

SUMMARY NOTES
COA/CCCADA Subcommittee on Corporate Partnerships
Tuesday, January 13, 2004

SUBCOMMITTEE: PLEASE SHARE WITH CONFERENCE COLLEGES
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: 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),
Stu Van Horn (COA)

1. COA/Citibank Partnership

- a. The agreement is being finalized and signatures are expected before the end of the month.
- b. The partnership contract designates Citibank as a title partner of the COA for the 2004 COA state championship events, featuring naming rights, tabling and in-venue promotions at those COA events as well as a variety of print/electronic collaborations
- c. Additionally, the contract identifies 20 colleges each semester to host a COA/Citibank tabling display at each college.
- d. The on-campus tabling is an educational approach and does comply with Title X regulations. Each display table will focus on providing 18-24 year old students with debt education resources, credit card ABC's, identify theft protection, using credit wisely and additional materials to ensure students understand credit.
- e. Each hosting college will receive \$2,000 for hosting the three-day campus exhibit. The project launches in early March 2004 and continues through May 2004.
- f. A tentative roster of colleges to receive the program information packet includes: Fresno, Riverside, Saddleback, Bakersfield, Santa Ana, Golden West, Moorpark, Sierra, Modesto, Palomar, Cabrillo, Glendale, San Bernardino, SD Mesa, San Mateo, Chaffey, Citrus, De Anza, El Camino and Merced colleges.
- g. The official information packet detailing college hosting responsibilities will be expressed to athletic directors at the 20 colleges on January 16, 2004. Working drafts of two communications attached.
- h. A tentative roster of information (subject to change) is included as an attachment to this summary of notes of the January 13 meeting.
- i. Committee members asked that an overview of Title X regulations be included in the material sent to each college.

An Official Notice Requesting Your College Participation

As Part of the New

COA and Citibank Title Partnership

A COA State Office Initiative/Partnership in 2004

The COA and Citibank have announced a major title partnership to benefit community college athletics and to provide debt education to students. The partnership focuses on the following:

- ❑ Title partnership/naming rights of COA 2004 state championship events
- ❑ On-campus educational tabling and outreach to students at 20 colleges each semester
- ❑ Various COA print and electronic collaboratives

Your college has been selected to participate in this partnership, one of 20 colleges this semester to participate in the on-campus educational tabling and outreach displays to students. The on-campus tabling and outreach is the crucial element of the partnership and will focus on debt education, identity theft protection, and the ABC's of credit cards with a special emphasis on educating students about credit and how to use it wisely. Students who express an interest will be able to complete a credit card application. Here is an overview of the key elements:

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|---|--|
| <p><i>Operational duties with the event:</i></p> <ul style="list-style-type: none">❑ March – May 2004 (exact date to be provided by COA)❑ Table positioned in high profile, high visibility area (any high student traffic area)❑ Need two (2) 6' foot tables, two chairs, outlet access, power cord, waste basket❑ Length: 2-3 days at your college❑ Marketing and publicity to generate student interest❑ <i>COA provides \$2,000 directly to you for hosting the event</i> | <p><i>Tabling Focus Complies with Title X Regulations!</i></p> <p><i>Educational Features:</i></p> <p>Debt Education <i>Identify Theft Protection Using Credit Wisely Credit Card ABC's Educating Students Enrollment Applications</i></p> |
| <p><i>Management duties with the event:</i></p> <ul style="list-style-type: none">❑ COA will provide a detailed 'to do' list in advance of your event❑ Work closely with COA/Citibank vendor representative❑ Communicate event to various service offices, A.S. leaders❑ Publicity distributed, marketing materials posted/displayed❑ Completion of facilities use request form❑ Notifying facilities services and public safety❑ Marketing publicity to generate interest❑ Alerting coaches/division/department staff of need to participate and visit vendor at event | <p><i>An Endorsed Activity of the COA, The State Office Responsible for Intercollegiate Athletics at California Community Colleges</i></p> <p><i>Additional Information:</i> <i>Stu Van Horn, COA Betsy Vavrin, COA Theresa Champagne, COA</i></p> <p>916.444.1600 Svanhorn@coasports.org www.coasports.org</p> |

**Citibank and Commission on Athletics (COA)
Spring 2004 Semester Campus Tabling Partnership**

Official Schedule of Tabling Events/Dates

Things To Do To Prepare for Event

| College | Campus Dates | To Do, To Get, To Decide Tasks |
|---|---------------------|--|
| Fresno City College Merced College De Anza College | March 2-4 | Identify location of tabling exhibit and send campus map of location to COA |
| Modesto Jr. College Sierra College | March 9-11 | Obtain/complete facilities use request form and provide a completed copy to COA |
| Moorpark College Bakersfield College | March 16-18 | Contact Associated Students leaders with dates of event and request their participation |
| Riverside College Saddleback College | March 23-25 | Order two 6 ' tables, two chairs, power cord and waste basket |
| Santa Ana College Golden West College El Camino College | March 30 – April 1 | Announce event at athletic division meeting and ensure participation of coaches, athletes |
| Dark | April 5-9 | Display and distribute any marketing materials provided to highlight the activity |
| Palomar College San Diego Mesa College | April 13-15 | List the activity in the official calendar of events and promote it through on-campus communication pieces |
| Chaffey College San Bernardino Valley | April 20-22 | Meet/greet Citigroup staff each day on campus. Make sure selected exhibit area is clean and free of debris |
| Citrus College Glendale College | April 27-29 | Posters and fliers (provided in advance) erected around campus |
| Cabrillo College College of San Mateo | May 4-6 | Generate interest with students – driving traffic to the display is key! |

2. CONTACTSPORTS E-newsletter:

- a. The chair noted that the next issue of the COA's e-newsletter is scheduled for distribution on January 29 and encouraged members to print, distribute and post the information in high visibility areas within their division office and to continue efforts to educate business officers and purchasing officers of their important role servicing the statewide partnership program.

3. Update of COA Efforts to Find Partners

- a. The chair asked that subcommittee members continue to share ideas, thoughts and names of prospects for partnership consideration. Current efforts were highlighted. Additional information about the prospects are identified weekly through distribution of the COA's cultivation/prospect log distributed to committee members, conference commissioners and COA partnership consultants.
- b. Four categories were specifically mentioned as 'hot' prospects. Those include automotive (Kia and Saturn), auto insurance (21st Century), and overnight delivery.
- c. Subcommittee members will continue to receive updates of ongoing efforts by the COA every Thursday via email.

4. Next Meeting: Tuesday, February 10, 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
2003-2004 (Approved)

Dial 866.826.6337, then enter pass code: 704006#

| 2003-04 Meeting Schedule |
|---|
| Second Tuesday of Each Month. Meeting begins at 9:00 a.m. |
| July 8 |
| August 12 |
| September 9 |
| October 14 |
| November 11 |
| December 9 |
| January 13 |
| February 10 |
| March 9 |
| April 13 |
| May 11 |
| June 8 |

COA 2003-04