



THE AD DIGEST

OFFICIAL NEWSLETTER OF THE CIAAA



NEW CIAAA PARTNER!

The CIAAA is proud to announce its partnership with **REPerformance as the Official Wellness Platform of the CIAAA.** The CIAAA recognizes how busy Athletic Directors, Coaches and Teachers are. Finding the time to create and plan workout programs for classes and teams is a huge challenge, and often gets missed. We are excited to partner with REPerformance to provide our schools and teams with education and resources and to connect them to an easy-to-use platform to assist with designing strength and conditioning programs, fitness testing and supporting wellness."

The comprehensive partnership will include integrated marketing presence throughout the year, strength and conditioning resources and education, and virtual learning opportunities. The easy-to-use platform enables schools and athletic departments to create customized plans for students of all ages and ability levels. The platform can be used in physical education classes for fitness testing and workouts as well as for school sport teams. Further, tracking and data is provided back to the student and teacher or coach to encourage learning and life-long physical activity well after high school.

Check it out: reperformanceapp.com

Contact Callen for details: callen@reperformanceapp.com

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AD Article of the Month

A Joyful Return to School Sports

Burnaby School District

There have been many smiles on the faces of student athletes in Burnaby with school sports back on.

Athletic directors at the high schools and district staff collaborated to ensure that health and safety remained at the forefront – all while getting students back to what they love.

Jennifer Oatway is the Athletic Director at Burnaby North Secondary and coach of the Senior Girls Basketball Team. She's also President of the Burnaby New Westminster Schools Athletic Association. Ms. Oatway says seeing community and staff come together to make sure students are offered as many sports teams as possible has been heartwarming.

"It takes such a massive team to run the athletic program from the athletic directors, the administration, staff coaches, our community coaches, to our student leaders. And to have everybody working so hard together to restart this – collaborating across the District about what's working in your school, how we can all help each other and get as many kids back being a part of their school program – has been pretty incredible."

Speaking from outside her school's gymnasium after helping to set up a four o'clock volleyball game, she apologizes for the noise and squeals of laughter in the background.

"There's nothing like the excitement of two courts side by side of Grade 8 girls. It's their first high school sport experience. It's awesome. Some of our kids, like our Grade 9s, have never played high school sport, so that's pretty incredible even to think that their whole Grade 8 year they didn't know what this was about. They didn't know what it was like to be a part of this culture."

Oatway says the return of what, before the pandemic, she "didn't realize could ever be taken away" has had a positive impact on the school community with the friendships and school spirit that come with being part of and supporting sports.

Article contributed by the **Burnaby School District**
<https://burnabyschools.ca/a-joyful-return-to-school-sports/>

If you're interested in writing an AD Article of the Month, please let us know! by emailing shannon@ciaaa.ca.

CIAAA Certifications
 SEPTEMBER - OCTOBER 2021

CRAA RECIPIENTS	CCAA RECIPIENTS
Charisse McDonald - AB	Breanne Quist - BC
Taryn Luhowy - MB	Stefan Bergh - ON
Ken Levesque - ON	
Laura McGill - ON	
Guy MacDougall - ON	

Congratulations!

CIAAA Certification Program

Did you know the CIAAA has a 3-step certification program?

Through the certification program, individuals will enhance their ability to serve the students, school, community, and the professional organization.

[Check out the Details and Apply Here!](#)



FALL WEBINAR SERIES

Sign up today for our Fall LTP Webinar Series! We have **two courses left** to help you and your athletic department return to school sport!

If you are a ASAA, BCSS, or SHSAA Athletic Director you receive **course discounts!** Contact Shannon at shannon@ciaaa.ca to get your discount!

Are you interested in running a course in your area? Contact Shannon for details, shannon@ciaaa.ca. We will run a course anytime and anywhere, reach out to start the conversation!

602C: Creating your Athletic Handbook

- **Date:** November 23rd & 24th
- **Time:** 3:30 - 6:30pm Pacific each night

726C: Student Leadership Development

- **Date:** Tuesday, November 16th
- **Time:** 4:00 - 7:00pm Pacific

REGISTER HERE!

COURSE DESCRIPTIONS

University of Ottawa/School Sport Canada Social Justice Survey

High School Coaches' Attitudes on Social Justice

Online Survey

If you are coaching a high school sport during the 2021-2022 school year, we want to hear from you.

Link to Survey: www.surveymonkey.ca/r/c_oachsocialjusticesurvey

QR Code to Survey

coachsocialjusticesurvey@gmail.com

Researchers from the University of Ottawa in partnership with School Sport Canada are looking for high school coaches from across Canada who are willing to complete an online survey on social justice in high school sport. The survey will take approximately 15-20 minutes to complete.

The researchers would be grateful if you could forward this to coaches at your school. Their participation will lead to a better understanding of high school coaches' attitudes, challenges, and recommendations related to social justice issues. The new knowledge derived can instigate a more socially responsible approach to coaching high school sports.

The content related to coaches' participation will remain anonymous and the information they share will be kept confidential.

For any questions regarding the study: coachsocialjusticesurvey@gmail.com

COMPLETE SURVEY HERE!



2022 NATIONAL ATHLETIC DIRECTORS CONFERENCE

Our Virtual Conference is Back! The conference will be held **April 21 -23, 2021**. Mark your calendars to ensure you don't miss out on our primer event of the year! We have great content planned!

- 2 Top Notch Keynote Speakers
- 11 Leadership Training Program Courses **(2 new ones!)**
- 14 Workshops
- Social Events
- Giveaways
- Contents
- And more!

Full details will be released in December, stay tuned and save the date!



CALL FOR 2022 NADC WORKSHOP PRESENTERS

The CIAAA is in search of volunteers to develop and present 60-minute workshops to Athletic Directors and Coaches at our 2022 Virtual National Athletic Directors Conference from April 21 – 23, 2022.

If you are interested in developing and presenting a workshop, please follow the steps below:

- Contact the CIAAA (shannon@ciaaa.ca) and select a topic you would like to create a workshop around
- Research the selected topic, providing references where applicable
- Create a presentation (PowerPoint, Google Slides, Prezi etc.) to summarize the material including presenter notes.
- Submit your workshop presentation and notes to the CIAAA
- Present your workshop at the 2022 Virtual National Conference

NOTE:

- Anyone who creates and presents a workshop agrees the CIAAA will retain your presentation on file to present in the future. Initial workshop authors will be properly recognized in future presentations.
- If you are pursuing your Master's Degree through Grace College, the development of a workshop can often be used as a project for your degree
- Honorarium – Presenters will be given a \$125.00 honorarium/workshop in the form of gift cards or as a conference discount.

See the full Call for Presenters Request [Here!](#)



RESOURCE OF THE MONTH



Check out November's Resource of the Month, **Character Development Resources for Coaches "Educational Athletics"**. This outstanding resource is great to use with your teams, coaches, and in your athletic department. This quick, easy, downloadable resource will help get the ball rolling with Educational Athletics & Character Development.

Thank you to **Sandra Surkan from Balfour Collegiate** for this resource.

Do you have any resources that you think might be useful to your fellow Athletic Directors? Send them our way!

Reminder to activate your membership to gain access to our full Resource Bank! ASAA, BCSS & SHSAA Athletic Directors receive free a membership, email info@ciaaa.ca for information.

CHARACTER DEVELOPMENT RESOURCES FOR COACHES

AD Discussion Forum

Topics of the Month!

ask questions share ideas network



The CIAAA Discussion Forum is a great place to ask questions, network, and share ideas with your fellow Athletic Directors. Be sure to login and join the conversation! Check out our featured topics of the Month!

If you are a new Athletic Director, or have never logged into the forum, your login information was sent to you today! Please check your email and junk mail to ensure you have access!

- What challenges/struggles have you had as school sport has returned?
- Ideas to deal with a shortage of officials

DISCUSSION FORUM LOGIN

ACTIVATION CONTEST

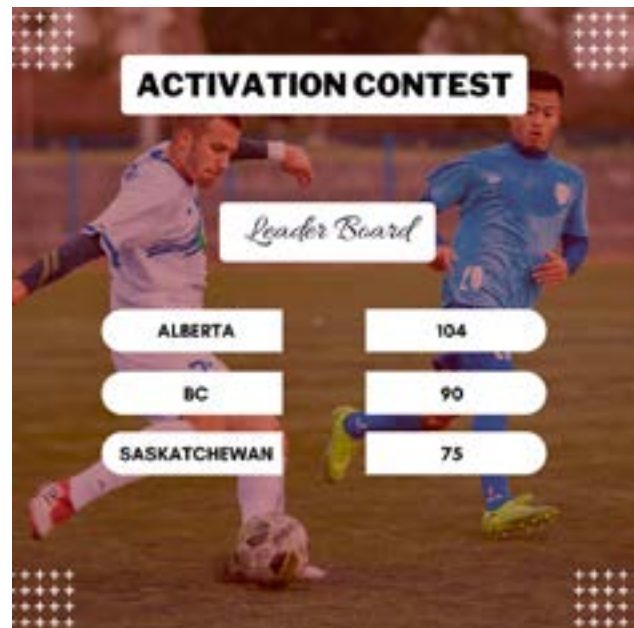
Have you activated your membership yet?

Alberta is in the lead with the most CIAAA Membership Activations!

The province with the most activations by December 30th, will have all of their activated members put into a draw to win a **FREE Registration for the 2022 VIRTUAL National Athletic Directors Conference!**

It's a close race, check out the top 3 on the leader board!

**ACTIVATION
INSTRUCTIONS**



ACTIVATE TODAY! FOR A CHANCE TO WIN A FREE REGISTRATION TO THE 2022 ATHLETIC DIRECTORS CONFERENCE!

SPORTFACTOR

BASKETBALLSALE

MORE ITEMS ON SALE AT WWW.SPORTFACTOR.NET
PRICES VALID 'TIL DEC 17!

BADEN PERFECTION ELITE BASKETBALL

"Lexum" Advanced Ultra Mikrofiber cover and Stealth Soft-Valve system.

Product Code - BX

➤ Sale Price - \$75



SPALDING TF-1000 CLASSIC ZK

Spalding Exclusive ZK Composite cover material for a soft touch and exceptional durability.

Product Code - TF-CLASSIC

➤ Sale Price - \$49.95



SPALDING COMPOSITE TF1000 LEGACY

Soft foam-infused carcass and deep channels for better feel and playability.

Product Code - TF1000

➤ Sale Price - \$54.95



COACH'S BOARD

Easy wipe off surface, 30"x16" full court on one side, line-up chart and half court on the other side. Spring clip to hold papers and dry erase marker(s).

Product Code - BKBOARD

➤ Sale Price - \$16.95 <

WILSON COMPOSITE EVOLUTION

Meets NCAA and NFHS specifications for game ball use. Official ACAC game ball.

Product Code - B0

➤ Sale Price - \$82



SKLZ D-MAN HANDS UP TRAINING MANNEQUIN

A perfect practice partner! Learn to shoot or pass over or around the hands-up-defending position. Incl. adjustable telescoping pole from 6.5' to 8', so you can alter the height of the D-Man to fit your skill level.

Product Code - D415

Sale Price - \$69.95 <



TEL 780-450-0976 | TOLL FREE 1-888-989-9090 | TOLL FREE FAX 1-888-361-9680
3250 - 51 AVENUE | EDMONTON, AB T6P 0E1 | EMAIL SALES@SPORTFACTOR.NET

SPORTFACTOR



Join Hundreds of PHE Teachers Using REPerformance



Assessment Builder

Create a custom fitness assessment with over 40 exercises to choose from.



Workout Generator

Using assessment measurements, workouts are built to each student's current capabilities.



Analytics Tracker

Provide students with instant assessment feedback to ensure goal-setting efforts remain intact.

The All-In-One Physical Education Platform

Using REPerformance, you're able to easily track and create individualized fitness plans for your students. Let us handle the admin prep time associated with PHE and give you more time to connect with students. Help students build knowledge and experience in categories such as exercise, games, nutrition, mindfulness and mobility as a foundation of life-long wellbeing.

Let's Chat!

REPerformance

(705) 665-5130

community@reperformanceapp.com

Schedule Your Free Demo Today
[**www.reperformanceapp.com**](http://www.reperformanceapp.com)





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TO BUILD A TEAM**

Championships do not just happen. Before an athlete ever laces up his shoes or puts on a uniform, there is a team of highly skilled coaches and administrators that build confident players, passionate teams, and impactful programs that lead to life-long wins. If you are called to athletics, we will give you the tools to lead with success.

In partnership with



National Interscholastic Athletic
Administrator's Association

For More Information Contact:

Dr. Darrell Johnson - Program Director

Email djohnson@grace.edu
Phone **574.372.5100 ext. 6263**