

# **Commission on Athletics**

## **COA BOARD**

- MINUTES OF THE MEETING -

*August 29, 2002*

*Video Conference*

### **1. WELCOME AND CALL TO ORDER—JAMES KOSSLER**

The meeting was called to order, those in attendance were: James Kossler, Chair; Ellie Bewley, Helen Carr, Susan Carroll, Eva Conrad, Tom Crow, Jerome Hunter, Ted Martinez, Ed Myers, Marie Pepicello, Rosa Perez, Pat Spencer, Dianne Van Hook, Kenneth Yglesias, Joanne Fortunato, Stu Van Horn, and Debra Wheeler.

### **2. APPROVAL OF MAY 30, 2002, MINUTES**

It was MSC to approve the Minutes of May 30, 2002, as corrected: on page 2, Item C.5. Budgets, third sentence should read: "The beginning balances reflected in the backup material are still not certain as the auditors ~~has~~ have not returned their completed work at this time.

### **3. REPORTS**

#### **A. STATE COMMISSIONER UPDATE—JOANNE FORTUNATO**

##### **1. Publications**

The Constitution, Directory, and sport guides were published on time.

##### **2. Spring Sport Finances**

All spring sport postconference competition event financial reports have been recorded, and participating team reimbursement checks have been mailed.

##### **3. COA Audit**

The annual COA audit has been completed. It was reported that the IRS auditor gave the COA accounts a thorough review and found everything to be in good order.

##### **4. Appeals Cases**

There have been no appeals cases brought forward to date for the 2002-03 college year. Ed Myers reported that he would electronically send appeals process guidelines to the members of the appeals boards for their review.

5. Program Review

The Board was provided a chart of planned program reviews to occur starting this college year, 2002-03, and continuing through 2009-10 with college reviews scheduled by their conferences. Each conference has provided the State Commissioner with the process it will use to conduct its reviews.

6. Out-of-season Competition Task Force

Task force has been formed to address out-of-season with the goal of making a recommendation to the Management Council. The task force has asked that members representing the COA Board attend its next meeting, which will occur in conjunction with the October 16-18, 2002, COA meeting in Burbank. Susan Carroll, Jerome Hunter, and Tom Crow volunteered to attend that meeting. The State Commissioner was directed to inform the task force of the three COA Board members' participation and request that the members be placed on a mailing list to receive pertinent correspondence from the task force.

7. Golden Valley Conference Membership

Lake Tahoe community college has withdrawn its athletics program from the Golden Valley Conference (GVC), leaving the GVC with only six of the seven colleges necessary to form a conference, as mandated by the Constitution. It was MSC to grant the GVC a waiver, effective immediately, for the period of one year, to operate as a fully-sanctioned conference.

8. Commission on Opportunities in Athletics

The Secretary of State has established a Commission on Opportunities in Athletics formed to review Title IX. A series of Town house meetings, open to everyone, will be held throughout the United States. The Town house meeting to address gender equity within the two-year colleges is scheduled for September 17-18 in Chicago, and more conveniently, November 20-21 in San Diego, to which we should encourage our members to attend. The State Commissioner was directed to email the members of the COA Gender Equity Committee with information regarding these scheduled meetings.

**B. ASSOCIATE COMMISSIONER UPDATE—STU VAN HORN**

1. Status of Partnership Outreach

- Currently 26 contracts on file for partners and sponsors
- Another 100+ companies currently being cultivated - literally every company from soup to nuts
- Still very difficult climate for sponsorships
- Cause-related is out, performance requirements now dominating contract discussions. Many properties moving away from upfront investments for back end commissions based on performance. This will hurt us.

- Our best shots - Getting closer with hotel partner, automotive partner and overnight delivery category prospects
  - Updated the CD Rom overview with better music; will be placed on our website (*Provided samples*)
  - We've added three new lower level partners and the COA/CCCADA subcommittee on corporate partnerships continues to be crucial element in compliance efforts by conference and member colleges
    - a. Membership expanding to include one coach from each of nine all-sport conferences
  - Three panel 'why everybody win's' from COA partnerships were mailed to all COA members in the August issue of 'California's Gold.' (**Provided samples**)
  - Several market research efforts currently underway
2. Sport Specific Sponsor Renewals
    - Gone well. Involved all SCA's in process. Next major round of renewals in April 2004
    - Three companies extended agreements – an additional one in process
  3. Sponsorship Bundling Concept
    - New approach developed that seeks other orgs capable of joining with us and servicing partnerships
    - Tested with FACCC two years ago
    - We are a member of the Chancellor's Office task force on development
    - We hope to play a lead role in developing their tactics for outreach to corporate California
    - Presented to purchasing directors in August. Ton of potential there
    - Seeking buy-in from financial aid association, transfer center association, and possibly CACS, the bookstore group
    - Met recently with the CCAA and they are interested in the bundling concept

### **C. MANAGEMENT COUNCIL (MC) CHAIR UPDATE—ELLIE BEWLEY**

#### 1. COA Sport Representatives

The Management Council chair met with the State Commissioner during the summer to plan the 2002-03 year. In October, an in-service session will be held to cover leadership responsibilities of the COA sport representatives.

#### 2. Postconference Competition Committee

The MC Postconference Competition (PC) Committee met to consider many aspects of postconference competition, especially as they relate to the mission statement of the MC. The committee will present a status report to the MC at the October meeting. Of major interest will be the format of PC for each sport, including the number of qualifiers to regional and state championship events. Proposed legislation is expected in March, with a July 1, 2004, effective date.

This will provide the sport coaches associations to one year to develop PC formats that are in compliance with the legislation.

3. Football

COA Football Representative Jim Sartoris and John Woods are developing a forum in which football coaches and athletic directors will meet to discuss and develop recommendations for football PC. They will report to the MC who will then report to the COA Board.

4. Mike Messner

Mike Messner, has written a book titled, "Taking the Field—Women, Men, and Sports" published by the University of Minnesota Press. Mike Messner is with the USC Department of Gender Equity. Recommended reading, this book speaks to the continuing issue of violence in sport. It was recommended that Mike Messner be considered as a presenter at the North and South CEO conferences. Rosa Perez is the contact person for the South program, Pam Fisher will be contacted by Susan Carroll for the North program.

## **D. BOARD COMMITTEES**

1. **FINANCE COMMITTEE—TED MARTINEZ**

The Finance Committee will meet at 11:00AM on September 5 by teleconference. The Committee was asked to consider how the COA PC account is reported.

2. **CONSTITUTION COMMITTEE—KEN YGLESIAS**

Ken Yglesias was welcomed as the new Constitution Committee chair.

3. **COMPETITION COMMITTEE—JERRY HUNTER**

The Competition Committee will meet on September 12 by videoconference to consider the form 5 proposals submitted for its review.

4. **ELIGIBILITY COMMITTEE—TOM CROW**

The Eligibility Committee will meet on September 12 by videoconference to consider the form 5 proposals submitted for its review.

5. **GENDER EQUITY COMMITTEE—DIANNE VAN HOOK**

The Gender Equity Committee will meet on September 12 to consider an extensive agenda, including the formation of a group to revise the Gender Equity Manual, gathering year two data on student athletes, and the consideration of topics and speakers for regional gender equity workshops in 2002-03.

6. **AWARDS COMMITTEE—SUSAN CARROLL**

It was MSC to appoint Susan Carroll to chair the Awards Committee, and Master of Ceremonies of the Scholar Athlete Awards Luncheon during the 2003 COA Convention. Susan will provide a report to the Board in October.

#### **7. AD HOC COMMITTEES**

- a. Marie Pepicello, assisted by Jerry Hunter, will work to form an ad hoc committee on the relationship of the COA Board and affiliate organizations.
- b. It was determined that the COA state office, under Joanne Fortunato, would work as the “COA athletic experts.” She has started with the development of a position paper on the COA and Title IX. Suggestions from the Board are welcome.
- c. Ed Myers will work with research on student athletes, beginning with a review of research that may already have been completed. It was recommended that some research may be needed to indicate how much time athletes spend in practice, and how much time they spend in class or study. Tied to this research may be how coaches’ hours are allocated between, class, teaching, practice, and competitive events. Merle Trueblood, Athletic Director, Feather River College may have some research completed on this topic.

#### **4. ACTION ITEMS**

##### **A. APPROVAL OF 2002-03 ADJUSTED COA BUDGET, OPERATIONS**

It was MSC to approve the budget as submitted.

##### **B. APPROVAL OF 2002-03 ADJUSTED COA BUDGET, DEVELOPMENT**

It was MSC to approve the budget as submitted.

##### **C. APPROVAL OF 2002-03 ADJUSTED COA BUDGET, POSTCONFERENCE COMPETITION**

It was MSC to approve the budget as submitted.

##### **D. APPOINTMENT OF CHAIRPERSON FOR THE AD-HOC COMMITTEE ON STUDENT ATHLETE RESEARCH**

It was MSC to appoint Ed Myers as Chairperson for the Ad-Hoc Committee on Student Athlete research.

#### **5. FUTURE AGENDA ITEMS**

No future agenda items were identified at this time.

## **6. ANNOUNCEMENTS**

### **A. 3C4A**

It was announced that the 3C4A has notified the COA that it will not participate in the fall COA meetings. The Board noted that it would be unfortunate not to have input from the 3C4A on the many topics of interest to athletic counselors.

### **B. 2003 COA CONVENTION**

James Kossler will appoint a coordinator to develop a CEO presentation for the Convention.

### **C. FALL 2003 COA MEETING**

It was MSC to hold the fall 2003 COA meetings at the Burbank Hilton.

### **D. CONFERENCE MEETINGS**

As conference representatives, all COA Board members were encouraged to attend their conference meetings.

### **E. STATE COMMISSIONER EVALUATION**

Commissioner Fortunato was directed to submit her goals to the Board with the next Board agenda.

### **F. COPYRIGHT ON COA PUBLICATIONS**

The State Commissioner was directed to include in each of the COA publications a statement related to the copying of endorsements.

### **G. FORM 5 FOR POSTCONFERENCE COMPETITION**

The Board originated a Form 5 Policy that clarifies the use of proposed budgets for Postconference Competition.

### **H. RESPONSE TO CCCSCA**

The Chair will address the letter that was sent from Pat Doyle to the CEO Board. This issue was discussed at our spring meeting and determined that the Commissioner dealt with the issue in an appropriate manner. Timelines are necessary in order for an organization to conduct business.

### **I. SANTA BARBARA PC INQUIRY**

The Chair will write to the President of Santa Barbara college and explain the COA policy on the financial support of Postconference Competition events and the purpose of approved budgets. The priority of the COA is to reimburse teams that participate in Postconference Competition championships.

## **7. ADJOURNMENT**

There being no further business to come before the Board, the meeting was adjourned.

Respectfully submitted,

Joanne A. Fortunato, Ph.D.  
COA Commissioner