006-07 through to 2011-12 program.

## **2 Selection of National Championship Core Sport Program**

### **2.1 Guiding Principles in Sport Selection:**

- 2.1.1 CIS core championship sports should be reflective of a sound level of sport development that includes characteristics of advanced athlete development, coaching, competition, and officiating.
- 2.1.2 It is appropriate to establish minimum eligibility criteria that a sport must meet in order to be eligible to apply for consideration as a CIS core championship sport.
- 2.1.3 Inclusion as a CIS core championship sport requires participation or a commitment to participation within an established time-frame by a “critical mass” of CIS member institutions. (Minimum of 12).
- 2.1.4 Selection of sports should be based on a balance of the interests with respect to the Regional Associations, individual members, CIS, NSO/PSO, and marketing measures.
- 2.1.5 It is appropriate to establish the size of the core sport program that can be serviced by the CIS administration.
- 2.1.6 It is appropriate to select sports based on gender equity. In the current core sport program cycle (1998-99 to 2005-06) the maximum number of spots available for a university who fields a full team in every CIS core championships sport is 152 spots for men (51%) and 146 spots for women (49%). The CIS must maintain a similar balance of equitable opportunities for males and females in the 2006-07 to 2011-12 program cycle.
- 2.1.7 Opportunities for feedback to the selection framework from CIS coaches and athletes should be part of the process.

### **2.2. The Application Process:**

The intent of the following process is to provide a mechanism for application that avoids potential duplication by CIS institutions, Regional Associations, NSO’s and other potential applicants.

- 2.2.1 Application to become a CIS Core Championship sport shall normally be submitted by a CIS member institution either:
  - i) in partnership with a National Sport Organization or
  - ii) as a delegated applicant on behalf of CIS institutionsAdditional data will be collected to supplement applications from CIS member institutions, Regional Associations, the CIS Coaches Association if one exists, NSO’s, the Coaching Association of Canada, high school sport federations, and others.
- 2.2.2 Individual member universities, Regional Associations and/or CIS Coaches Associations may submit an application on behalf of a given sport, if applications are not forthcoming from 2.2.1. Additional data will be collected to supplement these applications from the NSO’s, the Coaching Association of Canada, high school sport federations, and others.
- 2.2.3 Applications will normally be submitted on a gender basis. For example an application will be submitted for men’s wrestling, and a second application for women’s wrestling. Sports in which both genders compete in the same National Championship (e.g. swimming, cross country, track and field) shall apply jointly and be evaluated jointly.

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### **2.3 Pre-Selection Criteria**

The following three criteria will be applied to existing sports in the current CIS core program. Sports who satisfy at least one of

the criteria will automatically be included in the 2006-07 to 2011-12 program cycle without the need to re-apply.

**2.3.1** Current level of CIS participation in the sport:  
Sports in which 70% or more of CIS members (35 schools) participate in during the 2003-2004 season shall be automatically included in the 2006-07 to 2011-12 program cycle without the need to re-apply. (Men's and women's basketball, men's and women's soccer, women's volleyball).

**2.3.2** Financial Guarantee to CIS:  
Sports in which the guarantee to host the National Championships exceeds \$75,000/annum shall be automatically included in the 2006-07 to 2011-12 program cycle without the need to re-apply.  
(Men's Football, Men's Hockey, Men's Basketball)

**2.3.3** **Television Appeal of CIS Championships:**  
Sports where TSN/WTSN has broadcast the CIS Championships during the 2000-2004 seasons shall be automatically included in the the 2006-07 to 2011-12 program cycle without the need to re-apply. (Men's and Women's Basketball, Football, Men's and Women's Hockey, and Men's and Women's Volleyball).

The remaining sports on the current CIS roster shall be required to apply for consideration in the the 2006-07 to 2011-12 program cycle using the criteria below (men's and women's cross country, women's field hockey, women's rugby, men's and women's swimming, men's and women's track and field, and men's and women's wrestling)

## **2.4** **Minimum Eligibility Criteria:**

In order for an application to be considered the following minimum eligibility criteria must be met. These criteria demonstrate that a commitment to the scholar athlete and that a sound sport infrastructure exists from which the CIS sports will be able to draw upon, and contribute back to. A successful CIS depends to a certain extent upon the health of the NSO and PSO to develop a feeder system of coaches, athletes, officials and a spectator base or community interest in the sport. Meeting the Minimum Eligibility Criteria does not guarantee final selection as a core sport, however it is a prerequisite to be selected.

**2.4.1** The sport must blend with the academic interests of the CIS. The model of the scholar-athlete is held in high esteem in the CIS. We want students to achieve academic success, graduate on time, and launch successful careers. Sports on the Core program must be organized such that they contribute to rather than detract from academic success.

**2.4.2** A "critical mass" of CIS member institutions express a commitment to participate in a championship if the sport is selected to the Core Sport Program. At least 12 universities from at least three out of the four Regional Associations must be prepared to compete.

**2.4.3** There is a "critical mass" of CIS member institutions/or Regional Associations with or with access to facilities capable of hosting a CIS championship if the sport is selected to the Core Sport Program. For the purposes of this question critical mass is defined as three out of the 4 Regional Associations.

**2.4.4** There is an established sport organization infrastructure that includes:  
a) coaching education and training program  
b) officials certification

- c) rule book in both official languages
- d) adequate level of competition as exhibited by the existence of provincial championships in at least 7 provinces
- e) a minimum of seven PSO's and/or exists within high school associations in at least 7 provinces.

## 2.4.5 The organization's activity meets the definition of sport as outlined in Sport Canada's Sport Recognition Policy.

### 2.5 **Extra Measures Criteria:**

The following criteria will be used to assist in differentiating between applying sports who have met the minimum eligibility criteria. Each criteria has a different weighting with respect to the importance to CIS and the above noted guiding principles (section 2.1 above).

Note: In all of the categories being scored below, when the point spread allocated do not sufficiently differentiate amongst the sports applying for consideration, the sports will be rank ordered and separated into quartiles for the purposes of scoring.

#### 2.5.1 **CIS Members' ranking of applicant sports:**

(The weighting will be adjusted such that the top ranked sport will score 50 points)  
Each member institution will be asked to rank the applicant sports in priority from first to last on the preference for inclusion in the CIS core sports. Points will be awarded in reverse order of the number of sports. (e.g. if 25 sports apply the #1 ranked sport would be awarded 25 points, the #2 ranked sport 24 points etc. This score will then be multiplied by the weighting factor).

#### 2.5.2 **Marketing parameters: (Weighting 1.9)**

This question serves to measure the extent to which the sport currently presents a marketing opportunity for CIS, and will help to raise the profile of university sport. Sports that are currently "hot properties" will be viewed more favourably by CIS than those sports that are emerging properties or those that do not have a demonstrated track record of marketing success.

##### 2.5.2.1 **TV coverage**

The NSO enjoys coverage of 10 or more of its domestic amateur events per year on national networks score 10  
The NSO has 5 or more of its domestic events per year on national networks score 7  
The NSO has 5 or more of its domestic events per year on regional or local networks score 4  
The NSO has 2 - 4 of its domestic events per year televised on regional or local networks score 1

##### 2.5.2.2 **NSO Sponsorship**

The NSO enjoys corporate sponsorship exceeding \$750,000 per year score 10  
The NSO enjoys corporate sponsorship between \$500,000 - \$750,000 per year score 7  
The NSO enjoys corporate sponsorship between \$250,000 - \$500,000 per year score 4  
The NSO enjoys corporate sponsorship between \$100,000 - \$250,000 per year score 1

##### 2.5.2.3 **The NSO promotes the CIS through its communications and marketing vehicles.**

The NSO has a link to the CIS on its website, issues press releases highlighting CIS athletes and coaches, displays CIS signage at its National Championships and other events, and promotes CIS in its publications score 5

- 2.5.3**                    ***Level of participation – “feeder pool” (Weighting 1.8)***  
A successful CIS league is influenced in part by the ability of the NSO and PSOs to develop a feeder system of CEGEP/ high school aged athletes from which the CIS can draw from and build upon. Sports which offer a larger pool of high school/CEGEP aged athletes to draw from will be viewed more favourably than those with a smaller participation base.
- 2.5.3.1**                    **The number of high school aged participants in the sport will be totaled and rank ordered.**
- Top quartile in terms of number of participants score 25  
2<sup>nd</sup> from the top quartile in terms of number of participants score 17  
3<sup>rd</sup> quartile from the top in terms of number of participants score 10  
Bottom quartile in terms of number of participants score 3
- 2.5.4**                    ***Current Level of University participation: (Weighting 1.8)***  
Sports which enjoy a high participation level at the university level will be viewed more favourably than sports with more modest participation.
- Sports on the current core program fill out question 2.5.4.1. Sports applying to be included should fill out 2.5.4.2 or 2.5.4.3**
- 2.5.4.1**                    **Number of CIS teams**
- Top quartile in terms of number of CIS teams score 25  
2<sup>nd</sup> from the top quartile in terms of number of teams score 20  
3<sup>rd</sup> quartile from the top in terms of number of CIS teams score 15  
Bottom quartile in terms of number of CIS teams score 10
- 2.5.4.2**                    **If the sport is not currently in the CIS core program, how many Teams Compete at the Regional Association level (show a breakdown of numbers by region)**  
Top quartile in terms of number of teams competing at the RA level score 25  
2<sup>nd</sup> from the top quartile in terms of number of teams competing at the RA level score 20  
3<sup>rd</sup> quartile from the top in terms of number of teams competing at the RA level score 15  
Bottom quartile in terms of number of teams competing at the RA level score 10
- 2.5.4.3**                    **Number of teams currently organized and active on campuses that are not competing at the RA or CIS level.**  
Top quartile in terms of number of teams competing on campus score 25  
2<sup>nd</sup> from the top quartile in terms of number of teams competing on campus score 20  
3<sup>rd</sup> quartile from the top in terms of number of teams competing on campus score 15  
Bottom quartile in terms of number of teams competing on campus score 10
- 2.5.5**                    ***Available pool of certified coaches (Weighting 1.7)***  
A successful CIS league is influenced in part by the ability to access qualified and experienced coaches. Sports who are able to demonstrate a sufficient pool of available, qualified, and experienced coaches will be viewed more favourably than those who have not cultivated a pool of coaches for CIS to draw upon.
- 2.5.5.1**                    **Provide information on the number and level of fully certified coaches.**
- Top quartile in terms of number of coaches qualified to work at the university level score 25  
2<sup>nd</sup> from the top quartile in terms of number of coaches qualified to work at the university level score 17

3<sup>rd</sup> quartile from the top in terms of number of coaches qualified to work at the university level score 10  
Bottom quartile in terms of number of coaches qualified to work at the university level score 3

**2.5.2**      ***Facilities (Weighting 1.5)***

In order for current and/or added sports to operate, facilities must be available, safe, affordable, and meet the minimum sport requirements (measurements).

Excellent Facilities are available (i.e. can be scheduled at typical/appropriate game times, meet the minimum safety and sport measurement requirements, provide for spectators, and are affordable to the involved universities). Score 25

Adequate Facilities are available (i.e. facilities are more expensive/harder to access, do not provide for spectators). Score 15

**2.5.3**      ***Officials (Weighting 1.3)***

A successful CIS league is influenced in part by the ability to access qualified and experienced officials. Sports who are able to demonstrate a sufficient pool of available, qualified, and experienced officials spread across the country will be viewed more favourably than those who have not cultivated a pool of officials for CIS to draw upon.

Specify the level of qualification that would be required to officiate CIS league and championship events, and the number of officials required to officiate at a national championship.

**2.5.3.1**      **Provide information on the number of certified officials available to officiate at a CIS level.**

Top quartile in terms of number of officials qualified at the CIS required level score 25  
2<sup>nd</sup> from the top quartile in terms of number of officials score 17  
3<sup>rd</sup> quartile from the top in terms of number of officials score 10  
Bottom quartile in terms of number of officials score 3

**2.5.4**      ***Is university sport an important element of the NSO/PSO sport development model (Weighting 1.3)***

**2.5.4.1**      The application needs to outline the importance of university sport to the sport development model. The sport development model must be included in the application. Sports in which the university league plays a significant role will be viewed more favourably than sports where the university league is less important. In those cases where a sport is offered both within the community at large and within the university setting reference should be made to the impact this duplication will or will not have on the sport specifically at the university. The degree to which the scheduling of the NSO events does not conflicting around the CIS Championship should be noted. The degree to which the NSO involved CIS coaches in its National Team programming should be noted.

Top quartile in terms of high degree of alignment of CIS to the sport development model score 13  
2<sup>nd</sup> from the top quartile in terms of high degree of alignment of the sport development model score 10  
2<sup>nd</sup> from the bottom quartile in terms of importance of university sport to the sport development model score 5  
Bottom quartile in terms of number of little to no connection with the NSOs sport development model score 0

**NSO Contribution to the CIS. This may also include professional sport league (PSL) contribution however this amount should be shown separately from NSO amount)**

We want to measure to what extent if any the NSO and/or PSL values the CIS and is prepared to invest in and be a financial partner with CIS in the 2006-07 to 2011-12 program cycle. NSOs and PSLs who are prepared to offer financial support, gifts in kind, contra, or other expense reducing assistance towards CIS activities including championship specific contributions will be more favourably viewed than those NSOs / PSLs who are not financial partners.

If the NSO/PSL commits to contributing \$250,000 or more in the 2006-2011 cycle score 12

If the NSO/PSL commits to contributing \$200,000 - \$250,000 in the 2006-2011 cycle score 9

If the NSO/PSL commits to contributing \$150,000 - \$200,000 in the 2006-2011 cycle score 6

If the NSO/PSL commits to contributing \$100,000 - \$150,000 in the 2006-2011 cycle score 3

Note: if the above categorization of point allocation does not sufficiently differentiate from amongst the sports applying for consideration, the sports will be rank ordered and separated into quartiles for the purposes of scoring.

**2.5.5 Consideration of Existing Competitive Opportunities (Weighting 0.9)**

Consideration will be given to existing CIS core sports in recognition of the investment made by member universities in facilities, equipment and coaching personnel to support the sport. Recognition will also be provided for FISU sports, CCAA sports, Canada Games sports and those sports which have self-organized a university-college championship in the recent past.

If the sport is part of the existing CIS core sport program score 5 points.

If the sport is part of the FISU program score 5 points.

If the sport is part of the CCAA program score 5 points.

If the sport has organized a university/college championship in the past 2 years score 5 points.

If the sport is part of the Canada Games program in 2002 or 2004 score 5 points.

**2.6 Completion of the selection process:**

2.6.1 Sports will be selected on a gender specific basis.

2.6.2 Sports will be added until size limits are met. The CIS board will determine the maximum number of sports and athletes to be included in the core program. When the size capacity has nearly been met (i.e. approaching the theoretical maximum number of athletes or maximum number of events, a lower ranked sport may be selected over a higher ranked sport in order to stay within the maximum number of athletes size).

2.6.3 Sports will be added such that the gender balance of the program is maintained. Given this, among the sports included in the extra assessment only, a lower ranked sport may be selected over a higher-ranked sport in order to meet gender equity targets.

2.6.4 Sports will be added such that the calendar of national championships is manageable. Given this, among the sports included in the extra assessment only, a lower ranked sport may be selected over a higher ranked sport depending on the season / weekend the Championship is scheduled for.

2.6.5 An independent appeal mechanism using ADRSportRED CIS will only be allowed if the selection criteria is not followed. The grounds for appeal are outlined in CIS Policy 90.