



ontario intramural recreation association

# NEWSLETTER

Vol. 1 No. 1

November, 1980

## C.I.R.A. Regional Director

We are entering one of the most exciting times for intramurals in Ontario. Many new things are happening. More and more people are being involved and we ourselves are receiving much positive feedback in relation to our programs.

This is Ontario's first newsletter and on behalf of OIRA, I would like to thank Brian Cressman, our new editor, for the work he has done. Labatt's (Ontario) has helped in a major way in completely financing this year's newsletter with a promise of support on an on-going basis.

The Ontario Resource Centre is in full swing with over 40 intramural texts available to any OIRA member for travel costs. For more information write or call me.

Money is available, as has always been in the past, for workshops and conferences. Just write or call me for more information. One form is in your conference manual.

Right now Marg Terrett is compiling and updating a list of Ontario speakers for workshops and conferences on a variety of topics.

Meg Innes at York, is the C.I.R.A. Chairman of the Curriculum Committee. John Catterick is the 1980-81 Chairman for our Annual Workshop at Geneva Park. His committee is composed of Meg Innes, Dave Lane, John Gotziaman, Sue Walker, Fred Wannamaker and Jean Kennedy.

Sharon Bradley and Meg Innes are preparing an Ontario constitution to be presented at the 1981 Workshop. Anyone interested in helping, get in touch with Meg or Sharon.

The CIRA III dates are also set:

CIRA III - tentative April 24,25,26, 1981

OIRA 13 - April 27,28,29, 1981

This year we would like all of you to work on increasing our membership. OIRA is preparing a small bribe for you in the way of a contest. Those selling 5 or more memberships will have their name put in for a draw for free room, board and registration at Geneva Park Workshop 1981. I have membership forms available but in case you have someone who wants to enroll quickly, have them send their \$10.00 to:

Dept. of Athletics, Mount Allison U.  
Sackville, New Brunswick EOA 3C0

All the best in the New School Year.

Jean Kennedy, Regional Director - 416-595-5090

## Community Communi- cations



The news media has traditionally done an excellent job in coverage for our interschool or varsity teams. Faithfully, they report on the outcome of the local high school, college or university games. The athletes, too, are mentioned and almost become the heroes like Guy Lafleur, Reggie Jackson or Ron LeFlore. Often an action picture accompanies the article to make it more appealing to the readers.

Many of us, however, have developed very successful intramural programs that involve many more students than the interschool athletic program; all too often they continue unnoticed by the public. Granted, an intramural contest may not be a newsworthy item. But have you tried to inform the public about what is happening in your intramural program, how many students are involved in it, or what special activities you are planning?

It has been my experience that the local newspapers are quite receptive to covering special activities. What a public relation job it does for your institution with the community! It presents your school and students in a positive way to the public. It can show not only young people active and having fun, but the teaching staff too.

The above picture was a full-page spread about Waterloo Collegiate's intramural program - its philosophy and involvement - and features some of the fall activities such as a co-ed cross country run, girl's basketball and boy's soccer. The picture at the left shows some of the teachers competing with the students.

Don't overlook such opportunities to promote your intramural program and to give it community prestige. It may involve only a phone call to the sports editor to give him some ideas.

## INTRAMURALS:

### AN ENCOUNTER OF THE BEST KIND

Carol Wilson, University Elementary, Calgary, Alberta  
(presented at the CIRA II Conference in Banff, Alberta.)

A passerby notices small children heading for the gym, then listens to the squeals of delight echoing down the hall. Enchanted or almost run over with what he sees and hears, he wonders, "Should I stop and see what's going on or ramble on down the hallway?"

He takes a gamble! Upon entering the gym a smile creeps to his face. Big children helping small children, everyone having a super time. Many thoughts popped into his mind, HOW, WHO, WHEN and just seeing and being in the gym he could answer the question why!

The school he observed was University Elementary and what he was seeing was the Division I (year one to three) intramural program.

At University Elementary intramural activities commence in September for the year two-three students. In December, the year one students are included in the program. The reasons they are not included in the beginning are maturity, ability to follow directions, reading schedules and most important, the concept of team work.

In order to motivate students, the following things are done: related skills are covered during class instruction, posters are made up and posted on the "Coming Attractions Board", and their class room teachers encourage students to participate!

Our Intramural activities grow out of our class instruction. This means that certain skills and lead-up activities are taught in class and the actual game play is in their intramural time. This is the procedure for Division II students. However, for the Division I students time is allowed for everyone to participate in an actual game situation during class time. This allows everyone the opportunity to learn basic rules and a chance to get total involvement. At University Elementary, not only the first time but each time a child participates in an activity, we want it be enjoyable, thus creating a positive attitude towards intramurals and recreation later on in life. After students are motivated and encouraged to join an activity, the actual sign-up is done during class time. After the sign-up is completed, the teams are made up. However, before making the teams, a number of elements are taken into consideration, such as available space, time (can everyone play every day?) and equipment. A record is kept of students who have participated. Each team is composed of equal numbers of girls and boys in each year! After two activities, if a student hasn't participated, a special attempt is made to the student to get him or her involved. One of our goals for this year is to have every student participate in at least one intramural activity.

To allow the Division I students to have an enjoyable experience, games, space and rules are modified to ensure maximum enjoyment and activity. At University Elementary we are on a four day week. The Division I intramurals are held on Day 1 and (ECS Phys. Ed. is on Day 2 and Day 4 at recess), at 10:45 - 11:00 and everyone participates on these days. The Division II intramurals are played at 8:30 - 8:45 and 1:00 - 1:15. Each intramural activity is offered for two-three weeks and culminated at the peak of enjoyment fostering a positive attitude for that activity.

Following is a schedule of our intramural activities:

September - October	Floor Hockey
December	Fannyball
January	Pillo Polo
February - March	Gymnastic Club/Folk Dance Club
April - May	Quad Activities (paddlebats, hoops, scoops, ropes)
June	Indoor T-ball
other suggested activities - Bucketball, bowling.	

The key to our intramural success for younger students is our Division II students. Our Division II students act as coaches, referees and aids in developing positive attitudes towards team work and sportsmanship.

Any student in their fifth or sixth year of school may volunteer to be a team leader. Students are informed that it is a difficult task and the success of the activity reflects upon them. After this challenge is given, everyone wants to be a team leader.

There are two team leaders per team (the team leaders choose who they want to work with). A record is also kept of those who have signed up to be team leaders.

Team leaders are chosen who have shown responsibility in class, good sportsmanship, a positive attitude towards intramurals and are willing to do their very best with their team.

After the team leaders are chosen, a meeting is held where rules, expectations, and playing area are gone over. The team leaders MUST know what they are doing; otherwise the first day will be utter chaos.

The next responsibility of the team leader is to meet with his or her team. This is done on the first intramural day. Prior to this, the teams and schedules were typed, posted in hallways and classrooms and each student was made aware by the classroom teacher on what team he or she was on. The classroom teacher's help in this area is invaluable.

Pitter patter, the pounding of three hundred tiny feet heading towards the gym. Each team leader ponders, "What did I get myself into?" However, close encounters, he encounters an experience of the best kind - helping, giving and sharing.

Let your students "encounter an experience". Get them involved. At University Elementary we love intramurals.

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### C.I.R.A Meetings in Toronto

The C.I.R.A semi-annual meetings will be held on November 27, 28, 29, 30. And "Open House" will be held on Friday November 28 from 5:30 to 7:30 at the Commons at Ryerson (3rd Floor Jorgenson Hall). Everyone is welcome to drop in and chat with the C.I.R.A. executive.

For more information, contact any of the C.I.R.A. executive.

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# RULES OF THUMB FOR STAFF INVOLVEMENT IN YOUR INTRAMURAL PROGRAM

By Joyce Potter, K-W.C. & V.S., Kitchener

## Know Your Staff

- (a) Never ask anyone to undertake a role in which they'd feel uncomfortable or embarrassed - improve self-concept.
- (b) Utilize their talents.
- (c) Meet the needs of the participants - two-way communication is extremely important.

## Persist and Promote

Be prepared to work hard. It's not easy. It won't develop overnight - don't expect instant co-operation. A good salesman gets his foot in the front door rather than try to break the door down.

## Be Flexible

If it doesn't work, drop it and try something else. Because it was successful once doesn't guarantee success a second time.

## Personal Enthusiasm

It generates enthusiasm in others. Accept a refusal to participate as a challenge, not a personal affront. Have many positive choices available rather than a yes-no situation.

## Recognition

No matter how small a contribution you think they've made, make them feel good about it. Saying "Thank You" is not a big art. Take the attitude the glass is half-full not half-empty, and give the participant recognition for his contribution.

## Market the Product

- (a) No one motivational technique will work for all, but one thing is certain: Personal Contact is a must.
- (b) The #1 rule of thumb for marketing a product is to have a good product to market. You can't sell a bad product. No one wants to be identified with a failure. Develop a good program and it will help sell itself.

## Commitment

Perhaps the single most important rule. You must make a commitment first before any of the above rules will work. Commitment gives an extra bit of energy, and sometimes means the difference between success and failure.

## Some Practical Ideas For Staff Involvement As A Player

- (a) Teacher vs. Student
  - One shot efforts - e.g. Intramural winners vs. Teachers
  - Long term - team in league activities
- (b) Teacher vs. Teacher
  - Either parallel to student leagues, or staff-room activities e.g. Turkey Shoot, Bridge, Table Tennis, etc.
  - Half Activity Night Tournaments
- (c) Teacher and Students vs. Teacher and Students
  - e.g. Home form challenges. Teacher must play with or coach home form.

**As A Convenor Advisor** of one or more activities.

## As A Coach

Each intramural team has a teacher/coach responsible for assisting, promoting, encouraging, etc.  
Staff Advisors of various clubs responsible for running a demonstration/workshop/clinic e.g. cross-country ski, netball, yoga, dancefit.

## As An Official

For special interest events.  
Any league where teachers play as a team.

## As A Club Advisor

Great area of contribution - limited only by talents of staff and facilities.  
Initiate new clubs.  
Use existing clubs to further enhance program e.g. SAC - financial assistance.  
PHOTO CLUB - publicity, awards, etc.  
COMMERCIAL CLUB - typing, materials run off.  
ART CLUB - posters.

## As Advisors, Assistants In Special Events, Fund Raising Activities.

Administration can help by placing the areas as part of the supervision team duties.  
Make duties explicit.

## As Organizers And Planners And Evaluators

Two way communication is a must.  
Through staff meetings, forms, etc.

*Street people  
are feet people.  
They're neat people  
who meet people.  
Why not join up?  
Take a walk.*



The Canadian movement for personal fitness.

## Norm Woods Leaves Participation

Participation has wholeheartedly supported the efforts of the Canadian Intramural Recreation Association since its inception and has recently lost one of C.I.R.A.'s biggest supporters - Norm Woods.

Norm joined Participation in 1976 as a Director, National Projects after working for the Department of Health, Province of Saskatchewan, in 1975 and 1976 and as Program Director for the Regina Y.M.C.A. from 1971-1975.

His role with Participation was primarily liaison with fitness and special interest groups across Canada including Provincial Fitness Branches, Departments of Education, Federal Fitness and Amateur Sport Branch, Schools and Associations such as C.I.R.A and C.A.H.P.E.R.

Norm was particularly interested in C.I.R.A. "because of the enthusiasm of its originators and members from the Participation philosophy of activity for everyone."

While with Participation, Woods was instrumental in the development of ACTIONTRAC - the promotional idea for C.I.R.A. members "to assist students in keeping track of personal fitness activities."

Norm left Participation in June to work for Institute of Canadian Advertising as Director, Member Services, "because the advertising business intrigues me and I want to learn as much as I can about it. It presents a new and exciting challenge."

Norm reflected on Participation and the future when I talked to him. "In the 1970's," he said "Participation created a wave of renewed interest in physical activity and fitness among Canadians of all ages. It has touched only the tip of the iceberg.

### PATRICK DUNCAN

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Although many more Canadians believe that activity is good for them, there are still many who have not taken the first step." He feels that Participation must continue to remind Canadians that physical activity can become a part of their lives and that they will feel better for it. "The future of mass participation is tremendous. Everyone in the field must continuously strive to promote this philosophy."

All C.I.R.A. members who worked with Norm have appreciated his support and contributions to the organization and to the Workshops he gave. We wish him well in his new endeavors.

## From The Editor



It is hoped that the O.I.R.A. Newsletter will keep the members of C.I.R.A in touch with what is happening in intramurals and recreational activities in our region. If this newsletter is to be successful, it needs your input. If you have had a successful intramural activity, a new idea or an old one that has worked well, then share it with others by writing to me. I would welcome "letters to the editor" with your comments on the format of this newsletter and suggestions for change.

I would be remiss if I did not express our appreciation to the Labatt Brewing Co. and especially Mr. Lube Koval, for sponsoring this newsletter. They continue to support mass participation in intramural and recreational activities. We hope that their sponsorship of this newsletter is a sign of even greater involvement in our programs in the future.

**OIRA** ontario intramural recreation association

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