

SUMMARY NOTES
COA/CCCADA Subcommittee on Corporate Partnerships
Tuesday, August 10, 2004

SUBCOMMITTEE: PLEASE SHARE AT UPCOMING CONFERENCE MEETINGS
ATHLETIC DIRECTORS: PLEASE CIRCULATE TO ALL COACHES

Questions? Please contact any of the following conference representatives for additional information or the COA Associate Commissioner's office.

COA/CCCADA Subcommittee Members: Joe Hash (Golden Valley Conference), Shirley Baskin (Bay Valley Conference), Will Thurston (Western State Conference), Tony Oliveira (Central Valley Conference), Pat Doyle (Bay Valley Conference), Tony Marcopulos (Coast Conference), Rudy Washington (South Coast Conference), Bill Kaiser (Central Valley Conference), Bob Clement (Central Valley Conference), Dale Murray (Coast Conference), Jean Snuggs (Bay Valley Conference), Dave Evans (Pacific Coast Conference), Tony Lipold (Orange Empire Conference), Mark Blethen (Orange Empire Conference), John Keever (Western State Conference), Gary Houser (Golden Valley Conference), John Smith (Foothill Conference), Terry Davis (Pacific Coast Conference), Cynthia Rail (COA), Stu Van Horn (COA)

1. 2004 COA Development Log Update

- The chair reviewed the July 28, 2004 weekly development log published by the COA. The review included discussion about key prospects/categories being cultivated by the COA and information about those entities that have formally declined partnerships since 2001.

2. COA/Citibank Tabling Partnership – Second Phase in Fall 2004

- The chair briefed members about the second phase of the Citi credit education tabling activity, scheduled to launch on August 16 throughout the state
- Each participating college receives a stipend from the COA for hosting the event; a limited number of additional slots are available.
- Contact the COA office for more information about this revenue-sharing partnership

3. 21st Century Overview of Pending Partnership

- The chair provided an overview of the type and mix of activities that would comprise a new partnership with 21st Century in the automobile insurance category and indicated that five colleges will be selected (based on enrollment) to participate in the program.
- The chair indicated that if the contract is signed by 21st Century, the COA would collaborate with the Faculty Association of California Community Colleges (FACCC) and the California Highway Patrol (CHP). The FACCC office would assist the COA in undertaking marketing activities aimed at Faculty employees and the CHP would coordinate a special program to replace defective child safety seats for students with children that are enrolled in Child Development Center programs at selected colleges.
- The chair indicated that a decision is expected from 21st Century by August 12.

4. 2004-05 Outreach to Sport Coaches Associations

- It was noted that select COA staff will conduct presentations at sport coaches association general membership meetings in 2004-05. The intent is to provide information that educates coaches about COA processes, business programs, financial data, and related operational material.
- The chair asked members to edit a draft PowerPoint that will be used by the chair in conducting those presentations
- The chair asked that edits to the draft PowerPoint be provided as soon as possible.

5. COA Management Council Subcommittee on Site Selection

- The chair provided an overview of the upcoming efforts of this new subcommittee of the COA Management Council. A meeting was held in May 2004 with representatives of the three pilot sports selected by COA MC to participate in a pilot study. Those sports include M/W soccer, M/W basketball and W volleyball.
- The subcommittee is focusing on the development of a select number of key strategies to implement in 2005-06 that address various hosting issues of colleges and involvement of specific sport coaches associations for specific COA state championship events.
- The subcommittee will meet September 16, October 12, December 15, March 7 and April 7
- It is expected that the subcommittee will present its recommendations to the COA MC for action at its April 2005 meeting during the COA annual convention in Reno, scheduled April 7-8, 2005

6. Quick Take Items

- UPS asked that a scheduled July meeting be rescheduled due to UPS staff conflicts. A meeting date is being finalized for late August or early September 2004.
- Other quick takes included:
 - NFL Coaches Association has provided an outline for consideration of the COA and the football coaches association to establish an 'event' in conjunction with the COA football championship in December 2004.
 - Herff Jones and the COA extended its partnership through May 2005 to serve as official awards vendor of the COA.
 - Three California zones of USA Water Polo have agreed to continue funding the COA state water polo championships.
 - It is likely that Russell Athletic will not renew its partnership upon completion in December and the COA is currently cultivating companies interested in the partnership, beginning in January 2005. Front runners as of this writing include adidasUSA, Nike, and Under Armour Performance Apparel.

7. CONTACTSPORTS August 2004 Issue

- Members were provided a copy of the August 2004 issue of 'CONTACTSPORTS', the COA's online corporate development monthly E-letter
- Copy ideas, etc. should be forwarded to the COA associate commissioner by the 25th of each month
- The COA will distribute the monthly E-letter through May 2005. It is sent to all COA members (1,800), CEO's, CBO's, and CPO's employed at community colleges in California as well as nearly 300 current/prospective COA partners/sponsors.

8. 2004-05 Meeting Calendar

- The next subcommittee is scheduled for Tuesday, September 14, 2004 at 9:00 a.m.

Respectfully Submitted,

COA/CCCADA Subcommittee Members
Recorded and distributed by
Stu Van Horn
COA Associate Commissioner

Meeting Schedule
COA/CCCADA Subcommittee on Corporate Partnerships

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2004-05

(Approved May 11, 2004)

2004-05 Meeting Schedule
Second Tuesday of Each Month. Meeting begins at 9:00 a.m. (Dial 866.826.6337 followed by code 945228#)
July 13
August 10
September 14
October – No Meeting
November 9
December 14
January 11
February 8
March 8
April 12
May 10
June - No Meeting