

**SUMMARY NOTES FOR USE AT UPCOMING CONFERENCE
AND/OR COACHES MEETINGS**

*Notes from the COA/CCCADA Subcommittee on Corporate Partnerships Meeting
June 12, 2002*

**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 (Coast Conference), Marilyn Ladd (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), John Keever (Western State Conference), Gary Houser (Golden Valley Conference), Terry Davis (Pacific Coast Conference), Mike McPherson (South Coast/Foothill Conferences), Stu Van Horn (COA), Mick Pettengill (COA)

1. New Committee Appointments and Various Other Items

- a. Golden Valley Conference representative Gary Houser was introduced as a new member of the subcommittee
- b. Tony Lipold, Athletic Director, Saddleback College, was approved as the new representative of the Orange Empire Conference. His tenure will begin with the July 2002 meeting. COA staff will send out a letter of confirmation.
- c. Notes from each subcommittee meeting will be sent to all subcommittee members and copied to all COA member college athletic directors via email.

2. Updated coaches brochure for review – final version

- a. Final version of the brochure approved at June 12 meeting
- b. The brochure will be printed in late June 2002 and sent with a special cover letter to all coaches and administrators at all COA colleges prior to August 2002
- c. This three-panel brochure provides background about the corporate partnership program, how funds are allocated, where the funds go, etc.
- d. Each subcommittee member will receive 25 extra copies of the brochure

3. CA Special Olympics Opportunity with CCCADA

- a. Final decision still pending regarding this program
- b. COA to send letter to CA SO representatives and indicate more time is needed to adequately review the potential collaboration
- c. Any ideas from coaches and AD's should be forwarded to either CCCADA president John Woods or COA's Stu Van Horn

4. Military 'kiosks' opportunity at selected colleges

- a. The COA has been approached by the agency representing the Department of Defense to seek several colleges willing to 'pilot' the program
- b. Los Medanos, Chaffey and Southwestern colleges are serving as pilot colleges
- c. Each participating college will receive \$1,200 quarterly from the COA
- d. The pilot program will end in early September 2002 and continuation of the program will be determined by the department of defense
- e. The COA will ask the sponsors of the program to identify how they will measure success of the pilot phase of the program and report back to the subcommittee
- f. If the department of defense deems the pilot program a success, additional COA colleges will join in mid-September 2002

- g. Additional colleges are Fullerton, Contra Costa, Glendale, LA Valley, SD Mesa, East LA, Moorpark, West Hills and San Diego City colleges.
- h. If your college would like to join, please immediately contact the COA associate commissioner's office.

5. 2001-2006 Ball and Equipment Designations

- a. A grid of ball, equipment and apparel sponsors was reviewed
- b. The grid does not include COA corporate partners – only sport specific sponsors.
- c. The model number of the Mikasa Sports adopted men's volleyball has changed from MVP 200 to VFC 200.
- d. The COA is currently negotiating an extension with Ringor, the official shoe of the COA softball championship

6. Community College Satellite Network

- a. CCCSAT is the network that provides the digital telecommunications delivery system for distance education in the state
- b. They are trying to develop a public interest channel that may feature community college athletic events
- c. They recently met with COA staff to explore options
- d. Expect more information about this at my next conference update

7. 2002-03 Annual Meeting Calendar of Upcoming Subcommittee Meetings

- a. The subcommittee will meet monthly – typically the second Wednesday of each month at 9:00 a.m.
- b. Subcommittee members received the annual calendar prior to the June 12 meeting - It is attached as a word file for all interested parties

8. Park Media Opportunity

- a. Park Media is an agency interested in packaging together the various sponsorship opportunities available at our colleges and presenting the system as one marketing opportunity to various global and national corporations
- b. The COA will meet with Park Media on June 18 to explore the concepts
- c. Subcommittee members were asked to indicate the kinds of materials available to national sponsors, including:
 - i. Athletic programs and media guides
 - ii. Message centers
 - iii. Handouts and display tables at college sporting events
 - iv. Tickets
- d. The subcommittee may survey colleges to have them identify the kinds of possibilities for sponsors at individual colleges to establish a sense of what consistencies exist across all COA colleges

9. Lodging Needs Survey

- a. A 30-second survey may be distributed to athletic directors on the subcommittee for completion by a sampling of students at local colleges
- b. Prior to that effort, the COA will attempt to have the hotel prospect identify the type and mix of responses necessary for us to collect a reasonable sample of responses
- c. This will be discussed in more detail at the July meeting

10. Review of American Legacy Grant Writing Proposal

- a. Large amounts of grant funds are available to college entities capable of developing programs aimed at cessation of youth smoking
- b. Subcommittee members were encouraged to review the grant criteria provided by the American Legacy Organization at its website, www.americanlegacy.org and/or at grantsinfo@americanlegacy.org.

- c. It is not likely that the organization would fund a statewide group like the COA
- d. Each college should give this consideration, especially during the upcoming budgetary crunches expected at our colleges during the next few years

11. Ten second updates were provided by the COA with the following companies currently being asked to support CCC athletics:

- a. GMC/Chevrolet
- b. Holiday Inn
- c. United Parcel Service
- d. State Farm Insurance
- e. Pepsi 'campus to communities' program timeline for incentive rewards will be based on vending placements between September 15, 2002 and May 1, 2003. The top three colleges with business placements will receive cash from Pepsi for their hard work. Top prize is \$1,500, second place is \$1,000 and third place is \$500. Checks to winning colleges will be presented to athletic directors at the 2003 CCCADA conference in Lake Tahoe

12. New Business

- a. The subcommittee discussed a variety of other topics, including the following:
 - i. COA and why the Taylor Made golf contract was terminated by Taylor Made in 2000
 - ii. How to foster 'buy in' from various sport coaches associations
 - iii. Renaissance Agencies (COA sponsor) v. Student Insurance (CCCADA sponsor)
 - iv. When, where, and how sponsorships are handed off from the COA to local sport associations seeking sponsors for COA events
 - v. Subcommittee approved the COA to send a letter to CCCADA president John Woods of Palomar College seeking agenda time on COA corporate development at the Fall 2002 CCCADA meeting in Burbank
 - vi. Anyone with sponsorship/marketing/fundraising success stories are encouraged to send releases to the COA and/or CCCADA for website posting

13. Next Meeting: Wednesday, July 10 at 9:00 a.m.

- a. Feel free to submit agenda items to the COA for consideration by July 8

Respectfully Submitted,

COA/CCCADA Subcommittee Members
(listed on page 1)
Distributed by Stu Van Horn
COA Associate Commissioner