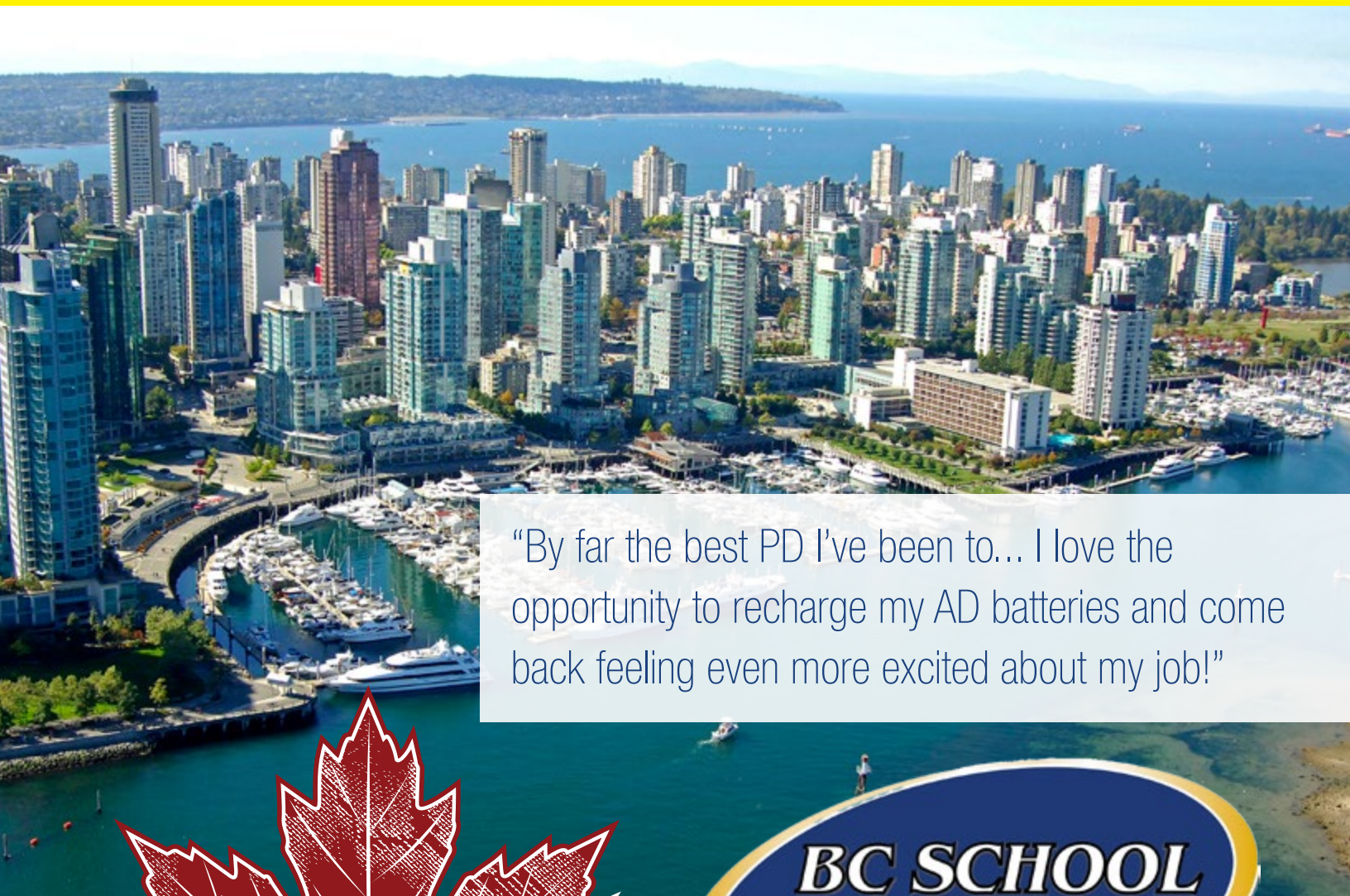


5th ANNUAL NATIONAL **ATHLETIC DIRECTORS CONFERENCE**

PRESENTED BY THE
CANADIAN INTERSCHOLASTIC ATHLETIC ADMINISTRATORS ASSOCIATION



"By far the best PD I've been to... I love the opportunity to recharge my AD batteries and come back feeling even more excited about my job!"



APRIL 16-18, 2020 | VANCOUVER, BC
PROFESSIONAL DEVELOPMENT
FOR ATHLETIC DIRECTORS

ciaaa.ca

ABOUT THE CONFERENCE

A customizable, all-in PD experience for Athletic Directors

The CIAAA National Athletic Directors Conference offers a mixture of content, networking, and social opportunities creating a dynamic, customizable, Athletic Director centered professional development experience.

The **LTP Courses** are the highlight of our PD opportunities. Further details on the LTP courses can be found on pages 4-5 of this brochure. One course of your choosing is included in your conference fee, and up to 3 more can be added.

Our 60-minute **Workshops** offer quicker exposure to valuable and relevant information on the indicated topic. All workshop sessions are included in the conference fee.

This year we are featuring **three** full-conference sessions with the phenomenal speakers highlighted below. **Bruce Brown** and **Angus Reid** will motivate and challenge attendees to even further excellence in their Athletic Programs.

The conference fee also includes **all Meals and a Social Event at the BC Sports Hall of Fame**, offering many opportunities to connect with your peers. Coming together provides incredible value in addition to the great content, celebrating our biggest strength - the community of Athletic Directors that share an immense passion for educational athletics.



MAJOR SPEAKERS

Angus Reid and Bruce Brown

Angus Reid kicks off our Conference with the Keynote Address at our Welcome Banquet. A former member of the BC Lions and two-time Grey Cup Champion, Angus is known for his electrifying speaking engagements. His high energy, memorable story-telling resonates and motivates every audience. Speaking from professional sport and real life experience, Angus shares his proven strategies for exceeding personal and team goals in athletic and professional settings.

Bruce Brown is among the world's foremost speakers on educational athletics. Bruce spent 35 years as a teacher, coach, and athletic administrator at junior high, high school, and collegiate levels. He is a former presenter for the NAIA's Champions of Character program and their 2002 National Athletic Director of the Year. He has been honoured by multiple State and National Walls of Honor and Halls of Fame, and is currently the Director of Proactive Coaching - an organization that works with programs to intentionally create character-based team cultures and build blueprints for leadership.

SCHEDULE

Thursday, April 16

- 1:00-4:45p LTP Courses
- 502C: Principles, Strategies, and Methods
 - 726C: Student Leadership Development
- 5:00-6:00p Workshop Session 1
- Controlling Physical & Mental States for Peak Performance - Hunter Visser from HeadStartPro
 - Hosting Successful Tournaments & Provincial Championships
- 6:15p Welcome Banquet, Awards & Keynote Address (Angus Reid)**

Friday, April 17

- 7:15-8:15a Breakfast (provided at your convenience)**
- 8:20a-12:05p LTP Courses
- 501C: Philosophy, Organizational Structure and Professional Development
 - 722C: Building a Positive School Culture through Sport
- 8:20-9:20a Workshop Session 2
- High School Students' Understanding of Female Athleticism and Body Image
 - Coaching Self-Evaluation and Reflection
- 9:35-10:35a Workshop Session 3
- Athletic Directors: Why Your Leadership Matters
 - The Current State of Concussions - Dr. Shelina Babul, Sports Injury Specialist at BC Children's Hospital
- Coffee Break and Vendor Exhibition First Look (10:15 LTP Courses Break, 10:35-11:05 Between Workshops)**
- 11:05a-12:05p Workshop Session 4
- Motivating Your Athletes
 - Proper Warmup for Injury Prevention - Carla Vandenberg from U of C Sport Injury Prevention Centre
- 12:05-12:50p Buffet Lunch**
- 12:50-2:20p Vendor Exhibition and Baggo Tournament**
- 2:30-3:40p Mid-Conference General Session, Part 1
- Forum - Emergent Issues in School Sport (breakout groups)
- 3:55-4:55p Mid-Conference General Session, Part 2
- **Keynote: Bruce Brown - "The Impact of Trust"**
- 6:00p Social Event - Dinner, Drinks and Tour at BC Sports Hall of Fame**

Saturday, April 18

- 7:15-8:30a Breakfast (provided at your convenience)**
- 8:20a-12:05p LTP Courses
- 602C: Creating Your Athletic Handbook
 - 703C: Student-Centered Educational Athletics: Performance Beyond the X's and O's
- 8:30-9:30a Workshop Session 5
- Forum - Issues for Athletic Directors in Rural Schools
 - Livestreaming Your Sporting Events - Easy Ways to Promote and Share Your Athletic Program
- 9:45-10:45a Workshop Session 6
- Best Practices and Fresh Ideas for Recognizing Your Athletes and Coaches
 - Communication Tools: Coach-Parent Meetings, Athletic Contracts, and Simple Athletic Websites
- 11:05a-12:05p Workshop Session 7
- Supervision Training for Coaches - Best Practices to Ensure Your Coaches are Ready
 - Stress, Anxiety & Hazing: Recognizing Mental Health Issues and Building Supportive Athletic Environments
- 12:05-1:30p Lunch and Closing General Session - Keynote: Bruce Brown - "The Power of Your Words"**
- 1:45-5:30p LTP Courses
- 504C: Legal Issues I - The Basics of Negligence, Liability, and Risk Management
 - 633C: Inclusive Interscholastic Athletics - Unified and Para Sport Programs ****NEW COURSE****
 - 790C: Leadership Training Program Instructional Methods and Techniques

LTP COURSES

What are LTP's?

The **CIAAA Leadership Training Program (LTP)** is a professional development program designed for and by athletic administrators. Each 4-hour course is content-heavy and designed to enhance the knowledge and daily operations of athletic administrators. The courses are of immense value to current High School Athletic Directors, as well as any future or potential athletic administrators and those involved in organizing Junior High school sport.

Your conference fee includes ONE LTP course of your choosing, and you can add up to three others, as you see fit.

LTP Costs

- 1 Course - included in conference fee
- 2 Courses - \$95 additional (\$99 for non-members)
- 3 Courses - \$180 additional (\$198 for non-members)
- 4 Courses - \$250 additional (\$297 for non-members)

CERTIFICATION

The CIAAA certification program provides a means for professional recognition and guided development within our community of athletic administrators. An individual attaining CIAAA certification will have undertaken a comprehensive plan for self-improvement. Athletic Directors are encouraged to highlight any certification by using the acronyms below as part of their email signature. Complete details can be found in the [application forms here](#).

The certification program provides for acknowledgement through three levels of achievement:

- Canadian Registered Athletic Administrator (CRAA)
- Canadian Certified Athletic Administrator (CCAA)
- Canadian Master Athletic Administrator (CMAA)



CERTIFICATION REQUIREMENTS

REQUIREMENT

CRAA CCAA CMAA

Bachelor's Degree or higher from an accredited institution

X X X

Approval of Personal Data Form (PDF)

X X X

Completion of LTP Courses 501C & 502C

X X X

Obtain the verifying signature of a sponsor (shown on PDF)

X X X

Read the CIAAA Code of Ethics

X X X

Completion of Legal Courses

504C 506C

Successfully complete CCAA Examination (at least 70/100)

X

Employed with interscholastic athletic administration among key job role

X X

Meet appropriate required point minimums (defined in the PDF)

X X

Completion of minimum of six (6) LTP electives (600 and 700 level courses)

X

Earn a minimum of 10 credits in Contributions to Athletic Director PD (defined in PDF)

X

LTP COURSES IN VANCOUVER

501C

Philosophy, Organizational Structure and PD

This course is aimed at assisting athletic directors set the tone for their program. Origins of athletic administration are addressed in addition to codes of ethics. The concept of "educational athletics" is discussed and refined. The role of the athletic administrator and the importance of having a school philosophy are addressed and participants have the opportunity to interact with others to refine their own philosophies. Organizational relationships are examined from a provincial, national and international perspective. Key policies are also reviewed. Current and future courses are highlighted and the certification program is described.

502C

Principles, Strategies and Methods

This is a detailed introductory course that addresses school athletic/academic philosophy, administrative organization, coach appointment, budgeting, scheduling, publicity and promotion, management of athletes, parents and others, transportation policies and issues, parent conflict, legal foundations, monthly checklists and more. One of the key resources available to course attendees is a digital folder with over 700 pages of useful information, forms, detailed letter templates, sample policies etc. Further, the provision of access to a coach handbook will be reviewed.

504C

Legal Issues I - Basics of Negligence, Liability and Risk Management

This course covers liability, negligence, and risk management practices for athletic administrators. Legal concepts will be introduced to athletic administrators through the use of case law, case studies, and guided discussion. Appropriate risk management documentation procedures for athletic administrators will be identified. Enrollees will benefit from discussing real-life case law scenarios and defining the duties and standards of care that the law requires of athletic administrators. Enrollees will leave the course with new knowledge and actionable strategies for managing risk.

602C

Creating Your Athletic Handbook

This course is designed to guide attendees through the process of creating a complete and effective athletic handbook. Effective athletic handbooks provide vision/direction for your program, disseminate critical information to your constituents and can save Athletic Administrators countless hours. This is a working course where attendees will be provided with a number of templates as a starting point and surrounded by a number of experienced Athletic Administrators leading the course.

633C

Inclusive Interscholastic Athletics - Unified and Para Sport Programs

Unified and Para Sport programs open doors for a multitude of new students to participate in school sport. This new course provides schools with pathways for adding inclusive opportunities into their Athletic department. These programs contribute greatly to enhanced school culture by inviting greater diversity among Athletics' participants. Any interested Athletic Directors and Coaches will derive great benefit - schools have both a great opportunity and responsibility when considering Unified and Para Sport Programs.

703C

Educational Athletics - Performance Beyond the X's and O's

This student centered program will provide learning experiences for student athletes beyond the X's and O's. This course will support a value based curriculum that will demonstrate model behaviors and qualities that students should emulate both in and out of the athletic arena. Teachable moments beyond the classroom—center court, centerfield or center ice—provide the opportunity to promote and maximize the achievement of these educational goals and life skills. This course will provide the necessary strategies, methods and resources to implement this initiative within your own school.

722C

Building a Positive School Culture through Sport

Building or changing your current school culture into a dynamic force within the school is not an easy task. This course will highlight processes for using sport to build and enrich a positive and exciting school culture. Specific steps and ideas will be outlined to use your athletic program and other school-based athletic initiatives as a springboard to create a healthy and positive environment within your school. The course will focus on engaging the entire school population through sport and activity.

726C

Student Leadership Development

Student Leadership Development is an essential component to any successful education-based athletic program. In this course, we'll look at numerous ways to actively develop leaders who will serve your school as well as the greater community. Topics that will be covered include: captains council, student leadership workshops, service learning, and further opportunities to develop Student Leadership. The society in which we live is ever-changing and so are our student-athletes, resulting in a necessity to evolve in finding new ways to teach and challenge students to be the next generation of leaders.

790C

Leadership Training Instructional Methods and Techniques

This course is designed to provide instructors with an awareness of the expectations that are placed upon them in presenting LTP courses. The course examines teaching and learning styles and provides strategies for instructors to use in teaching LTP courses. It provides for interaction between current national faculty instructors and potential LTP instructors in the exchange of ideas used in the successful implementation of courses. To instruct any LTP course, one must complete LTC 790C and the course that one will be instructing. Enrollees who will derive greatest benefit are administrators seeking to become instructors in the Leadership Training Program.

HOTEL INFORMATION

HOST HOTEL: Coast Coal Harbour Hotel - 1180 W Hastings St - Vancouver, BC

The conference is hosted at the Coast Coal Harbour Hotel. Conference attendees are offered a superb room rate and meals during the conference are all included and served at the Hotel.

Standard Room Rates \$175/night plus taxes

Preferred Rates on other room types may be available by calling the reservations number below.

How to Book Your Room - Deadline to Book is March 16, 2020

Online: <https://book.passkey.com/e/50031580> or 1-800-663-1144 Group Code CCC-GFC7365

THE COAST COAL HARBOUR IS NOW SOLD OUT! WE HAVE SECURED A SECOND BLOCK OF ROOMS ACROSS THE STREET - 30 SECOND WALK!

PINNACLE HOTEL HARBOURFRONT - 1133 W Hastings St - Vancouver, BC

Standard Room Rates \$189/night plus taxes

Deadline to book is March 16, 2020.

Online: <https://book.passkey.com/event/50083982/owner/2075/home>



MASTERS DEGREE IN ATHLETIC ADMIN.

Provided by Grace College - the CIAAA's Academic Partner for the Leadership Training Program

The CIAAA and Grace College have partnered to offer Canadian Athletic Directors an affordable, convenient, and practical Masters Degree where all content is relevant to your role as a Canadian Athletic Administrator.

All details can be found online, at <https://www.ciaaa.ca/msc-athletic-admin>.



REGISTRATION

Registration Fee Includes:

- Attendance at all **workshop sessions** , with options to choose your topics of interest
- **One LTP Course** of your choosing (\$99 value), with discounted rates for 2-4 courses
- Three major addresses by world-renowned speakers **Angus Reid** and **Bruce Brown**
- Entrance to Vendors Exhibition
- **All meals** and events from Thursday Dinner to Saturday Lunch including:
 - Welcome Banquet w/ Keynote Address & Awards (Thurs)
 - Extended breakfast buffets (Fri & Sat)
 - Buffet Lunch (Fri)
 - Offsite Social Activity and Dinner (Fri)
 - Buffet Lunch (Sat)

REGISTRATION FEES

REGISTRATION DATE	MEMBER*	NON-MEMBER
Anytime on or before March 16	\$435	\$495
March 17 - April 6 (Late Registration)	\$485	\$550
April 7 or later (Super Late Registration)	\$575	\$650
First LTP Course	INCLUDED	INCLUDED
2 LTP Courses	\$95	\$99
3 LTP Courses	\$180	\$198
4 LTP Courses	\$250	\$297

*The Athletic Directors of ASAA, BCSS, and SHSAA member high schools can activate their membership without cost by emailing drew@ciaaa.ca or using the Activation code provided by their provincial association.

HOW TO REGISTER

Registrations will be online at tinyurl.com/CIAAAreg. We accept payment by major credit or debit card. Memberships can be purchased for \$50 online as well.

CLICK HERE TO REGISTER TODAY!

PARTNER PRICING

Are you coming with a spouse, partner or friend? Extra tickets can be purchased (adults only) for our CIAAA Banquet on Thursday Evening and our Social Event on Friday Evening.

EXTRA BANQUET TICKET (DINNER & KEYNOTE ADDRESS) - \$80

EXTRA SOCIAL TICKET (ACTIVITY, DINNER & DRINK TICKET) - \$35

GETTING THERE



WestJet has offered all conference attendees a 5-10% discount on flights between Vancouver and anywhere in North America for travel from April 7-20, 2020.

Use coupon code J42ZP34 to get your WestJet discount!



Enterprise and National have offered a nationwide car rental discounts for all conference attendees.

Get 10% off National and 5% off Enterprise rentals using Corporate Discount Code SBC5455.



ENJOY VANCOUVER!

Want to extend your stay and enjoy the lower mainland? There are a ton of options for great things for you and/or your family to do within driving distance of the Coast Coal Harbour Hotel.

Hiking/Walking:

- [Stanley Park Seawall](#) - a 28km seaside greenway that is great for walking, running or cycling. You can hop on the seawall right outside the hotel, with bike rentals available on the corner of Denman and Georgia.
- [Grouse Grind and Mountain Sky Ride](#) – a 20 minute drive and a difficult 1 hour climb up Grouse Mountain on Vancouver's North Shore. Beautiful view & restaurant at the top, take the legendary Mountain Sky Ride down.
- [Pacific Spirit Park and UBC](#) - short drive from downtown, featuring quaint beaches and beautiful views.

Destinations:

- [Capilano Suspension Bridge](#) - 20 minute drive from downtown, this is one of Vancouver's most popular attractions. Walk and explore the rainforest on a series of bridges high above the river canyons.
- [Whistler Blackcomb](#) – 2 hours from Vancouver, amazing scenery and skiing usually open through April.
- [Sea to Sky Gondola](#) – located in Squamish, the Sea to Sky Gondola is a great way to experience Howe Sound.

Events:

- Check out the Vancouver [Canucks](#) or [Whitecaps](#) schedule for any home games.
- [Art Vancouver](#) – Contemporary art fair taking place at the Vancouver Convention Center April 16-19.



Canadian Interscholastic Athletic Administrators Association

The mission of the CIAAA is to promote educational athletics through the professional development of athletic administrators with a focus on character and leadership. Our goal is to support schools in building positive athletic environments that enhance the learning experience for all students. The association positively impacts student-athletes through this support and training of front-line Athletic Directors/Sports Coordinators who play a vital role in the athletic experience.

ASAA, BCSS, and SHSAA have partnered with the CIAAA so that all Athletic Directors from their member high schools in Alberta, British Columbia, and Saskatchewan have annual memberships in the CIAAA. Members from other provinces can join for \$50 at any time, with the membership year running from September 1st to August 31st.

CONTACT

drew@ciaaa.ca
1-888-618-4530

**The CIAAA would like to thank our Major Conference Sponsor,
SPORTFACTOR, for their ongoing support and partnership for
the 2020 National Conference!**

SPORTFACTOR