



OCTOBER 2021 | VOL. 2

THE AD DIGEST

OFFICIAL NEWSLETTER OF THE CIAAA



ACTIVATE & SIGN UP TODAY!

2021 - 2022 Memberships are open and our fall LTP Schedule has been posted. Reminder, you must activate your membership each year to receive member discounts and offers. ASAA, BCSS, and SHSAA Athletic Directors, your **FREE** membership code for activation has been emailed to you. Athletic Directors who are not a part of one of the above associations, you are now able to purchase your membership.

If you have not received your activation code please contact Shannon at shannon@ciaaa.ca.

To activate your 2021-2022 membership, [click here!](#)

If you are having troubles or are new to the CIAAA, check out the videos below to ensure you don't miss out!

CREATING & ACTIVATING
YOUR MEMBERSHIP

USING THE CIAAA
DATABASE EFFECTIVELY

IN THIS ISSUE

- Activation Information
- AD Article of the Month
- Fall Course Schedule
- 2022 National Athletic Directors Conference Update
- Membership Survey
- Sportfactor Resource of the Month
- Discussion Forum Topics of the Month
- Feature: NEW AD Resources

GRACE
COLLEGE

SPORTFACTOR

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AD Article of the Month

School Sport is Back!

What can you do to get your program back on track after such a long break from athletics? Celebrating the small victories and reintroducing the school spirit and momentum your program may have lost could be a great starting point. Although spectators may not be allowed, you can still initiate school spirit days, highlight athletes of the week who demonstrate your core values, and use social media platforms to interview players and coaches. Another idea could be to have some of your more artistic students help create signs of support that can be posted throughout the school, design a new warm-up or athletic wear shirt, or if there is a space that could use a face lift, have a wall mural created.

Some athletes may be hesitant to get back into the sports they once loved. If numbers are down you may need to focus more on that sport in your PE classes or intramural program to remind them how much they enjoy it and allow them the opportunity to brush up on their skills. Further, you could have a few open practices before official tryouts even begin so that athletes can ease back

into the sport. You may need to create a highlight reel of past successes and memorable moments that can be run in the halls on school televisions or video announcements to bring the excitement back.

If you as a coach or athletic director are feeling disenchanted and tired, make sure you are finding ways to keep your energy high and don't neglect your own wellness. You can't fill someone else's bucket if yours is empty. When in doubt, ask what Ted Lasso would do. In all seriousness, it is a great resource for coaches and athletic directors who are trying to create team cohesiveness and bring back joy into their athletic program.

Kelly Eagles, CCAA
Athletic Director
Cold Lake High School, Alberta

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

WE'RE SOCIAL!

Follow us on Social Media to stay up to date with all things CIAAA!
We have some new and exciting things planned this year!

Instagram: [@CanadianIAAA](https://www.instagram.com/CanadianIAAA)

Twitter: [@CanadianIAAA](https://twitter.com/CanadianIAAA)



The CIAAA is looking for your feedback! Please complete this 3 minute survey to assist the CIAAA with course and workshop scheduling for the school year and ideas on how the CIAAA can best support you in your role as Athletic Director.

Thank you for taking the time to complete the survey, we appreciate it!

**COMPLETE
SURVEY HERE!**



FALL WEBINAR SERIES

Sign up today for our Fall LTP Webinar Series!

We will be offering 6 top notch LTP courses 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!

REGISTER HERE!

COURSE DESCRIPTIONS

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!

NEW AD RESOURCES

NEW AD Resources

Find something that works for you!

- Easy to use templates
- Articles
- Checklists
- & More!

SPORTFACTOR

501C: Philosophy, Organizational Structure, & Professional Development

- **Date:** October 27th & 28th
- **Time:** 4:00 - 6:00pm Pacific each night

502C: Athletic Administration in Canadian Schools

- **Date:** November 2nd & 4th
- **Time:** 4:00 - 6:00pm Pacific each night

602C: Creating your Athletic Handbook

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

703C: Educational Athletics - Performance Beyond the X's & O's

- **Date:** October 22nd
- **Time:** 9:00am - 12:00pm Pacific

719C: Leadership, Management, & Decision-Making

- **Date:** Friday, October 22nd
- **Time:** 2:00 - 5:00pm Pacific

726C: Student Leadership Development

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

Over the summer the CIAAA created a dedicated section in the Resource Bank to **NEW** Athletic Directors. The section contains easy to use templates, provincial association information, checklists, articles, and more! Make sure you check it out!

NEW AD RESOURCES



2022 NATIONAL ATHLETIC DIRECTORS CONFERENCE UPDATE

The 2022 CIAAA National Athletic Directors Conference was scheduled to take place April 21 - 23, 2022 in Vancouver, BC. After much discussion and deliberation amongst the Board of Directors, and due to the uncertainty surrounding the COVID-19 pandemic across Canada, the decision has been made to shift the 2022 conference **online** once again this year. This decision was not made lightly, we can't wait to get back to in person events. We would love to have you join us online again this year for some top notch workshops, LTP courses, keynote speakers, social events & more. Keep an eye on your email in the coming months for further details!

The 2023 Conference will be hosted in Vancouver.



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

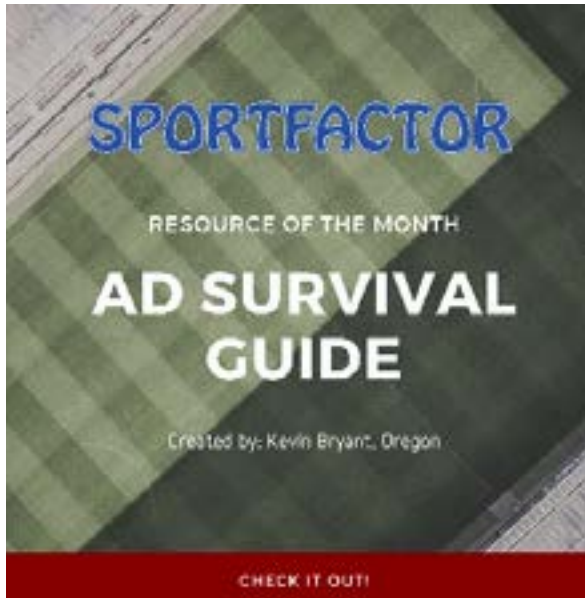
NOTE:

- 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 October's Resource of the Month, a **Parent Pre-Season Meeting Presentation Template**. This new resource is a great starting point for your pre-season meetings. This quick easy, downloadable template will help you get the ball rolling. Check it out!

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.

**PARENT PRE-SEASON
MEETING TEMPLATE**

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!

- How to work with a limited budget to build a weight room
- Ways to get support from your school administration

Login Details for the Discussion Forum are different than your CIAAA portal login. [Complete this form](#) and get your login details will be sent to you.

**DISCUSSION FORUM
LOGIN**

SPORTFACTOR

VOLLEYBALL SALE

Prices Valid Until October 15, 2021 | Shipping & Tax Extra



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SHSAA Official game ball.
Dimpled microfibre cover.

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The ball that sets the industry
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A photograph of a male athlete in a grey tank top and black shorts running on a blue track. The runner is captured from a rear three-quarter view, showing his powerful build and focused expression. The track has white lane markings, and the background is a bright yellow field.

MASTER OF ATHLETIC ADMINISTRATION

AFFORDABLE. CONVENIENT. PRACTICAL.

IT TAKES A TEAM 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**