

# **5<sup>TH</sup> ANNUAL** CANADIAN INTERSCHOLASTIC ATHLETIC ADMINISTRATORS ASSOCIATION **NATIONAL ATHLETIC DIRECTORS CONFERENCE**

**CANADA'S PREMIERE PROFESSIONAL  
DEVELOPMENT EVENT FOR ATHLETIC DIRECTORS**

**ONLINE | APRIL 21-24, 2021**



**FEATURING  
TSN HOCKEY INSIDER  
BOB MCKENZIE**



**CHANGING THE GAME  
PROJECT'S  
JOHN O'SULLIVAN**

[ciaaa.ca](http://ciaaa.ca)

# ABOUT THE CONFERENCE

A customizable, all-in PD experience for Athletic Directors

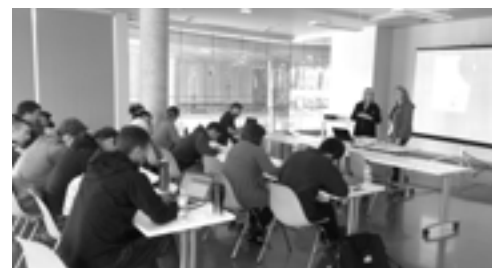
The CIAAA National Athletic Directors Conference offers a mixture of content, networking, and social opportunities creating a dynamic, customizable, Athletic Director centered professional development experience.

The **LTP Courses** are the highlight of our PD opportunities. Further details on the LTP courses can be found on pages 4-5 of this brochure. One course of your choosing is included in your conference fee, and up to 4 more can be added.

Our 60-minute **Workshops** offer quicker exposure to valuable and relevant information on the indicated topic. All workshop sessions are included in the conference fee.

This year we are featuring **two** full-conference sessions with the phenomenal speakers highlighted below. **Bob McKenzie and John O'Sullivan** will motivate and challenge attendees to further excellence in their Athletic Programs.

Coming together provides incredible value in addition to the great content, celebrating our biggest strength - the community of Athletic Directors who share an immense passion for educational athletics.



## MAJOR SPEAKERS

Bob McKenzie and John O'Sullivan,



**Bob McKenzie** kicks off our Conference with the Keynote Address at our Welcome Banquet. With more than 35 years of experience covering hockey, TSN Hockey Insider Bob McKenzie is the definitive authority on breaking news and analysis from every corner of the hockey world. Using his unparalleled contacts, combined with an abundance of hockey knowledge and a genuine love for the game, McKenzie has earned his reputation as the most informed, most trusted and most connected man in the business. Bob will share his stories and experience in professional and athletic settings.



**John O'Sullivan** is an internationally known TEDx Speaker and the founder of the Changing the Game Project whose mission is to ensure that we return youth sports to our children, and put the "play" back in "play ball". When he speaks, John brings to the table a wealth of practical, hands on knowledge garnered through years of working with players and their families on sport specific development parenting, coaching, and creating a player-centered environment. John will be sharing his knowledge and expertise during the Mid-Conference Session on "Changing the Game in Interscholastic Sports".

## CONFERENCE SCHEDULE (PST)

### Wednesday, April 21

3:30 - 6:30 PM

#### LTP Courses

- 502C: Athletic Administration in Canadian Schools
- 633C: Creating Inclusive Opportunities for Athletes with Disabilities **\*\*NEW COURSE\*\***

### Thursday, April 22

12:00 - 3:00 PM

#### LTP Courses

- 501C: Philosophy, Organizational Structure, and Professional Development
- 705C: Educational Athletics - Mentorship, Leadership, and Character Development
- 722C: Building a Positive School Culture through Sport

3:15 - 4:00 PM

#### CIAAA Introduction and Online Conference Orientation Session

4:15 - 5:15 PM

#### Workshop Session 1

- Understanding the Mental Health of you and your Athletes - Dean Sawatzky & Bob Wilkie, I Got Mind
- Hosting Successful Tournaments and Provincial Championships

5:45 PM

#### Welcome "Banquet", Awards and Keynote Address (Bob McKenzie)

### Friday, April 23

9:00 AM - 12:15PM

#### LTP Courses

- 602C: Creating your Athletic Handbook
- 726C: Student Leadership Development

9:00 - 10:00 AM

#### Workshop Session 2

- Supporting Indigenous Athletes in School Sport
- Controlling Physical and Mental States for Peak Performance - Mike Shaw, HeadStartPro

10:10 - 11:10 AM

#### Workshop Session 3

- Promoting your AD Position to your Administrators
- Addressing Student-Athlete Stress, Anxiety, and other Mental Health Issues

11:20 - 12:20 PM

#### Workshop Session 4

- Neuromuscular Training Programs: Supporting Injury Prevention in High School Sports - Carla van den Berg, U of C Sport Injury Prevention Centre
- To be a Team, you must be a Family - Building Team Cohesion

12:30 - 2:00 PM

#### Vendor Exhibition

2:15 - 3:30 PM

#### Mid-Conference General Session 1

- Forum - Current Issues in School Sport

3:45 - 4:45 PM

#### Mid-Conference General Session 2

- **Keynote: John O'Sullivan - "Changing the Game in Interscholastic Sports"**

5:00 PM

#### Social Event

### Saturday, April 24

9:00 AM - 12:15 PM

#### LTP Courses

- 703C: Educational Athletics - Performance Beyond the X's and O's
- 710C: Current Issues in Canadian School Sport

9:00 - 10:00 AM

#### Workshop Session 5

- Forum - Issues for Athletic Directors in Rural Schools
- Tools & Resources for Character Development on your Teams

10:10 - 11:10 AM

#### Workshop Session 6

- Coaching Coaches - The Next Step of Developing Coaches - Glenn Cundari, Coach+
- High School Female Students' Understanding of Female Athleticism and Body Image

11:20 AM - 12:20 PM

#### Workshop Session 7

- Live Competition in a Virtual World
- Building a Championship Brand - Creating 21st Century Synergy in your Athletic Department

1:00 - 3:00 PM

#### LTP Course

- 790C: Instructor Development for the Leadership Training Program

1:00 - 4:00 PM

#### LTP Course

- 504C: Legal Issues I - The Basics of Negligence, Liability, and Risk Management

## LTP COURSES

### What are LTP's?

The **CIAAA Leadership Training Program (LTP)** is a professional development program designed for and by athletic administrators. Each 3-hour online course is content-heavy and designed to enhance the knowledge and daily operations of athletic administrators. The courses are of immense value to current High School Athletic Directors, as well as any future or potential athletic administrators and those involved in organizing Junior High school sport.

**Your conference fee includes ONE LTP course of your choosing**, and you can add up to four others, as you see fit.

### LTP Costs

- 1 Course - included in conference fee
- 2 Courses - \$80 additional
- 3 Courses - \$150 additional
- 4 Courses - \$210 additional
- 5 Courses - \$260 additional



## CERTIFICATION

The CIAAA certification program provides a means for professional recognition and guided development within our community of athletic administrators. An individual attaining CIAAA certification will have undertaken a comprehensive plan for self-improvement. Athletic Directors are encouraged to highlight any certification by using the acronyms below as part of their email signature. Complete details can be found in the [application forms here](#).

**The certification program provides for acknowledgement through three levels of achievement:**

- Canadian Registered Athletic Administrator (CRAA)
- Canadian Certified Athletic Administrator (CCAA)
- Canadian Master Athletic Administrator (CMAA)

## CERTIFICATION REQUIREMENTS

Requirement	CRAA	CCAA	CMAA
Bachelor's Degree or higher from an accredited institution	X	X	X
Approval of Application Form	X	X	X
Professional Development Credits (per each application)	n/a	50	85
Completion of LTP Courses 501C, 502C, 504C	X	X	X
Sign the CIAAA Code of Ethics	X	X	X
Obtain the verifying signature of a sponsor (per application form)	X	X	X
Completion of LTP 506C		X	X
Employed by (or retired from) a school, school board/district, or provincial athletic association in such capacity that the administration of interscholastic athletics is/was among job responsibilities		X	X
Three or more years experience as an interscholastic athletic administrator		X	X
Additional Elective LTP Courses Required		1	6
Material contributions to Athletic Director professional development in Canada			X

## 501C

### Philosophy, Organizational Structure and Professional Development

This course is aimed at assisting athletic directors set the tone for their program. Origins of athletic administration are addressed in addition to codes of ethics. The concept of "educational athletics" is discussed and refined. The role of the athletic administrator and the importance of having a school philosophy are addressed and participants have the opportunity to interact with others to refine their own philosophies. Organizational relationships are examined from a provincial, national and international perspective. Key policies are also reviewed. Current and future courses are highlighted and the certification program is described.

## 502C

### Athletic Administration in Canadian Schools

This is a detailed introductory course that addresses school athletic/academic philosophy, administrative organization, coach appointment, budgeting, scheduling, publicity and promotion, management of athletes, parents and others, transportation policies and issues, parent conflict, legal foundations, monthly checklists and more. One of the key resources available to course attendees is a digital folder with over 700 pages of useful information, forms, detailed letter templates, sample policies etc. Further, the provision of access to a coach handbook will be reviewed.

## 504C

### Legal Issues I - Basics of Negligence, Liability and Risk Management

This course covers liability, negligence, and risk management practices for athletic administrators. Legal concepts will be introduced to athletic administrators through the use of case law, case studies, and guided discussion. Appropriate risk management documentation procedures for athletic administrators will be identified. Enrollees will benefit from discussing real-life case law scenarios and defining the duties and standards of care that the law requires of athletic administrators. Enrollees will leave the course with new knowledge and actionable strategies for managing risk.



## 602C

### Creating Your Athletic Handbook

This course is designed to guide attendees through the process of creating a complete and effective athletic handbook. Effective athletic handbooks provide vision/direction for your program, disseminate critical information to your constituents and can save Athletic Administrators countless hours. This is a working course where attendees will be provided with a number of templates as a starting point and surrounded by a number of experienced Athletic Administrators leading the course.

## 633C

### Creating Inclusive Opportunities for Athletes with a Disability

Unified and Para Sport programs open doors for a multitude of new students to participate in school sport. This new course provides schools with pathways for adding inclusive opportunities into their Athletic department. These programs contribute greatly to enhanced school culture by inviting greater diversity among Athletics' participants. Any interested Athletic Directors and Coaches will derive great benefit - schools have both a great opportunity and responsibility when considering Unified and Para Sport Programs.

**703C**

### **Educational Athletics - Performance Beyond the X's and O's**

This student centered program will provide learning experiences for student athletes beyond the X's and O's. This course will support a value based curriculum that will demonstrate model behaviors and qualities that students should emulate both in and out of the athletic arena. Teachable moments beyond the classroom—center court, centerfield or center ice—provide the opportunity to promote and maximize the achievement of these educational goals and life skills. This course will provide the necessary strategies, methods and resources to implement this initiative within your own school.

**705C**

### **Educational Athletics-Mentorship, Leadership, & Character Development**

Character based coach-to-coach mentoring programs utilize the talents, strengths and qualities of the entire team of coaches to maximize the potential of the coaching staff. Mentoring is an attitude, a relationship and an investment, which provides coaches the opportunity to support and nurture each other professionally, personally and ethically. This course will highlight mentoring models that demonstrate key behaviours to implement when establishing an effective mentoring program. It will also provide athletic administrators strategies and methods to develop and enhance successful coach-to-coach mentoring programs.

**710C**

### **Current Issues in Canadian School Sport**

Experienced athletic administrators will lead the group through various workshop topics on current issues in Canadian school sport. Topics examined may include: Dealing Effectively with Parents, Developing Leadership in Your Athletic Program, Enhancing Multi-sport Participation and Combating Specialization, Educating Against Racism in Your Athletic Program, and Developing in-House Professional Development Programs for your Coaches. Utilizing a mix of lecture and small-group discussions, presenters will explore each issue from a number of perspectives and examine effective strategies. Participants will have an opportunity to contribute to the discussion and explore each topic in detail as a unit.



**722C**

### **Building a Positive School Culture through Sport**

Building or changing your current school culture into a dynamic force within the school is not an easy task. This course will highlight processes for using sport to build and enrich a positive and exciting school culture. Specific steps and ideas will be outlined to use your athletic program and other school-based athletic initiatives as a springboard to create a healthy and positive environment within your school. The course will focus on engaging the entire school population through sport and activity.

**726C**

### **Student Leadership Development**

Student Leadership Development is an essential component to any successful education-based athletic program. In this course, we'll look at numerous ways to actively develop leaders who will serve your school as well as the greater community. Topics that will be covered include: captains council, student leadership workshops, service learning, and further opportunities to develop Student Leadership. The society in which we live is ever-changing and so are our student-athletes, resulting in a necessity to evolve in finding new ways to teach and challenge students to be the next generation of leaders.

**790C**

### **Leadership Training Instructional Methods and Techniques**

This course is designed to provide instructors with an awareness of the expectations that are placed upon them in presenting LTP courses. The course examines teaching and learning styles and provides strategies for instructors to use in teaching LTP courses. It provides for interaction between current national faculty instructors and potential LTP instructors in the exchange of ideas used in the successful implementation of courses. To instruct any LTP course, one must complete LTC 790C and the course that one will be instructing. Enrollees who will derive greatest benefit are administrators seeking to become instructors in the Leadership Training Program.

# MASTERS DEGREE IN ATHLETIC ADMIN.

Provided by Grace College - the CIAAA's Academic Partner for the Leadership Training Program

FULLY ONLINE **MASTERS IN**  
**ATHLETIC ADMINISTRATION**

**AFFORDABLE. CONVENIENT. PRACTICAL.**



## **It Takes a Team to Build a Team**

In sports, championships do not just happen. Before the first player ever puts on a uniform, another team has already taken the field. From the athletic director to team administrators to support staff, it takes a well-oiled machine working behind the scenes to create winning athletic programs.

In partnership with



Canadian Interscholastic Athletic  
Administrator's Association

**GRACE**  
COLLEGE

## **For More Information Contact:**

**Dr. Darrell Johnson - Program Director**

Email [dljohnson@grace.edu](mailto:dljohnson@grace.edu)

Phone **574.372.5100 ext. 6263**

The CIAAA and Grace College have partnered to offer Canadian Athletic Directors an affordable, convenient, and practical Masters Degree where all content is relevant to your role as a Canadian Athletic Administrator.

All details can be found online [here!](#)

# REGISTRATION

## Registration Fee Includes:

- Attendance at all **workshop sessions** , with options to choose your topics of interest
- **One LTP Course** of your choosing (\$125 value), with discounted rates for 2-5 courses
- Two major addresses by world-renowned speakers **Bob McKenzie and John O'Sullivan**
- Entrance to Vendors Exhibition

## Registration Fees

REGISTRATION DATE	Fee
January 18 - March 22 (Earlybird Registration)	\$100
March 23 - April 7 (Registration)	\$125
April 8 or later (Late Registration)	\$175
First LTP Course	INCLUDED
2 LTP Courses	\$80
3 LTP Courses	\$150
4 LTP Courses	\$210
5 LTP Courses	\$260

Note:

- The Athletic Directors of ASAA, BCSS, and SHSAA member high schools can activate their membership without cost by emailing [shannon@ciaaa.ca](mailto:shannon@ciaaa.ca) or using the Activation code provided by their provincial association.
- To attend the conference you must be a CIAAA Member. To purchase a \$50 CIAAA membership please click [here](#).

## How to Register:

Registrations will be online [here](#). We accept payment by major credit or debit cards.

**CLICK HERE TO REGISTER TODAY!**

# VIP MEET & GREET WITH BOB MCKENZIE

The first **12 people** to purchase their conference registration will receive a VIP Meet and Greet with Bob McKenzie!



Be one of the first **12 people** to sign up for the 5th Annual CIAAA National Athletic Directors Conference and get the chance to sit down for an exclusive online meet and greet with TSN Hockey Insider, Bob McKenzie!

Using his unparalleled contacts, combined with an abundance of hockey knowledge and a genuine love for the game, McKenzie has earned his reputation as the most informed, most trusted and most connected man in the business. Bob will share stories, answer questions, and get to know you during this 20 minute chat.

**Register now! you won't want to miss out on this exciting opportunity!**

**CLICK HERE TO REGISTER TODAY!**





## Canadian Interscholastic Athletic Administrators Association

The mission of the CIAAA is to promote educational athletics through the professional development of athletic administrators with a focus on character and leadership. Our goal is to support schools in building positive athletic environments that enhance the learning experience for all students. The association positively impacts student-athletes through this support and training of front-line Athletic Directors/Sports Coordinators who play a vital role in the athletic experience.

ASAA, BCSS, and SHSAA have partnered with the CIAAA so that all Athletic Directors from their member high schools in Alberta, British Columbia, and Saskatchewan have annual memberships in the CIAAA.

Members from other provinces can join for \$50 at any time, with the membership year running from September 1st to August 31st.

**Contact:**

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