

SUMMARY NOTES OF OCTOBER 14 MEETING
COA/CCCADA Subcommittee on Corporate Partnerships
Tuesday, October 14, 2003

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. Status of new appointments to subcommittee

- a. The subcommittee welcomed Rudy Washington of Compton College, a new member representing the South Coast Conference.
- b. Coaches designees are becoming problematic in two ways:
 - i. Many are not attending each month's meeting
 - ii. Five conferences have been unable to find coaches willing to participate
- c. It needs to be resolved. This issue will be discussed at the November 11, 2003 meeting

2. CONTACTSPORTS E-Newsletter

- a. The COA recently published the inaugural issue of *CONTACTSPORTS*, an electronic newsletter targeting chief business officers and purchasing agents employed at community colleges in California.
- b. Each issue includes deals and discounts currently offered by COA partners and sponsors.
- c. The subcommittee requested that it be included in the distribution of future newsletters

3. Update on New COA Partnerships

- a. **Office Depot** – exclusive office supplies/furniture category. The COA receives an upfront designation fee and is entitled to an equal share of the back-end commission based on sales generated at community colleges in California. The agreement was completed in concert with the Foundation for California Community Colleges, which will share equally back-end commissions with the COA.
- b. **Del Costa Cheese** – exclusive nacho cheese category expressly for this prospect. They are pitching a dispensing machine and a case (four bags of sauce) for a flat fee of \$300 to COA colleges.

The COA will be send AD's a flyer promoting the partnership and will include contact information for interested colleges.

- c. **Northwestern Mutual Financial Network** – financial services sponsor of the COA. This is a one-year pilot program agreement that involves eight of nine community colleges in Orange County. The program pitches the NMFN student athlete internship program and a series of long term care information workshops.

4. 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. Three categories were specifically mentioned as 'hot' prospects. Those include automotive, credit card and telecommunications.

5. COA/Citibank Marketing Channels Survey

- a. The chair asked that each conference representative review the roster of survey responses and consider making a call or sending an email to any conference member college that has not yet responded to the important survey project.
- b. It was reported that the price structure of the proposed partnership would be more feasible if more colleges respond to the survey request.
- c. An e-mail identifying respondents was sent prior to the meeting to committee members.

6. Review of Contract Tracking Sheets Used by COA

- a. The subcommittee reviewed an excel grid outlining the type and mix of benefits the COA is providing to its partners and sponsors.
- b. The grid allows the COA to track its efforts to ensure compliance with the contracted benefits owed to its partners and sponsors.
- c. It was suggested by the chair that local colleges might benefit from reviewing the grid in the development of their own localized fundraising efforts.

7. **New Business:** Bob Clement asked for thoughts about **insurance issues relative to 15-passenger vans**. He indicated that a new law requires drivers to have a Class B license. He later reported that the CIF is prohibiting the use of 15-passenger vans and that local insurance carriers are indicating a new policy is coming that might prohibit them from issuing a certificate to colleges utilizing 15-passenger vans. This will be discussed at the November 2003 meeting.

8. **Next Meeting: Tuesday, November 11, 2003 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