



Canadian College Sport Connections

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This month's CCAA Newsletter is a compilation of May and June events. In September, we will resume our usual monthly newsletter. Each edition will feature news and information from individual conferences and the profile of an Athletic Director from one of our CCAA institutions.



**The CCAA's AGM was held in Gatineau,
Quebec at the Ramada Plaza /Manoir Casino
Hotel on June 8-12, 2008**

Highlights of the CCAA - A.G.M. include a "Vision 2014 Workshop", a presentation featuring "Long Term Athlete Development" (LTAD) and the much anticipated sponsored lunches hosted by Big Kahuna and West Jet. For full details, please visit <http://www.ccaa.ca/stories/08062002.htm>

COACHING

The CCAA Female Apprentice Coach Program

The Canadian Colleges Athletic Association's Female Apprentice Coach Program is designed to identify and nurture female graduating student-athletes who demonstrate the desired skills for coaching by providing them with an opportunity to share the coaching experience in CCAA national championship sports.

The CCAA has received 25 applications representing each of our five conferences and eight provinces in the CCAA sports of basketball, volleyball, soccer, badminton and cross country running. Selections for the program will be finalized in July.

Long Term Athlete Development Program

The CCAA welcomed Dr. Mary Bluechardt and Richard Way as they outlined key points of the Long Term Athlete Development (LTAD) Program. The session consisted of brainstorming ways that the CCAA could implement LTAD philosophies to the betterment of athletes and long term sport involvement.

AWARDS

2007-2008 CCAA Athletic Director of the Year Award

The Canadian Colleges Athletic Association (CCAA) is pleased to present the 2007-2008 CCAA Athletic Director of the Year award to Nova Scotia Agricultural College's Judy Smith. The award is designed to honour intercollegiate directors of athletics for their commitment and administrative excellence within the campus or collegiate community environment. Judy Smith received her award at this year's AGM on June 11th in Gatineau, QC. For full details, please visit: <http://www.ccaa.ca/stories/08061601.htm>



2007-2008 CCAA Community Service Award Winner

The Canadian Colleges Athletic Association (CCAA) is pleased to announce the winner of the 2007-2008 CCAA Community Service Award. Northern Alberta Institute of Technology (NAIT) is this year's recipient for their Athletics Community Outreach Programs. Through four special events and one ongoing campaign, NAIT has been successful in fundraising for two worthy causes: reaching out and supporting countless aspiring athletes, and developing a marketing program, which dramatically increased attendance to all their sporting events. For full details, please visit: <http://www.ccaa.ca/stories/08061602.htm>



Marketing Incentive Program (MIP) Winners!



The MIP Elite Award was created in 1995 to recognize the CCAA member-institution who purchased the most products from the CCAA's Corporate MIP partners within the past year. Keyano College of Fort McMurray, Alberta was awarded the Canadian Colleges Athletic Association (CCAA) Marketing Incentive Program (MIP) Elite Award with a total of \$61,406.97 in purchases. Keyano's Athletic Director, Wade Kolmel (see photo), was on hand to receive this award at the 2008 CCAA Annual General Meeting hosted in Gatineau (QB).

Chris New, Athletic Director of College of the Rockies (BCCAA) accepted the MIP Gold Award on behalf of Capilano University of North Vancouver, B.C. with a value of over \$50,465.20 in purchases of endorsed CCAA products. The MIP Gold Award is awarded to the CCAA institution that purchases the second highest amount of CCAA endorsed products. *For full details, please visit:* <http://www.ccaa.ca/stories/08062001.htm>

MARKETING

If you have not already done so, please be sure to register as a SIRC member!

As a CCAA member, you receive a one-year free subscription, which includes access to their library and numerous publications - see below for a sample SIRC Newsletter.



Are you looking for a job in a sport related field, or perhaps you like to [post a job](#) in a sport related field? SIRC provides an updated list of job opportunities from around the country. The CCAA encourages all members to take advantage of this great marketing tool, free of charge. For more details and/or your registration code, please contact Sandra Murray-MacDonell (sandra@ccaa.ca) or via telephone at 613.937.1508



Strategic planning, developing a program and creating a vision.

Strategic planning is an important part of an organization whether you are starting something new or re-evaluating processes that are in place. Strategic plans can be used for a variety of things

from implementing new programs to developing a websites. By outlining goals and ideas you are not only creating your vision but you can share it with others in a tangible way.

Please visit <http://www.sirc.ca/ccaa> during the month of June to read the following articles.

The strategic plan: creating a road map for the future.

Developing a strategic plan for college and university administrators and their athletic departments.

Source: Fusco, B. (2001). *Athletics administration*. (Lexington, Ky.), 36(6), 35. [SIRC ID# S-799949]

Creating a strategic plan for a web site.

"Whatever the specific goals of a college or university, an effective web strategy should focus on creating a positive image for the athletics program and fulfilling the needs of its various audiences - fans, students, donors, recruits, parents, faculty and the local community".

Source: Kleinberger, J. (2001). *Athletics administration*. (Lexington, Ky.), 36(1), 35. [SIRC ID# S-804024]

Basic steps in strategic planning.

Addresses strategic planning with regards to summer camps and includes a brief history on the planning. Explains how good planning offers you a roadmap and provides suggestions for getting started.

Source: Ruch, B. (2004). *Camping magazine*. (Martinsville, Ind.), 77(5), 20-22;24;26-27. [SIRC ID# S-966068]

A Working Document.

Discusses strategic planning and provides information for athletic directors on how to ensure the plan materializes. Provides a sample timeline for directors that breaks down the plan's goals.

Source: Alden, Elizabeth and Hughes, Jennifer (2005). *Athletic management*. (Ithaca, N.Y.), 17(3), 39-42. [SIRC ID# S-993660]

Spreading the word: if the educational side of athletics is part of your vision, consider making it well-known to all those around you - including your critics.

The educational value of sports in schools and universities.

Source: Vienna, M. (2001). *Athletic management* (Ithaca, N.Y.), 13(5), 20;22-23. [SIRC ID# S-789103]

Developing the Agency's Programming Mission.

This chapter discusses elements involved in developing a mission statement including assessing individual needs, the macro environment, organization needs, community needs and how all the needs can be met within the mission statement.

Source: Rossman, J. Robert and Schlatter, Barbara Elwood (2003). *Recreation Programming: Designing Leisure Experiences. 4th ed*, (Champaign, Ill.), Sagamore Publishing, c2003, p.94-123. [SIRC ID# S-1032317]

New AD on the Block.

Newly hired school athletic directors are offered suggestions about how to be successful in their new careers. The importance of developing a well thought-out plan, meeting with school officials, coaches, and custodial staff, and instituting changes slowly is highlighted.

Source: Hoch, David (2004). *Athletic management*. (Ithaca, N.Y.), 16(4), 36;38;40-42. [SIRC ID# S-993787]

Focused Forward.

An athletic director explains the importance of continued learning and education of athletic administrators. The author offers advice on the areas that should receive the most attention.

Source: Hoch, David (2007). *Athletic management*. (Ithaca, N.Y.), 19(4), 39-40;42-44. [SIRC ID # S-1068954]

Building a Program: 12 Areas of Success.

A discussion on the best way for secondary school sport administrators and coaches to build a successful program is presented. Four cornerstones and twelve active areas of building a program are detailed.

Source: McMath, Charlie (2007). *Texas coach*. (Austin, Tex.), 51(7), 40-42. [SIRC ID# S-1071125]

So You're Going to Start a Wrestling Program.

This article details the advantages and disadvantages of starting up a varsity wrestling program in a high school. This coach talks about developing the support from the school administration, recruiting the team, and acquiring the facilities and equipment for a successful program.

Source: Marzuola, Tim (2007). *Texas coach*. (Austin, Tex.), 52(3), 40-42. [SIRC ID# S-1071170]

As the leading resource for sport information, SIRC (Sport Information Resource Centre) is a proud partner and has been the title sponsor of this prestigious student-athlete award for the past three years. Created in 1973, based in Ottawa, Canada, SIRC archives, disseminates and communicates sport research (from practical to advanced) to students, teachers, coaches, athletes, sports medicine professionals and sporting organizations worldwide. SIRC has a comprehensive sport library with document delivery and research services, created the world's leading sport database, SPORTDiscus, hosts the SIRC Research Award, and is the primary communication link for sporting organizations within Canada.



Spalding Continues Tradition with CCAA

The Canadian Colleges Athletic Association (CCAA) announces the signing of a renewed partnership with Spalding Canada. It is a 3-year agreement that names Spalding as the “official basketball of the CCAA”. Spalding and the CCAA have been in partnership for over 20 years and although the faces and names within each of the Organizations have changed, the tradition of promoting and delivering basketball to the Canadian Community has been consistent.

“On behalf of the CCAA, I’m very pleased to be part of this announcement signaling the renewal of an agreement with TFG Marketing, a long time partner of the CCAA, for an additional 3 year period. Our student-athletes and our member institutions have become accustomed to playing with Spalding basketballs and in many respects, Spalding is synonymous with basketball played at the elite college level in Canada”, Mark Kosak, CCAA Vice President Marketing . *For full details, please visit:* <http://www.ccaa.ca/stories/08060601.htm>

Marketing Incentive Program (MIP)

Remember to encourage and support our CCAA sponsors. By taking part in the “Frequent Buyer “component, your school receives a 3% rebate of the wholesale value of all your purchases and services endorsed by the CCAA. As well, your school will be entered in the end-of-the-year sweepstakes to win product packages from our sponsors.

MIP approved products are:

- All Adidas balls purchased through Big Kahuna
- All Baden volleyballs
- All Big Kahuna sports equipment and supplies
- All Black Knight badminton shuttles, racquets and badminton equipment
- All Spalding basketballs

LETHBRIDGE COLLEGE
KODIAKS



Kodiak Bear grows with a difference!

Lethbridge College Athletics has unveiled a new logo for its Kodiaks sports teams as part of the institution’s move forward from its 50th anniversary year. Mark Kosak, director of athletics, says the decision to create a new logo was made in August 2007 as part of the college’s rebranding.

WELCOME!



New CCAA Communications and Events Coordinator

The Canadian Colleges Athletic Association (CCAA) is pleased to announce the hiring of Colette Struthers as the Communications and Events Coordinator. Colette will be playing a key role in the National Office as the CCAA Official Communications Officer and Coordinator of National Championships the CCAA's main mandate.

"I am very grateful to have the opportunity to work with The Canadian Colleges Athletic Association. I look forward to working within an organization that is focused and enthusiastic about providing student athletes a solid and appropriate venue in which they can excel in their chosen sport, while pursuing their education", Colette Struthers, CCAA Communications and Events Coordinator.

"Colette comes to the CCAA with years of work experience in both the non-profit and private business sectors. She has a strong background in sport as an administrator, coach and athlete and excellent verbal and written communications skills in both French and English. I welcome Colette's experience and enthusiasm, she will be a great asset to the Canadian Colleges Athletic Association team", Sandra Murray-MacDonell, CCAA Executive Director.

Colette joins the CCAA at a very exciting time; with the development of a new CCAA strategic plan and vision there will be new innovations in the area of communication and National Championships that will aid in defining the CCAA in academic and sports circles and to the general public.



THINK BIG!

BIG KAHUNA is proud to announce the hiring of John Prisco & Crystal Brady to spearhead Big Kahuna's expansion into Eastern Canada. The initial focus is on the Ontario market, with future plans to include Quebec and the Maritimes.

John Prisco has been in the sporting goods / sportswear industry for over 15 years. John brings with him a wealth of knowledge on not only product but people in the industry. John will assume the role of Regional Sales Manager – Big Kahuna East. John's role will include sales, sales management and market development.

Crystal Brady is a walking encyclopedia when it comes to product in the sporting goods industry. Crystal's experience spans over 20 years including sales, importing, and operations. Crystal will assume the role of General Manager – Big Kahuna East. Crystal's duties will include operations, forecasting and program development.

OTHER NEWS

2008-2009 CCAA Hosts

Golf – Holland College – October 13-15, 2008

Men & Women's Soccer – Thompson Rivers University – November 5, 2008

Cross Country Running – St. Lawrence College Kingston, November 7-8, 2008

Men's Volleyball – Keyano College – March 12 - 14 2009

Badminton – Humber College – March 5-7, 2009

Women's Volleyball – Nipissing University – March 12 –14, 2009

Women's Basketball – Cégep de Sainte Foy, March 19-21, 2009

Men's Basketball – University of Northern British Columbia – March 20-22, 2009

