



## BOARD OF DIRECTORS

### AGENDA

OCTOBER 29, 2010

8:00AM – 10:00AM

*Hyatt Regency Irvine*

- A. CALL TO ORDER** .....Jackie Fisher, Sr., Chair
- B. APPROVAL OF THE AGENDA** .....Jackie Fisher, Sr.
- C. APPROVAL OF MINUTES of August 27, 2010**.....Jackie Fisher, Sr.
- D. PUBLIC COMMENTS**  
*(Reserved for persons desiring to address the Board on matters not on the agenda. No action will be taken)*
- E. REPORTS**
1. Board of Directors Chair.....Jackie Fisher, Sr.
  2. Executive Director of Board of Directors ..... Carlyle Carter
  3. Management Council Representative ..... Dave Evans
- F. COMMITTEE REPORTS**
1. Academic and Athletic Standards Review Committee.....Dave Bolt
  2. Awards Committee .....Pam Walker
  3. Finance Committee ..... Thomas Fallo
  4. Constitution Committee .....
  5. Policy Committee .....Andrea Serban
  6. Cost Containment Committee ..... McKinley Williams

**CCCAA BOARD OF DIRECTORS AGENDA**

**OCTOBER 29, 2010**

**G. REVIEW OF COMMITTEE ROSTER ..... Carlyle Carter**

**1. Board of Directors Committee Membership**

Awards Committee – one (1) vacancy

**2. Management Council Committee Membership**

Postconference Competition Review Committee – (additional members?)

**H. OLD BUSINESS**

**1. Survey on Timeliness for Educational Plan..... Dave Evans**

**2. Executive Director Goals for the 2010-11 Year (Revised)..... Carlyle Carter**

**3. 2010-11 Board Goals**

**I. NEW BUSINESS**

**1. Napa-Solano Athletic Agreement**

**(Bay Valley Conference – please see supplement) ..... Carlyle Carter**

**J. TENTATIVE FUTURE MEETING DATES**

Wednesday, February 23, 2011 (10:00AM – 2:00PM) – ACCCA Conference, The Westin, Long Beach, or conference call

Friday, April 1, 2011 (8:00AM – 10:30AM) – in conjunction with the CCCAA 14th Annual Convention, Marriott San Mateo - March 28- April 1, 2011

Thursday, June 10, 2011 (10:15AM – 2:15PM) – CCCAA Office, Sacramento

**K. ANNOUNCEMENTS**

**L. FUTURE AGENDA ITEMS**

**M. ADJOURNMENT**

## California Community College Athletic Association

Executive Director goals for the 2010 11 year:

- 1) Complete the development of a system wide academic performance report to establish a baseline for academic standards and eligibility decision making.
  - a) Engage and work with California Partnership for Achieving Academic Success (Cal PASS) in design of instrument to gather and report data
  - b) Utilize Academic and Athletic Standards Review Committee (AASRC) to monitor and provide guidance and feedback as project moves forward.
  - c) Continue to work with the NCAA Two Year Relations Panel, monitor NCAA academic reform and possible revision of two year transfer requirements.
- 2) Establish additional leadership opportunities in which Management Council will be able to resolve ongoing issues of the CCCAA.
  - a) Provide additional meeting opportunities for focused attention on issues of the Association
  - b) Provide task monitoring to ensure goals and objectives progress toward desired outcomes
  - c) Communicate with MC leadership regarding the MC goals and initiatives and formulate agendas geared toward task management.
- 3) In conjunction with membership, develop and implement strategic marketing venues that will enhance image of the CCCAA.
  - a) In conjunction with MC (through Director of Membership Services), establish strategies to define Association identity and enhance image.
- 4) Develop and implement contemporary operations of Regional and State Championships
  - a) In conjunction with Director of Championships, evaluate PC operation and recommend areas for greater efficiency and enhanced student athlete experience.
  - b) In conjunction with, the Finance Committee in addressing goal Board Goal to review and revise (if required) Bylaw 8.
- 5) Develop and establish appropriate methods that will promote and protect the Association Brand.
  - a) In conjunction with, all membership and affiliate organizations, change title from COA to CCCAA
  - b) Convert website from COASports.org to CCCAASports.org
- 6) Analyze and implement appropriate methods of communications that will reach intended targets throughout the Association
  - a) Determine ways to identify who (or whom) should be the desired target of communication
  - b) Evaluate (survey) to make sure target specific communications are received

(Revised 10/8/10)

(revised in conjunction with Board Chair 10/11/10)

Carlyle Carter  
COA Executive Director