

SUMMARY NOTES
COA/CCCADA Subcommittee on Corporate Partnerships
Tuesday, September 14, 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. 2004-05 COA Partner/Sponsor Poster

- The chair announced that a special 11 x 14 sized poster will be distributed soon. The COA will send a packet of posters to each athletic director for distribution to all athletic division staff. The poster includes the official roster of all COA partners and sponsors, including contact designees, telephone number and E-mail address.
- The chair asked that athletic director's encourage all athletic staff to place the poster in a visible area in their office for reference throughout the 2004-05 academic year.

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

- The chair briefed members about the new launch dates for the second phase of the Citi credit education tabling activity. The COA has communicated with each of the 12 participating colleges and informed them of the new launch dates as follows:
 - a. September 20 – 30, 2004:
 - i. Golden West, LA Valley, Sequoias, Cypress, Bakersfield, and Fresno
 - b. October 4-14, 2004:
 - i. Moorpark, San Mateo, San Diego City, Fullerton, Contra Costa, and Solano
- If you would like additional information, please contact the COA office.

3. 21st Century Overview of Pending Partnership

- The chair reviewed the production timetable and indicated that the COA expects a signed agreement with 21st Century to be completed by October 15. Both entities are continuing efforts to finalize a formal agreement. At present, the agreement will include a mix of general student tabling at selected colleges and a special outreach program with Child Development Centers at five additional colleges.
- If the contract is signed by 21st Century, the COA would collaborate with the California Highway Patrol (CHP) to jointly 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.

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.

- Two of 15 SCA presentations have been completed as of this meeting. The remaining presentations will be scheduled throughout the balance of the 2004-05 academic year.

5. COA Development Log Updates

- The chair provided an update briefing on various hot prospects included in the weekly COA development log.
- Bank of America has indicated an interest in hearing more about the COA program, and the COA has responded with a series of tactics and initiatives to involve the small business development centers at 21 community colleges in CA, through the statewide guidance of the CCC economic development network. It is very early in the cultivation process but bundling together with other statewide organizations continues to be a major focus of the COA's product-driven program.
- Other quick takes included:
 - Toyota and the COA have been working recently to develop a partnering relationship. More details to follow at the November 2004 meeting.

6. CONTACTSPORTS August 2004 Issue

- Members were provided a copy of the September 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.

7. 2004-05 Meeting Calendar

- The chair indicated that the subcommittee will not meet in October 2004, due to the fall meeting of the COA Board and Management Council in San Diego
- The next subcommittee is scheduled for Tuesday, November 9, 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