

September 10, 2003 CIS Board of Directors Conference Call Minutes
1:30 PM

Attendance: Drew Love, President; Judy McCrae, Past-President; Diane St-Denis, Vice President Programs; Murray Hall, Vice President Research and Development; Dick White, Vice President Marketing; Barb Mullaly, Chair, Finance Committee; Clint Hamilton, AUS; Sandy Slavin, Canada West; Bob Dubeau, QSSF; Liz Hoffman, OUA; Danielle Gardner, Equity and Equality Committee

CIS Staff: Marg McGregor, CEO; Tanja Mackin, Director Finance & Administration; Tom Huisman, Director, Operations and Development; Sheila-Ann Newton, Manager, Programs and Events

Regrets: Jean-Guy Ouellette, International Programs

1. REGIONAL ASSOCIATION REPRESENTATIVES UPDATE

C. Hamilton, AUS, reported the following:

- Wayne Hussey is the new Director of Athletics at the University of Prince Edward Island, effective September 1, 2003.
- The AUS will be meeting in October to consider and awards motion.
- There was a good response from the media and public regarding the announcement of the naming of the Uteck Bowl.

B. Dubeau, QSSF, reported the following:

- Katie Sheahan is the new Director of Athletics at Concordia University
- Université de Sherbrooke has played their inaugural football game

L. Hoffman, OUA, reported the following:

- OUA is embarking on a Strategic Planning Process, with a hope to have an outline in place by January
- The Score will be broadcasting 7 OUA football games starting September 20

S. Slavin, Canada West, reported the following:

- Rick Nickelchuk is the new Director of Athletics at Brandon University
- Canada West launched a new logo this year
- Will be initiating a planning session in Dec./Jan.

M. McGregor provided a summary of CIS' fall 03 projects and activities, as well as environmental scan of the sports system (Annex 1).

2. REPORT ON PROGRESS OF AUDIT AND 2002-03 FINANCIAL RESULTS

B. Mullaly reported that the audit of the 2002-03 fiscal year took place between Aug. 27-29, and no problems surfaced. A draft of the statements should be available by the end of this week, and will be sent out for Board ratification at the November face to face meeting.

Following are the highlights of the fiscal year end statements:

1. On our internal statements, our bottom line surplus turned out to be \$78,700, which is \$23,000 better than the budgeted surplus of \$55,400.
2. As a result, members who traveled to 02-03 champs will get an extra \$39,000 divided among them (this will be sent out in September).
3. The audited statements, however, will show a 02-03 year end loss of \$114,530, which is the \$78,700 surplus from the internal statements - less the \$103,750 from last year's surplus (50% of 01-02), less the \$50,473 McGarrigle costs, and less the \$39,000 extra to the travel pool (50% of 02-03 surplus).
4. Our balance sheet will show a Restricted Reserve of \$149,527 (\$200,000 less the McGarrigle costs) and an Unrestricted Surplus of \$103,019, for a total equity of ~\$252,500.
5. For the Finance Committee meeting in November we will look at whether we want to bump the Reserve back up by (a) using our unrestricted surplus, or by (b) allocating a portion- say \$10 - 20 K per year from annual surplus till the reserve is back to \$200,000. If we did (a) we would still have \$52,546 unrestricted... \$39,000 of which will be used for the 03-04 budget year...leaving \$13,500 unrestricted. If we would want a bigger cushion in the unrestricted, then we would choose plan (b).

3. REPORT FROM NATIONAL CHAMPIONSHIPS BID SELECTION COMMITTEE

S. Newton provided the following update on the CIS Championship Bid Process:

From all accounts, it was one of the most successful processes CIS has had to date:

- a total of 22 bids received for 5 championships (a record high 6 for Women's Basketball and Women's Volleyball)
- involvement from Coaches Association had more of an impact than in previous meetings (asked questions, participated thoroughly in the Selection Committees final decision)

- final decisions were difficult based on the fact that the quality of bids continues to improve.

An update on status of Championship Agreements was provided.

As always there are learnings from the process each year. Areas that need further review / discussion / revision include:

- a) Became evident that a presentation to the Selection Committee can have an impact on the Selection Committee's decision. (Enthusiasm shown by the presenters left the committee feeling this Organizing Committee was excited and really wanted to run a top notch championship!) Currently the Bid Book indicates presentations are not mandatory, so we should be noting that while it is not mandatory to make a presentation, it does enable the Selection Committee to get a flavour of the level of enthusiasm the university has for hosting the event.
- b) Should indicate in the Bid Book that bid packages must focus on what the bidding committee can offer the CIS and should not be conditional on CIS providing anything beyond what is already indicated in the Bid Book.
- c) In addition to asking bidding committees to clearly indicate their interest in hosting the event for one or two years, they must also indicate that if bid is for two years and they will accept a one year offer then would any of the bid parameters changes (i.e. guarantee, commitment to participating teams, etc.) Feedback received from the bidders this year following the selection committee's decisions, indicated a strong preference to host for two years. We need to carefully consider the impact that one year bids have on hosts, the marketing of the events, and event execution and to give clear direction to the selection committee on this point.
- d) Current process for announcing successful bidders allows the possibility of not announcing bids in a yearly sequence (i.e. announcing 2006 Vanier Cup before the 2005 Vanier Cup has been announced).
- e) Now that the timing of the selection meeting has changed from the June AGM to the November Roundtable, Presidents' of Coaches Associations will not be in attendance at the actual bid selection meeting. Can continue to provide feedback via email and through sport coordinators. Can also offer them to be tele-conferenced in if preferable.
- f) We need to be mindful to ensure that if a member of the selection committee who represents a portfolio does not participate in the bid selection meeting due to a conflict of interest, then that portfolio should have a replacement voting representative, so that perspective is not lost.

Relying on the staff member from that portfolio brings the voice to the table, but not the vote.

- g) We need to be clear on where we stand with respect to allowing enhancements or upgrades to the bid package at the time of the presentations.
- h) Based on the number of bids received for Women's Basketball and Women's Volleyball it may be time to evaluate the need to increase the guarantee.

Next steps:

1. Marketing Committee, in conjunction with the Finance Committee, to review guarantees and bring forward any recommendations (fair market value).
2. Will bring forward recommendations for changes to the Bid Book at the November 2003 Board of Directors meeting.
3. No bids were received for the 2006 and 2007 Women's Rugby or Women's Ice Hockey Championships. 2nd call will be placed with the intent of Selection Committee meeting in November 2003 to make final decision.

4. MARKETING AND COMMUNICATIONS UPDATE

D. White referred to P. Metuzal's written report:

RBC Financial – We have not moved forward significantly in the last four weeks, but we have asked for movement with a view towards settlement within two weeks. There is interest in the Academic All-Canadian program, and we need to come to an agreement with terms and financial compensation. We hope to have some news for the next Board meeting. In the meantime discussions have been initiated with other potential sponsors, MBNA for example, who might be interested in getting involved with both CIS events and some of our programs.

TSN Renewal – We met for the first time, officially, on September 2 and discussed the partnership, in terms of past, the present and a go forward plan. TSN has indicated that they want to continue the relationship they have with us and they want discussions to start with a view towards a new contract by March 2004. They have indicated that they do not wish to continue to lose money on a property (such as ours) and we both need to look at ways to enhance the revenue base for both parties. The ratings are one aspect, but more importantly

are trends within the industry, sports that attract viewers, sports that will make money and therefore attract larger advertisers to CIS event coverage.

We have also agreed that more coverage on a more regular basis is essential towards the future success of CIS Sports. This will be part of a future agreement.

Discussion have also taken place with The Score, who is anxiously awaiting a decision by the CRTC for approval of an increase in their cable rate. If this does occur, The Score has committed significant dollars to CIS event coverage. This decision has now been delayed until December/ January 2004. Whatever happens will have an impact on our discussions with TSN.

An option for event coverage with CBC will also be pursued, as they have space to fill on Saturdays between noon and 5:00.

Garnier Fructis Shampoo – We have renewed discussions with Garnier to extend the contract that expired in May 2003. They have indicated an interest in continuing and we are discussing what terms are acceptable to both parties.

Magma Communications – This Company hosts our new Web site. Although we pay for this service, we are very close to securing sponsorship, which will reduce our financial commitment to Magma from approximately \$14,000 to \$7,000 to \$8,000, depending on the final outcome of negotiations.

D. White also noted that our goal is to increase the amount of TV coverage for university events before the CIS Championship. It was agreed that it was important to have sufficient lead time before a game is televised, as it effects the type of events that take place around game. A discussion also occurred on the sudden increase of university games on cable TV stations.

5. SPORT PORTFOLIO UPDATE

D. St-Denis presented the Sport Portfolio Implementation Strategy and AGM Follow-up re: Program Committee.

The Board reviewed a number of Action items and agreed that developing an implementation strategy well in advance was beneficial as it gets the information out to Directors of Athletics and Coaches.

6. RESEARCH AND DEVELOPMENT REPORT

M. Hall reported that after an aggressive and full agenda the previous two years, the Research and Development Committee has been gathering its second wind (in 02-03) in preparation for some new tasks.

A couple of introductory comments:

- Research is carried on in many committees (research has become decentralized)
- We have a “blank sheet” more or less with a fresh ability to clearly craft and shape the Research and Development portfolio in a strategically focused manner
- We currently do not have a set agenda or approved list of tasks – several suggestions have been floated over the past year but none “have landed”.

The following 2003 AGM Motion defines the future focus of the Committee:

“To restructure the Research and Development Committee, such that it focuses on research oriented activities, data collection and analysis, commissioning of ad hoc committees, writing or commissioning of backgrounders, partnership development and single task assignments”.

It was agreed that the following areas previously defined as Research and Development Committee initiatives have either sunset, or been transferred to other areas of CIS:

Student Athlete Involvement: No activity currently planned.

National Sport Organization Relationships: Transferred to CIS Staff

Coaching Development: Transferred to CIS Staff

CCAA Partnership: Transferred to Sport Committee, with support from R &D as needed.

As the role of the Research and Development Committee within CIS appears to have two components (i) research, and (ii) initiating and building identified areas, a number of “new initiatives” were considered:

- Determine whom the research experts are within the CIS and in the broader university community that could support CIS research initiatives.
- Identify schools with Sport Management Programs (especially grad programs) who might be able to assist us with research projects.
- Collaboration on a “values and outcomes paper” [or branding statements/key messages] on educationally based university sport that all could access as needed (this could take the form of a small but qualitative paper for discussion within so many of our groups)
- Can we/should we assist other committees with research related activities?

How the Committee can best “focus on research oriented activities, data collection and analysis, commissioning of ad hoc committees, writing or commissioning of backgrounders, partnership development and single task assignments” was discussed.

It was suggested that there are currently a number of specific areas where hard data is needed. Examples given were: Student-Athlete grad rates; how many Canadian Student-Athletes have returned from the U.S.; the course loads/marks of 5th year student-athletes; a “who we are” piece for CIS, similar to what Canada West has done; as well as pre-decision data.. ie. before we made the decision to implement the 65% rule, it would have been good to have done some research on the impact.

It was agreed that the membership should be polled on the "Top 5" questions or research areas.

ACTION: M. Hall to poll the membership on what the top 5 issues are that R&D should be focusing on.

7. LEADERSHIP MODULE

M. Hall provided an update on feedback received from the Membership regarding a plan for providing Leadership Development opportunities to CIS Members.

Some suggestions considered were: Provide professional development sessions at both the CIS AGM and Roundtables; provide sessions on two tracks, ie. same topic, different levels; make sessions optional; provide same session at AGM and Roundtable, CIS Book Club, etc.

ACTION: M. Hall to survey Members to determine which topics would be of greatest interest, and report this information back to the Board of Directors.

8. TERMS OF REFERENCE - AWARDS AD HOC COMMITTEE

Marg presented the following Draft Terms of Reference for the CIS Financial Awards Ad Hoc Committee:

Background

A number of issues with respect to Financial Awards were discussed at the 2003 AGM. Some of these issues went unresolved and it was the will of the membership that a group be struck to do further work on these items in preparation for the 2004 AGM. The following terms of reference were approved by the CIS Board in September, 2003.

Ad Hoc Committee – Financial Awards
Terms of Reference
Draft #2 – Approved by CIS Board Sept. 10, 2003

1. Objective of the Ad Hoc Committee

To do further research, and prepare a draft proposal on some Financial Awards items that were identified at the 2003 AGM.

2. Responsibilities

The FAAHC is tasked with:

a) Roster Size:

AGM 2003 Resolution #43 directed that the total number of individuals receiving athletic financial awards may not exceed the CIS roster limit for that team effective 04-05. The FAACH is tasked with determining a recommendation on how to apply this roster size rule to swimming, track and field and wrestling. The committee is also charged with the broader task of defining what the roster size for all CIS sports are, and for developing consistent definitions for the variety of terms associated with "rosters".

b) Sport Specific Maximums:

Some discussion and debate took place at the 2003 AGM with respect to sport specific maximums. Motion 45 relating to team-by-team maximums was postponed, and the membership directed the board to appoint an ad hoc committee to provide rationale and data to guide the memberships' decision-making on this topic.

c) Implementation Strategy and Time Frame:

The Committee is tasked with developing an implementation time frame and process. After reviewing the issues the committee may advise that full implementation be effective September 2004, or it may require a staged implementation process over a longer period of time.

3. Membership in the Ad Hoc Committee on Financial Awards

- a. One representative from the CIS board of directors to serve as chair.
- b. One representative from Research and Development Committee as recruited by the FAACH chair.
- c. One representative from the Marketing Committee as recruited by the FAACH chair.
- d. One representative from the Program Committee as recruited by the FAACH chair.
- e. One representative from the Eligibility Committee as recruited by the FAACH chair.
- f. Other appointments as necessary to ensure that each RA is represented on the committee.
- g. Staff support provided by the Director of Operations.
- h. As far as is practicable, at least one-third of the members shall be of a different gender than the rest of the members.

4. Term of Appointment

The term of office will be from the appointment of the members (September/October 2003 through June 2004).

5. Time Frame

- a) CIS board approves the terms of reference for the ad hoc committee (Sept, 2003)
- b) Ad hoc chair is appointed by Sept. 15, 2003. (Done – Judy McCrae)
- c) Ad hoc committee is staffed by appointments by Oct. 15, 2003
- d) Ad hoc committee meetings by conference call (Nov/Dec/Jan/Feb) to develop report and proposals.
- e) Draft proposal is circulated to Regional Associations, and committees for feedback (Marketing, Program, Eligibility) in Feb/March of 2004.
- f) Proposal is revised as needed and presented to CIS Board in April of 2004 for revision/ review/approval.
- g) the finalized proposal is brought forward to the 2004 AGM.

A number of points/suggestions were made regarding the Terms of Reference and were incorporated into the Terms of Reference above:

- Regarding Point 2 a) - a definition of roster limit must be clarified for ALL sports, as currently different terminology, such as team compliment and bench size is being used for different policies such as travel pool and awards.
- Important to ensure that the Ad Hoc Committee have Regional Association Representation.
- Add as 2. c) Implementation Strategy and Time Frame.

03-09-01 McCrae/Mullaly

Carried

To approve the above Terms of Reference for the Financial Awards Ad Hoc Committee.

03-09-02 Love/Hoffman

Carried

That Judy McCrae be the Chair of the Financial Awards Ad Hoc Committee, and that the Chair appoint the members of the Committee.

9. OTHER IMPLEMENTATION ISSUES – 2003 AGM

a) Implementation time frame for 65% requirement rule related to Financial Awards

The Board discussed implementation schedule for the 65% requirement as it pertains to Spring Awards. The issue was whether Spring 04 awards are subject to the 65% requirement (option one) or whether this requirement will first come into effect with Fall 04 awards (option two).

Background

As a result of the release of the 03-04 CIS Athletes' Guide it came to light that some confusion exists with respect to the implementation of AGM resolution #38.

At the June 2003 AGM the CIS membership approved a requirement (resolution #38) that a financial award recipient must be a Canadian Interuniversity Sport-eligible athlete who has been a full-time student for at least two semesters in an academic year at the member institution providing the award and have attained a minimum of 65% G.P.A. or the equivalent within the previous academic year of study.

Discussion took place on the floor of the 2003 AGM with respect to the implementation timeframe. The point was made that it would not be athlete-centred to have already completed the game, and then have the rules change, so a one year abeyance was sought. An implementation delay was supported through an amendment to the 65% motion which was recorded in the AGM minutes as follows:

AMENDMENT

Murray/Wedlake

That Resolution #38 be effective in the Fall of 2004.

Ordinarily motions which are passed in the June AGM become effective two months later in September of the same year (unless otherwise specified). The one year abeyance would have the impact of deferring the implementation of the 65% rule from the Fall of 2003 until the Fall of 2004.

This Fall 04 implementation schedule means that in order to receive a financial award in the Fall of 2004 a student-athlete must have received 65% in his/her 03-04 studies.

What requires clarification with respect to the implementation schedule is whether or not a student-athlete must have achieved 65% in 03-04 in order to receive a Spring 04 award. The discussion at the AGM was not crystal clear on this topic. There are some who have the perception that the new rule would first apply to Spring 04 Awards (i.e. athlete would have to have 65% on their 03-04

courses to receive an award in May of 2004). There are others who have the perception that the 65% requirement takes effect in Fall of 04 and that a student-athlete who received a 64% average on their 03-04 courses could receive a Spring 04 award but not a Fall 04 award.

The 2003-04 Athletes' Guide reflects a Fall 04 implementation schedule, but also clearly states that more stringent rules are in place at institutions so student-athletes should consult their athletic departments. See excerpt below:

When can I receive athletic-related awards?

- you are eligible to receive an award or bursary at the beginning of your first year at a university (September) if you have a minimum entering average of 80% or equivalent.
- otherwise, you are eligible to receive an award at any time after having attended the same university for at least two semesters and after successfully completing 18 credit hours or equivalent in your most recently attended academic year; please note, beginning in the 2004-05 academic year, you will also be required to achieve a minimum 65% average or equivalent.

Please note that Regional Associations and institutions may have additional regulations that are of a more stringent nature; please consult your Athletic Department about these rules.

The following two options were considered by the Board:

Option One:

Spring 04 (meaning athletes will have to receive 65% on their 03-04 transcripts to receive a Spring 04 award)

Option Two:

Fall 04 (Meaning athletes could receive a Spring 04 award with a 64% but not a Fall 04 Award).

The following issues were considered by the Board:

How Many student-athletes could be adversely impacted by accelerating the implementation of the decision to impact Spring 04 Awards?

There are only a handful of student-athletes who might become ineligible to receive an award because of not meeting the academic requirement. Spring Awards are for the most part only given to entering students. OUA does not give entering awards so they are out of the mix.

The number of student-athletes who received Spring entering awards in 2000-2001 was 45. (This amounts to less than 0.5% of CIS student-athletes.)

It may be reasonable to project that a large percentage of these 45 student-athletes in receipt of Spring entering awards achieved 65% or higher.

traditional grade point average or equivalent, the student-athlete must maintain good standing status as defined by their respective university to receive an award. In particular, the student-athlete would not be allowed to receive the award if they were on academic probation or equivalent.

Finally, with respect to institutions that use a point scale grading system that does not currently translate or provide an equivalent measure to 65%, the CIS requests that those institutions institute an equivalent measure. The CIS also offers its support in assisting any member institutions in that process.

ACTION: M. McGregor to send memo to Membership to announce and explain the Board motion and clarification of the implementation issues regarding the 65% rule.

T. Huisman noted that clarification on the following issues is being developed by the Eligibility Committee:

i) Eligibility Regulations

Item #1: Rule 40.10.3.1.3 & 40.10.3.1.4 – Integrated Programs

- What documentation will be required or criteria applied to determine the existence of an integrated program?
- How do students within “integrated programs” differ from students within “exchange” programs?
- How does the regulation related to “integrated programs” relate to regulation 40.10.3.3.9 – visiting student
-

ii) Recruiting Regulations

Item #1: 40.10.7 – Recruiting Regulations

- o When does a prospective student-athlete stop being a prospect.

Item #2: 40.10.7 – Recruiting Regulations

- o What is the definition of a student-athlete (in terms of identifying them for the purpose of recruiting)

ANNEX 1

Fall 03 Projects and Activities

In addition to running the activities associated with Championships the following initiatives and projects are on the go:

1. Work towards Implementing event(s) for athletes with a disability in swimming by 05
2. Report on Volleyball Congress and Football East – West Bowl activities and pilot women’s hockey.
3. Evaluation of Summer Universiade.
4. Develop advocacy material/communication piece for university presidents.
5. Renewal of RBC, TSN and solicitation of additional sponsors.
6. Initiating and bringing on-line new website.
7. Exploring electronic publication of Almanac.
8. Develop research agenda, and implement data collection and analysis: e.g. how many Canadians are competing in the NCAA, average length of time to graduate, gpa’s of student-athletes, demographics of CIS members similar to Canada West data collection, etc. etc.
9. Review of core sport program for CIS National Championships (program renewal)
10. Receive and review proposal from women’s basketball regarding National Championship format
11. Provide “How To” training for conducting administrative tribunals and panels
12. Review of travel agent contract
13. Make improvements to gender equity policy
14. Dates of National Championships
15. Post mortem on McGarrigle disciplinary file.
16. Financial Awards reporting data collection/analysis/communication.
17. Launching of the inaugural Uteck Bowl.
18. Membership visioning exercise
19. Brandon alternate dispute resolution hearing

National Sport Community Environmental Scan

Federal Budget

The Sport Matters Group (SMG) will be appearing before the Finance Committee (House of Commons Standing Committee on Finance). To track the Committee's work, go to www.parl.gc.ca and look for the House of Commons Committees button on the left hand side.

About our “Budget” message:

The SMG project has involved a fair bit of reach-out to date with the physical activity and health sectors. Through this process, we have developed useful and productive

bridges and cooperation with various organizations, particularly the Coalition for Active Living and the Chronic Disease Prevention Alliance of Canada.

Not surprisingly, we know that developing relationships with other sectors requires good communication in order to avoid misunderstandings, or mistrust. Last year's budget exercise was a case in point.

It seems obvious that we will want to capitalize on the "2010" window of opportunity to get some attention on the sport and physical activity issues we think need attention. By doing so, (especially when it involves the media) we will of course be seen to be focusing on elite athletes, with possible mixed messages on participation, increased physical activity, health and social cohesion. This creates a perception that the sport sector talks the talk of these other issues, but in the end only cares about producing athletes and winning medals. There's no easy solution to this communications dilemma.

How to spend \$ 45 million

Sport Canada announced the allocation of the \$ 45 million in the 2003 federal budget for increased participation in sport. This fiscal year's 5 million is being allocated to joint fed-prov initiatives, to NSO participation programs and to a certain number of projects/strategic investments to increase sport participation.

Sport Canada will very soon have to decide how to allocate next year's \$ 10 million. Given current and future commitments made this fiscal year for \$ 5 million, this means decisions on where to spend an additional \$ 5 million. Sport Canada will develop a document (Discussion Paper) on this soon.

The Martin Campaign

The Liberal Leadership campaign is now really a Martin election campaign. Meetings have been held with Martin advisors. The objective is to get sport and physical activity on the Martin radar screen. If these efforts work, we will need to be ready to respond with more information and proposals on things like:

- how to improve public sector-private sector relationships in sport
- how sport contributes to social objectives (for example, building stronger communities)
- how sport helps municipalities achieve their objectives
- how sport contributes to healthy living
- what we need to be podium-ready for 2010
- a proposed communication strategy to promote sport (e.g. Sport for All, True Sport)

For those who want to track the Martin campaign, try www.paulmartintimes.ca