

## ARTICLE 12

### MARKETING, MEDIA AND PROMOTIONS

#### Section 1 Guidelines for the use of Promotional Materials

##### 1.1 Marketing/Sponsorship/Media Relations

A comprehensive program of media and public relations is deemed to be essential to the success of our Association and our national championships. The primary focus of these activities shall be to showcase our national championships, recognize athletic and coaching excellence, and promote our Association generally. These activities shall be directed to our member instructions , sponsors, the sport community and the general public.

##### 1.2 Guidelines for the use of Promotional Materials

An inventory of Canadian Collegiate Athletic Association promotional materials may include:

- |                   |                   |
|-------------------|-------------------|
| 1. Kit folders    | 6. Operating Code |
| 2. Media Handbook | 7. Hosting Manual |
| 3. Brochure       | 8. Logo           |
| 4. Newsletter     | 9. Pins           |
| 5. Posters        | 10. Clothing      |
| 6. Programs       | 11. Web site      |

All artwork and design created for promotional materials being used in conjunction with a CCAA activity (e.g., National Championship) must be approved by the CCAA National Office prior to the production of each promotional item.

##### 1.2.1 Guidelines for CCAA Championship Poster **See Official Languages Host Requirements A7 S9**

1.2.1.1 Purpose: To promote and publicize the championships event to the broadest audience possible in a bilingual format, ensuring the inclusion of:

- a) Essential information regarding dates, times and host/competitive site location(s); and ticket prices,
- b) The approved championship logo,
- c) Corporate names and logos as prescribed by formal CCAA and host institution agreements.

1.2.1.2 Timeline:

The CCAA Championship poster shall be provided to the CCAA Promotions and Marketing Coordinator for approval at least 90 days in advance of the start of the championship. Any recommended changes must be made within the following 15 days so that the final poster approval can be made at least 75 days in advance of the start of the championship.

1.2.1.3 Specifications:

- a) Size of poster: minimum of 11" x 17" and recommended size of 17" x 22".

- b) Quantity of posters: Each National Championship Host is required to produce a minimum of 2 posters per institution and distribute to each CCAA member as well as supplying the National Office with 10 copies.
- c) CCAA images: The official CCAA logo must be presented in its official red, white and blue colours, unaltered (minimum height 2¼”, recommended height 3”). Only the title sponsor logo may appear as prominently.  
Corporate logos and names, as provided by corporate partners, must be presented unaltered (minimum 1” high, recommended 1½” high).
- d) Title and Presenter Sponsors: Title sponsorship may be granted to a corporate partner meeting the agreed upon criteria (e.g., MAZDA CCAA VOLLEYBALL CHAMPIONSHIPS). This title should be carried on any and all collateral material associated with the Championship but never more prominently than the CCAA image.  
The Presenter status may be granted to a corporate partner meeting the agreed upon criteria and should be presented on the poster along with the title sponsor but less prominently (e.g., Presented by SPALDING).
- e) French / English content: The Canadian Collegiate Athletic Association must be written in full in both official languages (French and English). Minimum height ¾” and recommended 1”. The Sport title, gender and month must be presented in both French and English.
- f) In addition, a PDF version of the championship poster must be provided to each CCAA member institution in order to have additional posters printed if they choose to do so.

#### 1.2.2 Guidelines for The Official Championship Souvenir Program See Official Languages Host Requirements A7 S9

Purpose: To showcase the CCAA Championship event, its participants, the host college, the CCAA and our corporate partners and to provide a lasting souvenir for everyone involved. It should also serve to promote the sport, provide historical information and provide advertising revenue for the host institution.

##### 1.2.2.1 Specifications:

- a) The cover (minimum 8½” x 11”) should include: the title sponsor’s name; sport name and gender reference; championships logo; dates of event and site location(s); CCAA logo and full association name (bilingual). The cover art work and colour configuration should be co-ordinated with the poster and other promotional material.
- b) Advertising copy should be evenly distributed throughout the program and should not exceed 50% of the total copy. Ad copy for “national sponsors”, as specified in approved CCAA agreements, will be accommodated by the host institution.
- c) An Official Message from the CCAA President will be featured in the first pages of the program. All other messages will appear at the discretion of the host and could include the host institution’s president, athletic director, municipal mayor, and/or provincial Premier. The CCAA President’s message must be in both French and English. All other messages are recommended to be bilingual.
- d) The tournament draw/schedule should be carried in full with a listing of seedings. All related text must be bilingual.
- e) Award winners such as All Canadians, Player of the Year and Coach of the Year nominees and winners should be carried in the program with the sponsorship title where applicable (e.g., The CCAA 3M Coach of the Year). Pictures of award winners should be featured if available.

- f) Sport history should include highlights from the previous years; past champions and finalists; MVP and Coach of the Year winners; as well as CCAA graduates who have gone on to excel in the sport. Note: Graduate stories should be national in scope.
- g) Host institution information/promotion is permitted but should not exceed two (2) full pages.

### 1.2.3 Guidelines for The Awards Banquet Program See Official Languages Host Requirements A7 S9

Purpose: To showcase the elite athletes and coaches from the current season and acknowledge their accomplishments.

#### 1.2.3.1 Specifications:

- a) The size of the awards banquet program must be a minimum of 5.5" x8.5".
- b) The schedule of events for the evening shall be included
- c) A list of the award nominees shall be included
- d) Jostens the "Official Supplier to the CCAA Championship Awards Banquet" must be allotted space for a quarter page advertisement.
- e) Official language standards for the Awards Banquet Program are:
  - All content on program cover;
  - Schedule of events; and
  - Award titles (ie. Coach of the Year, Athlete of the Year, CCAA All-Canadians)

### 1.2.4 Guidelines for The Championship Logo See Official Languages Host Requirements A7 S9

Purpose: The Championship logo is created by the host institution (approved by the CCAA Director of Marketing) to provide a visual identity/symbol for the event, suitable for use on all promotional items including souvenirs and clothing. Keep in mind how the proposed logo will appear light on dark background (and the reverse) and in black/white.

#### 1.2.4.1 Timeline

A draft of the host Championship logo shall be provided to the CCAA Office and the Vice President of Marketing at least 120 days in advance of the start of the Championship. Any recommended changes must be made within the following 30 days so that the final logo approval can be made at least 90 days in advance of the start of the Championships.

#### 1.2.4.2 Specifications:

- a) The logo should portray the sport; host area/region; gender of participants; and the CCAA (national nature of the sport),
- b) The use of the host institution "varsity logo" should be avoided unless it portrays the geographical area where the Championship is being held,
- c) The colours of the CCAA (red, white and blue) would be preferred,
- d) Where the official CCAA logo is used, it must be used unaltered.

### 1.2.5 Guidelines for The Championship Web Site See Official Languages Host Requirements A7 S9

1.2.5.1 Purpose: The Championship Web site is the main communication vehicle prior, during and following the championship. The CCAA national office will provide each national

championship host with a website template in efforts to create consistency across all national championships.

#### 1.2.5.2 Timeline

The 1<sup>st</sup> draft of the website must be presented to the Promotions & Marketing Coordinator at least 45 days prior to the start of the event. The host will have the following 15 days to update the site to meet the requirements set by the national office. The website will be launched and operational no later than 30 days prior to the event.

#### 1.2.5.3 Specifications:

The template will be accompanied by a “How To” document, a step-by-step guide to populating and updating the site. The layout of the site will be consistent across all CCAA Championships, with menu items and applications being placed in the same area of each site. This will create seamless navigation across all championship sites, encouraging viewers to return.

#### 1.2.6 Sponsor Banners at CCAA National Championships

All sponsor banners displayed at a CCAA national championship shall adhere to the following specifications. This applies to Soccer, Volleyball and Basketball national championships. Hosts shall be responsible for purchasing the banners from the provider of their choice.

Banner specifications:

- Shape: Double sided ‘A’ Frame
- Size: 6’ wide x 3’ long
- Material: Collapsible (to minimize athlete injury)
- To be visible to:
  - Event attendees
  - Webcast viewers
  - Event participants

### **Section 2 Trademark**

2.1 An organization must receive written permission from the CCAA National Office prior to the public display or use of any and all CCAA promotional materials. For all CCAA sponsored events, the Association shall receive first and foremost recognition for the sponsorship of that event(s). The CCAA logo shall be used and encouraged in conference publications and/or member institution intercollegiate programs without permission providing it is used without modification. At no time shall the CCAA logo be adapted in colour design. If colour (flag red 185, reflex blue) is not being used, the logo should be in black and white.

2.1.1 CCAA members are encouraged to have CCAA logo present on member institutions’ fax cover sheets, game schedules, cards and game day programs. Members are to circulate collateral materials to their Conference Representative by November 30 annually.

### **Section 3 Publications**

3.1 CCAA publications (Media Directory, Operating Code etc.), shall be distributed by the National Office according to Association policy.

## **Section 4 Sponsorship**

4.1 The securing of sponsorship shall be the primary responsibility of the Association but shared with member conferences and colleges to ensure the subsidy of teams traveling to national championships; the successful hosting of championship events; and the effective administration of our Association. The Association shall be responsible for the coordination of this activity.

### 4.1.1 Guiding Principles

4.1.1.1 Sponsorship (financial, in-kind or services rendered) secured by the Association (or other parties on its behalf) shall be allocated among the following at the discretion of the Board:

- subsidy of team travel to championship events
- defraying costs of hosting championship events
- defraying costs of administrative operations (National Office and executive)
  - offset a budget deficit of the current year
  - contribute to a CCAA equity fund

4.1.1.2 The CCAA image and identity must remain prominent in relationship to the host college and sponsor involvement.

4.1.1.3 The nature of the sponsorship must enhance the activity concerned; be compatible with the objectives of the CCAA and not place any unreasonable demands or obligations on a Conference, member college or athlete.

4.1.1.4 The Executive Director shall confirm and coordinate with the Championship Organizing Committee all sponsorship agreements that will affect the awards presentations and any other aspects of the operation of the championships.

4.1.1.5 Sponsors shall be officially thanked by the Association through our Executive Director and recognized in accordance with approved agreements outlined in the Awards Policy section.

4.1.1.6 The Association shall have the responsibility to grant, arbitrate and coordinate exclusivity agreements with corporate sponsors.

4.1.1.7 All agreements must be in writing, clearly specifying the degree of exclusivity;

4.1.1.8 All corporate sponsors should be afforded exclusivity to the extent that it does not limit the Association and/or the host college in securing other sponsors;

4.1.1.9 The Executive Director shall be responsible for arbitrating and coordinating any exclusivity agreement on behalf of the Association in consultation with the Marketing Committee.

4.1.1.10 Team paraphernalia (uniforms/warm-ups/equipment bags) brought to the National Championships bearing company logos or names that conflict or undermine the profile of a National Sponsor, will not be permitted in the area of play (playing surface, benches, or immediate vicinity). Exceptions are those instances where the sponsoring company is a recognized manufacturer of said product. Logos and names of recognized manufacturers that conflict with the CCAA National sponsors

will be permitted in the area of play provided that the logo or name is limited only to the team paraphernalia and the size does not exceed 1” x 2”.

## **Section 5 Web Site**

### 5.1 CCAA Guideline to Linking Sites

5.1.1 The CCAA will link with sites that have a similar mandate to the CCAA.

5.1.2

5.1.2 All Links requests will be submitted for approved to the CCAA Promotions and Marketing Coordinator within 10 days of the request. (Site must be current, relevant to the CCAA’s audience, graphically and texturally sound).

5.1.3 All approved Links will be added to the CCAA Links page of the Web site.

5.1.4 CCAA reserves the right to terminate the Link to the CCAA site and will give the linked site 10 days electronic notice of this termination.

### 5.2 CCAA Logo Link Usage Guideline

Proper usage of the CCAA “logo” requires compliance with the following guidelines:

5.2.1 All CCAA member institutions must display the CCAA logo on the home page of their athletic website, including a link to the official CCAA website ([www.ccaa.ca](http://www.ccaa.ca)). When using the CCAA logo, all logo guidelines must be adhered to (see CCAA Logo Guide: [www.ccaa.ca](http://www.ccaa.ca) > Members Area > CCAA Logo Guide). All CCAA member institutions and Conferences have the right to use, reproduce, copy and/or redistribute the CCAA logo. All other associations, companies, individuals etc. are strictly prohibited without permission from the CCAA.

5.2.2 No Alteration Allowed

The Logo must not be modified or distorted in ANY way. Do not take it apart, change its proportions, colour or font, or otherwise alter it from the CCAA-supplied version.

5.2.3 Positive Presentation

Your site must display the Logo in a positive manner. The Logo may not be used to depict CCAA negatively, or in a manner that would reflect adversely on the CCAA or its services, including, but not limited to uses, which could be deemed to be obscene, pornographic, excessively violent or otherwise in poor taste or unlawful, or which purpose or objective is to encourage unlawful activities.

5.2.4 Termination

CCAA reserves the right to immediately terminate or modify permission to use the Logo at any time. CCAA reserves the right to take action against any use that does not conform to the Logo Link Usage Guidelines. Upon termination, you agree to immediately remove the Logo from your site and disable the link to the CCAA’s homepage.

### 5.3 Web Site Advertising

The CCAA web site receives over 150,000 page views per year. The CCAA web page is the perfect avenue to reach your target market, college and university student-athletes, coaches and sport's administrators. Interested parties should contact the CCAA Director of Marketing.

### **Section 6 Media Relations**

- 6.1 For National Championship events, information shall be disseminated by the National Office and championship hosts to the media via:
  - 6.1.1 a press release and/or conference in conjunction with the Board of Directors meeting prior to the Championship Tournament;
  - 6.1.2 a press release initiated by the National Office **one (1)** week prior to the Championships;
  - 6.1.3 a press conference hosted by the National Championship Tournament Organizing Committee immediately prior to the staging of the National Championship(s). The National Office shall be responsible for ensuring that a press release is available.
  - 6.1.4 Press kits shall include CCAA kit folders, Media Handbook, Newsletter, relevant information regarding the specific event and/or a brochure containing a general description of the Association.

### **Section 7 Alcohol Marketing Guidelines**

- 7.1 The Canadian Collegiate Athletic Association urges its members who permit alcohol beverage promotions to adopt the following guidelines:
  - 7.1.1 CCAA Hosts will not enter into agreements with alcohol beverage companies for sponsorships of CCAA events in the categories of Title and Presenting.
  - 7.1.2 Alcohol beverage marketing programs specifically targeted for students and/or held on campus should conform to the code of student conduct of the institution and should avoid demeaning sexual or discriminatory portrayal of individuals.
  - 7.1.3 Promotion of beverage alcohol should not encourage any form of alcohol abuse nor should it place emphasis on quantity and frequency of use.
  - 7.1.4 Beverage alcohol (such as kegs or cases of beer) should not be provided as free awards to individual students or campus organizations.
  - 7.1.5 No uncontrolled sampling as part of campus marketing programs should be permitted and no sampling, or other promotional activities, should include "drinking contests".
  - 7.1.6 Where controlled sampling is allowed by law and institutional policy, it should be limited as to time and quantity. Principles of good hosting should be observed including availability of

alternative beverages, food, and planned programs. The consumption of beer, wine or distilled spirits should not be the sole purpose of any promotional activity.

- 7.1.7 Promotional activities should not be associated with otherwise existing campus events or programs without the prior knowledge and consent of appropriate institutional officials.
- 7.1.8 Display or availability of promotional materials should be determined in consultation with appropriate institutional officials.
- 7.1.9 Informational marketing programs should have educational value and subscribe to the philosophy of responsible and legal use of the products represented.
- 7.1.10 Beverage alcohol marketers should support campus alcohol education programs that encourage informed and responsible decisions about the use or non-use of beer, wine or distilled spirits.
- 7.1.11 If permitted, beverage alcohol advertising on campus or in institutional media, including that which promotes events as well as product advertising, should not portray drinking as a solution to personal or academic problems of students or as necessary to social, sexual or academic success.

## 7.2 Systems for Exceptions

To expedite the decision-making process, the CCAA President is empowered to rule on any question regarding the policy. The President may wish to consult with the Vice President Marketing prior to rendering a decision.

## **Section 8 Editorial Policies**

- 8.1 The Canadian Collegiate Athletic Association editorial policies shall pertain to all Association publications, promotional materials (written, audio and visual) and shall receive confirmation at the Annual General Meeting.
- 8.2 It is understood that all decisions arrived at through the democratic process shall not be completely satisfactory or completely acceptable to all Directors of Athletics or to all coaches. However, it is expected that the individual or bodies concerned shall pursue changes via due process.
- 8.3 Materials which are affected by CCAA policy include:
  - 8.3.1 CCAA Directory;
  - 8.3.2 CCAA Operating Code;
  - 8.3.3 CCAA Marketing Sales Kit;
  - 8.3.4 Other publications bearing the CCAA logo and which refer to CCAA sponsored/sanctioned events;
  - 8.3.5 Audio-visual materials.
- 8.4 Advertising in CCAA publications is subject to CCAA Editorial Policies. All publications shall adhere to the CCAA Publicity/Media and Editorial Policies and the Guidelines for use of Promotional Materials.

## 8.5 Editorial Statement of Purpose

- 8.5.1 To convey to CCAA members and to the Canadian public a positive image of Canadian college athletics;
- 8.5.2 To increase awareness among CCAA members and the Canadian public of the performance of Canadian college student-athletes and varsity activities offered through the CCAA Member institutions .

## 8.6 Objectives of CCAA Directory

- 8.6.1 To produce a compendium of CCAA members, Conferences, offices, corporate sponsors and other relevant information for CCAA members, members of the press, corporate sponsors and other organizations interested in Canadian sport at the national level.
- 8.6.2 To produce an electronic version of the directory annually for viewing and downloading from the CCAA website. .

### 8.6.3 Strategies to Achieve Objective

8.6.3.1 The CCAA Directory shall include the following information:

- 8.6.3.1.1 Executive Committee;
- 8.6.3.1.2 National Office;
- 8.6.3.1.3 Board of Directors;
- 8.6.3.1.4 National Convenors;
- 8.6.3.1.5 Conference Presidents;
- 8.6.3.1.6 Provincial Offices;
- 8.6.3.1.7 Sites and dates of CCAA Championship;
- 8.6.3.1.8 Membership;
- 8.6.3.1.9 Sponsors.

## 8.7 Objectives of Operating Code

- 8.7.1 To communicate the operating rules, procedures and guidelines to CCAA member institutions, provincial conferences, national championship hosts and other interested persons;
- 8.7.2 To utilize the manual as a planning tool to assist Athletic Directors in their relationships with the CCAA;
- 8.7.3 To communicate the operating rules and guidelines to National Championship hosts, National Sport Convenors, participating teams and CCAA personnel who attend or have interest in the national championships.

### 8.7.4 Strategies to Achieve Objectives - Operating Code

8.7.4.1 The Operating Code shall include CCAA policy, procedures and guidelines as determined by the Association.

8.7.4.2 The Manual shall be available in both official languages with the exception of articles documented between Annual General Meetings.

8.8 Objectives of CCAA Marketing Sales Kit

8.8.1 To communicate the programs available to corporate sponsors and other interested parties.

8.8.2 Strategies to Achieve Objectives - CCAA Marketing Sales Kit

8.8.2.1 The Sales Kit shall include an outline of the various programs available to corporate sponsors.

8.9 Objectives of Audio-Visual Materials

8.9.1 To promote the CCAA as a positive force in amateur sport;

8.9.2 To communicate with interested CCAA members and potential sponsors

8.9.3 Strategies to Achieve Objectives - Audio-Visual Material

8.9.3.1 To include general and specific information concerning the national Association, Conferences, member institutions and individuals.

8.9.3.2 Shall be edited by the National Office staff and approved by the Executive Committee prior to promotional use or retail sale.

8.9.3.3 Include both audio and visual presentation.

## **Section 9 Ranking Procedures**

9.1 Introduction

9.1.1 Rankings serve as a vehicle for promoting CCAA varsity athletics on a national level prior to and during the Canadian Championships.

9.1.2 Many may question the accuracy or validity of any rankings system in determining the strongest teams in the country. It is for that very reason why rankings have been so successful in increasing the public and media's awareness of CCAA varsity athletics. Rankings are and always will be controversial regardless of the system used to determine them. Remove the controversy and rankings become ineffective and obsolete.

9.1.3 Questions and concerns about rankings should be directed to the National Office and/or the respective Convenor through the Athletic Director. The National Office and/or the respective convenor will respond according.

9.2 Guidelines

9.2.1 The top 10 teams shall be selected for the Media; the top 15 for the CCAA. Except for Golf where top 10 teams will be ranked.

- 9.2.2 The CCAA Sport Convenors shall be responsible for compiling the rankings. The CCAA National Convenors must follow the ranking guidelines listed below to compile the weekly National Rankings.
- 9.2.2.1 The MC designate must submit their Conference top five (5) ranking to the Convenor each week by Monday at 5:00 PM EST. Note a \$50.00 escalating fine will be assessed each week to the MC, if not received. The conference will be removed from that week's rankings due to non-compliance. All weeks' votes by each Conference can be reviewed by members on request. The National Convenor will rank teams from each conference in the order submitted by the MC designate. Therefore teams ranked lower than the conference #1 team shall not be ranked higher in the CCAA ranking .
- 9.2.2.2 The MC designate is "strongly recommended" to email their top 15 choices to the Convenor (top 10 in Golf) by Monday 5:00PM EST. If the deadline is missed any input from the tardy conference will not be considered in that week's rankings. All weeks' votes by each conference can be reviewed by members on request.
- 9.2.2.3 The MC designate must work under the same ranking guidelines that the National Convenor does.
- 9.2.2.4 MC designates can prepare their rankings by either collecting MC coaches' votes or being designated to monitor and vote based on weekly statistics. The internal procedure used by each conference is under MC jurisdiction.
- 9.2.2.5 The CCAA Convenor shall compile the results from the MC designate and use these results as a guide before submitting the final ranking to the CCAA office each week by Tuesday at 1:30 PM EST.
- 9.2.3 Conference rankings representatives or statisticians submitting information for the Rankings must be able to give complete information on a weekly basis. In rankings, factors relating to a loss or victory shall weigh in assessing the position of the teams involved (e.g. key injury(s) etc.);
- 9.2.4 The results submitted weekly must include:
- a) complete conference schedule
  - b) complete score results (match and games);
  - c) all league, tournament, exhibition interprovincial play for the week previous;
  - d) player deletions/additions due to academic withdrawal or registration or injury;
  - e) recent coaching changes;
  - f) recent disciplinary action taken against a team, which may affect the final standings;
  - g) any information that you feel may be helpful;
  - h) teams should move gradually up and down ranking scale
- 9.2.5 Ranking Guidelines  
Ranking guidelines are to be adhered to by National Convenors with the one time exception being immediately following the January check-in calls with conference convenors.
- a) Use the week's results - game results dictate movement, rankings should not be based on perceived potential or lack thereof.
  - b) All games versus CCAA opponents will count, games versus CIS, NCAA, senior teams will not, but should be distributed.

- c) A team can lose a position after a win only under the following condition; teams ranked ahead have lost and teams ranked below have won. You cannot move down the rankings more than 5 places after one loss.  
Interpretation: If a team loses more than once between the time of the previous ranking a team can drop more than 5 places.
- d) Only teams in the top 15 can move into the top 10. If an unranked team plays and beats a highly ranked team in a tournament or in league play and the unranked team has not been previously considered for the top 15 ranking, the unranked team cannot jump into the top 10 but can go into the top 15.
- e) Teams that lose a game should not move up except if teams ranked above have all lost and the head to head performance of the losing team is better than other teams in consideration.
- f) Location of a game (home, away, and neutral) can be used as a criteria in weighting the significance of a win or loss.
- g) If a team is idle or playing a team that is not part of our ranking process, they can move up (or down) provided that teams above them lost and their head to head performance versus teams that won is better. They would move down if teams below them won and the head to head performance merit a downward shift.
- h) In conference playoffs, if a lower team defeats a higher team, the following guidelines would apply:
  - (i) if teams are ranked 1 or 2 positions apart, they would flip flop position;
  - (ii) if teams are ranked 3 or more positions apart and have been consistent throughout the season, the lower team should move up and the higher team should drop, but not necessarily below the team that defeated them;
  - (iii) when a team is eliminated from the playoffs, whether it is an upset or not they should not necessarily drop out of the top 10 (follow guideline c).

9.2.6 Provincial Sport Convenors and contacts shall have access to FAX or email their input to Convenors.

9.2.7 A final CCAA ranking shall be released following the CCAA National Championships to reflect the finishing positions of the teams at the Championships.

### 9.3 Consideration

The Convenor will consider the following in order of priority.

#### 9.3.1 Performance within own Conference

- i) current conference standings;
- ii) conference scores for the week.

#### 9.3.2 Performance outside own Conference

- i) interconference tournaments (e.g. Hagen, Coup d'Est Colt Classic);
- ii) interconference exhibition games.

#### 9.3.3 Relative strength of Conference in the sport at the national level

Information used in evaluation:

- i) interconference tournaments;

- ii) interconference exhibition games;
- iii) results of previous CCAA championships

9.3.4 For considerations 3.2 and 3.3, the results of the interconference tournaments/exhibition games are always used in the evaluation process even though the event may have taken place a month earlier. Obviously, though, the most recent results will carry the most weight.

9.4 Procedures

9.4.1 On Monday morning of each week, Conference statisticians submit results of the previous week's activities to the respective National Sports Convenor (i.e., women's soccer results to National Women's Soccer Convenor, etc.). Results shall include current Conference standings, scores for the previous week and scores from any interconference activity, which may have taken place in that Conference during the same week.

9.4.2 Convenors rank the top 15 teams (top 10 in Golf) and submit list to the National Office by Tuesday at 1:30 PM.

9.4.3 In the event a Convenor has inadvertently omitted a CCAA Conference, then the Conference with the most multiple representation in that particular rankings shall have its lowest ranked representative deleted from the list and previously non-ranked Conference shall have its representative ranked 15. (Note: If **two (2)** or more Conferences have multiple representation that are equal in number, then the lowest ranked team among the representatives of these Conferences shall be deleted from the rankings to accommodate an omitted Conference).

9.4.4 The National Office posts finalized composite rankings on CCAA Website and circulates to member institutions and media. Conference Representative.

9.4.5 MC's that do not submit statistics on a weekly basis for rankings shall be fined **\$50.00** after the first missed submission, **\$100.00** after the second missed submission, **\$150.00** after the third missed submission, with a continuing **\$50.00** progressive fine added weekly with each subsequent offense.

9.5 In the case of basketball and volleyball, all pertinent results shall be forwarded to the Seeding Committee who may be called upon for input into the Rankings process or who may wish to submit suggestions to the Men's and Women's Basketball and Volleyball Convenor on a regular basis.

9.6 Ranking Timelines for Soccer, Volleyball and Basketball

Second Monday in September	Provincial Statistician email on a weekly basis (Mondays) all soccer results to convenors.
Second Tuesday in September	Rankings shall begin for Men's and Women's Soccer.
First Monday in November	Provincial Statistician emails on a weekly basis (Mondays) all basketball, and volleyball results to convenors.
First Tuesday in November	Rankings shall begin for Men's and Women's Volleyball, and Basketball.
Tuesday After Conference finals	Final Ranking for Soccer.
First Monday after Christmas Break	Conference convenors Check-in call with respective National Convenor

First Tuesday after Christmas Break	Rankings shall re-start in the New Year for Men's and Women's Volleyball, and Basketball.
Tuesday After Conference finals	Final Rankings for Volleyball.
Tuesday After Conference finals	Final Rankings for Basketball.

## 9.7 Badminton, Golf and Cross Country Rankings

9.7.1. Rankings will take place via the following schedule and the final ranking will be a ranking of only those teams attending Nationals.

9.7.1.1 Badminton: Last week in November, last week of January and week prior to Nationals

9.7.1.1.1 Badminton is combined men and women team ranking.

9.7.1.2 Golf: Second and Fourth week in September and week prior to Nationals

9.7.1.3 Cross Country: First and third week of October and week prior to Nationals.

9.7.2 Each Conference convenor to contact the National Convenor with each Provincial Badminton schedule as soon as they are set.

9.7.3 The National Convenor will collect the provincial rankings from each conference the day before each national ranking is released and compile the national ranking.

9.7.4 Each Conference convenor shall give information on leading players in each conference.

## **Section 10 Scoreboard**

Similar to the CCAA Weekly National Rankings, the CCAA Scoreboard serves primarily as a means for further promoting and enhancing the credibility of CCAA sports and student-athletes across the country. Reporting game scores and results on a regular and timely basis allows the media to access up-to-the-minute results and current standings as games are concluded.

### 10.1 Updating Procedures

10.1.1 It is the responsibility of each conference to monitor and ensure the reporting of all scores following each competition in a CCAA sport has been completed correctly and that conference standings are accurate.

10.1.2 The CCAA will provide a link through its CCAA Web site scoreboard page to conference web sites standings, league results and conference playoff results.