

CIS Strategic Plans 2009-2011 (updated June 12, 2009)

	Projects / Activities	09-10	10-11
	Becoming The Destination of Choice		
1	Partnerships / Linkages / LTAD: Explore partnership / collaboration with CCAA, and the possibility of tiering.	x	
2	Partnerships / Linkages / LTAD: Strengthen linkages with the National Sport Community, to contribute to becoming the destination of choice.	x	x
3	Build the CIS Brand: Implement a comprehensive branding plan for CIS that speaks to being the destination of choice.	x	x
4	Enhance Governance Review voting structure at the CIS AGM, gender requirement at the AGM; bilingualism; 2/3 voting threshold for eligibility and AFAs; Board structure; membership requirements, etc.	x	
5	Improve quality of CIS Championships: a) Develop Key Performance Indicators to describe what success looks like and measure performance b) Review game times: rest time and fan friendly scheduling c) Review seeding processes d) Improve clarity of Playing Regulations e) Ensure inflatables meet acceptable technical standards f) Review overall CIS Championship calendar g) Develop the Road to the CIS Championships campaign h) Develop fan buffer zone policy i) Develop CIS Championship announcer guidelines j) Call for proposals for official supplier for CIS Championship merchandise. k) Look into improving officiating Enhance student-athlete experience at Championships l) Provide CIS branded gear to All-Stars, Rookies of the Year. Graduating athletes. m) Provide Team photos with CIS banner. n) Provide CIS branded gear for front of house event staff	x	x
6	Enhance Athletic Scholarship Policies: Pursue how the AFA policy can contribute to becoming the destination of choice. Form a Task Force to study a flexible scholarship model, including consideration of the issues identified at the April 27 2009 Members meeting. The elements of a Flexible Policy: <ul style="list-style-type: none"> ▪ maintain academic standards ▪ maintain a financial cap (maximum envelope) that can be provided (i.e. universities would not spend more than what the current policy allows, however the way in which they support individual student-athletes would become more flexible) ▪ increase the flexibility to offer individual AFAs that exceed tuition and fees while working within the cap. 	x	x
7	Advocacy within Universities. Becoming the destination of choice involves promoting athletics to universities. - Form an advocacy committee and continue advocacy work with AUCC.	x	x
8	Comprehensive review: Solicit feedback from stakeholders on what is required to achieve the "Destination of Choice" vision and contribute to long-term athlete development. Survey external stakeholders.	x	

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9	Respond to NCAA decision to open its membership to Canadian universities by implementing a policy regarding dual memberships and taking steps to make CIS stronger.	x	
10	Enhance Bilingualism	x	x
11	CIS Championships: Host high-level, well-organized CIS Championships.	x	x
	International		
12	Contribute to the internationalization agenda of universities, and high performance sport through participation in the Universiade Games.		x
13	Host the 2011 World University Cross Country Championships (Queen's)	x	
14	Participate in 15 World University Championships.	x	
	Marketing / Branding / Communications / Promotion		
15	Circulate quarterly marketing updates (to improve the depth of communication and inform, educate and engage) from the CIS office to the membership.	x	
16	Televise targeted CIS Championships.	x	
17	Sponsorships/partnerships cultivation, servicing and renewals.	x	
	Recognition and Celebration		
18	CIS Board to look at enhancing the quality of recognition.	x	
19	Celebrate student-athlete accomplishments through the Academic All-Canadian program.	x	x
20	BLG Athlete of the Year Celebrations.	x	x
21	Review BLG Awards: objectives, positioning, bilingualism.	x	
22	Recognize excellence: Coach of the Year, All-Canadians, Athletes of the Week, major Awards.	x	x
23	Form a CIS@50 planning committee.	x	
24	Celebrate 50 th anniversary of CIS.		x
25	Partner with Coaches of Canada: CIS Coach of the Month, CIS article in Coaches Plan magazine, etc.	x	
26	Website overhaul	x	
27	Maintain website.	x	x
28	Webcast/audiocast portions of CIS Championships.	x	x
29	Publish scores, stats, scheds, Top 10's, Athletes of the Week.	x	x
30	Review and enhance Top 10 process.	x	
31	Produce Almanac.	x	x
32	Canada First activities.	x	x
33	CIS presence at Canada Summer Games.	x	
34	Work towards common stats packages for CIS and RA's	x	x
35	Influence public policy through Sport Matters involvement.	x	x
36	Participate in events of the sport and university communities.	x	x
37	Attend FISU Conference.	x	
38	Representation on FISU committees.	x	x

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	Sport Technical Governance and Operations		
39	Ensure fair and safe environment through rules, policies, doping education, crisis/risk management plans, on-line eligibility kits, Athlete's Guide, disciplinary hearings, eligibility interpretations, and compassionate appeals.	x	x
40	Overhaul Championships Bid Book.	x	
41	Develop sport specific hosting manuals.	x	
	Governance and Operations		
42	Continue to evolve from a culture of regulation to minimum specifications. Ensure new rules are based on core principles and contribute to making CIS a destination of choice.	x	
43	Risk management: Harmonize CIS policies with Regional Associations policies.	x	
	Research and Development		
44	Collect and analyze financial awards data.	x	x
45	Publish graduation rates of CIS student-athletes vs. the general student body study. Research # of Canadians competing in the NCAA, #s who return to Canada, and why. Research economic comparison of NCAA full ride vs costs of Canadian education.	x	
46	Training for conducting appeals and protests.		x
47	Create a learning environment at AGM.	x	x
48	Membership Survey/Audit	x	
	Equity and Equality		
49	Develop promotional materials to encourage women's participation in CIS		x
	Meetings		
50	Conduct meetings: board, committees, AGM.	x	x
51	Hold Cdn. SID meetings in conjunction with CoSIDA convention.		x
	Policy Development:		
52	Develop and refresh policies: HR, transgender, policy on cancelled flights to CIS Championships	x	x
	Office operations		
53	Staff	x	x
54	Staff travel and Presidents travel	x	x
55	Office administration.	x	x
56	Compile photo library of CIS trophies and Championship teams.		x