



Vol. 10, No. 2

December 1989

"GET CONNECTED" MEMBERSHIP DRIVE

Starting January 2, 1990 CIRA will be initiating a membership drive across Canada. A 25% increase in members is the goal. To help reach this goal a contest has been developed. You can win by simply recruiting a new member. Both, you and the new member will be eligible for the following prizes.

Fifty early bird prizes:

each consisting of a "Get Connected" T-shirt will be awarded to the first 50 entries received at the Canadian Intramural Recreation Association.

The Grand Prize:

Two return Hospitality Class tickets to any North American destinations on Air Canada. These tickets have a maximum retail value of \$1500. These complementary tickets are non-transferable and have no cash value. Sales tax is included. Other related expenses to this trip are the responsibility of the winner. The passes are valid until December 10, 1990. Flight booking must be done through CIRA. Seasonal and other restrictions will be applied.

Two second prizes:

Each consisting of a CIRA XII Conference package worth \$300.00 each. Each package includes the Conference fees and accommodation at the Conference Centre. Travel to and from the Conference as well as other related expenses to attend the CIRA XII Conference are the responsibility of the winners.

Further details and contest entry forms will be available in the January edition of the CIRA BULLETIN. Until then, start recruiting.



C.I.R.A. - Ontario acknowledges the financial support of the Sports and Fitness Branch of the Ministry of Tourism and Recreation

CALL FOR NOMINATION CIRA FOUNDER'S AWARD

Presented annually to a CIRA member who has made a significant contribution to the growth and development of the Association and who also exemplifies vision, unfaltering dedication to high standards and abundant energy in their pursuits. In short, this is the type of person, the founders talked and whom they can now admire from a safe distance. To be eligible for nomination for this award in 1990-91, nominees must currently reside in Ontario.

Please forward your nomination with the nominee's name, address, phone number, description of regional and national involvement and other related factors to:

FRANK ERLE
Regional Director
CIRA - ONTARIO
c/o Campus Recreation
Room 212 UCC
University of Western Ontario
London, Ontario
N6A 3K7

The nominator MUST provide his/her name, address, phone number and signature. The deadline for submitting nominees is December 30th, 1989.

The Founder's Award will be presented at the CIRA Awards Dinner during the National Conference

CIRA - Ontario Goals & Objectives

GOALS

C.I.R.A. - Ontario is committed to promote intramural recreation and provide support assistance to the intramural recreation professionals in Ontario.

OBJECTIVES

1. To develop and encourage professional growth in the field of intramurals and recreation.
2. To collect and disseminate resource material to practioners.
3. To increase the body of knowledge in relation to intramural and recreation programs.
4. To cooperate with and provide assistance to all allied organizations.

1989-90 C.I.R.A. - Ontario Executive

President: Frank Erle
President Elect: Michelle Harkness

Vice President:

Finance - Joan Healy
Advisors &
Membership Services - Gail Osborne
Student Leadership
& Advocacy - Bob Shiell
Resource Development - Barb McCauley
Publicity - Pat Finch

CALL FOR NOMINATIONS CIRA-ONTARIO EXECUTIVE MEMBERS

In accordance to the by-laws (section 32a) governing CIRA-Ontario, a call for nominations is in order. The position of Vice President: Resource Development and Vice President: Publicity will become vacant at the 1990 CIRA-Ontario Annual Meeting. Process for nominations will be as follows:

1. Nominations forms (enclosed) must be forwarded to the Nomination Chairperson no later than January 15th 1990.
2. A slate of nominees will be mailed to each member by February 20th, 1990.
3. The ballot must be completed and returned to the nomination chairperson by March 20th, 1990.
4. The new executive members will appear in the April edition of Input.
5. All nominations must be members in good standing.

Canada Fitweek '90

"CIRA-Ontario Chairperson Now Being Recruited"

In support of this high profile national program CIRA-Ontario is now accepting letters of interest from members interested in serving in this capacity. This volunteer person will be involved in the following responsibilities:

- 1) Liaison with CAPHER representative to establish a joint committee
- 2) Collect theme and activity ideas
- 3) Contact media before and during Fit Week (media package from CAPHER available)
- 4) Collect feedback from Physical Education teachers and school staff involved in Canada Fit Week.

All interested members willing to be involved in this challenging position should contact :

Frank Erle
c/o Campus Recreation
Room 212 UCC
University of Western Ontario
N6A 3K7

Dear Doctor Gord



Dear Doctor Gord:

We seem to have a problem with our Intramural Council. Everyone wants to help and has great ideas for events and activities unfortunately people don't show up for organizational meetings or are fairly late.

Then what usually happens is that the event is cancelled or is a failure with poor turn out.

What can I do.

Signed All Alone.

Dear All Alone,

This is when you have to use what I call TOUGH LOVE.

If someone says they will do something then have them do it and if they want to backout then they are responsible to find someone to replace them. Do not take on that responsibility. Also if a council member comes up with an idea, have them follow it up and report back in a set time.

Delegate responsibility and reward people who do a good job and if someone fails due to poor commitment then it is their responsibility. With this process you will soon find out who is willing to work to make you program a successful one.

Dear Doctor Gord:

I have received over the last few months a lot of letters asking how to get more students and staff out to their Intramural Activities.

We have all experienced the feeling of "They would have fun if they would just participate" or "What do we have to do to get people out to the program?"

Dear Unsigned,

- 1) If they don't come to you, you go to them. Run activities in the cafeteria, halls, smoking area, mall or wherever students hangout.
- 2) Offer a variety of programs, that are athletic, social and intellectual. Such things as euchre, darts, chess, checkers, \$10,000 pyramid as well as the usual jock stuff.
- 3) Debrief after every activity. Find out what you and your participants liked or disliked about the activity and then make changes based on that.
- 4) Unfortunately I find now you have to offer incentives for kids to participate. Get free things from the community to give to your participants as rewards for coming out.
- 5) Ask people individually to get involved instead of always using the P.A. or posters. The personal touch usually works well.
- 6) Don't give up. You'll find something that works.

Post Secondary Contributing Editor Meg Innes, York University

Successful Community Programs

by John McFarlane

GENERAL

The area of community programming is now an area that is of prime concern to various agencies such as Boards of Education, Universities, Community Colleges, Municipal Recreation Groups, Y.M.C.A.-Y.W.C.A.'s, as well as the many Commercial Groups. It appears that "everyone wants a piece of the action." There are many philosophical and survival based factors for all of the above groups to be involved in this area. The question that must be addressed is with all of the above organizations involved in community program planning will this area be "over-served." These questions will be answered not by Administrators but by the customers seeking out this type of service.

Following is an outline of a particular approach that we have employed at Queen's University, and have found it to be of invaluable assistance in helping us be successful in the area of community programming.

ESTABLISH OBJECTIVES

1. increase institutions visibility in the community
2. making use of available full-time staff personnel
3. revenue producer
4. community need or service

SELECTION CRITERIA

1. available facilities and human resources
2. target or clientele group
3. type of program
 - a) duration
 - b) frequency
 - c) length of each session
4. quality and quantity of staffing available
5. past experience with same or similar type of program (statistical plus written records)
6. evaluate competitors program selection to avoid duplication or over-servicing
7. attempt to avoid personal bias

PROGRAM FORMATION

1. reserve appropriate facilities
2. define parameters
 - a) duration
 - b) frequency
 - c) length of each session
3. establish pupil/instructor ratio
4. systematic layout of program
 - a) logo
 - b) highlight key information eg. cost, registration details etc.
5. costing factors
 - a) staffing
 - b) equipment
 - c) advertising
 - d) competitor's prices

- e) facility rental
 - f) profit margin
6. staffing consideration
 - a) interview
 - b) hourly rate vs. salary vs. honorarium
 - c) establish written staff guidelines
 - d) set-up communication vehicle e.g. communication box
 7. proofing draft copy of program - the quality of the presentation implies quality in the program

CIRCULATION - MARKETING FACTORS

1. ensure you know your "target group" - e.g. male vs female, young vs middle age, economic status
2. choose circulation vehicles based on cost considerations and availability of circulation resources
3. formulate advertising strategy utilizing all free outlets and carefully selecting paid advertising alternatives - most commonly used advertising in terms of effectiveness has been direct mailing to all participants in last years programs
4. packaging your program product so as to inform but not over inform or distract from main point of the programs(s)

PROGRAM FOLLOW-UP

1. establish regular system to provide program participants with the opportunity to provide written feedback prior to the last class.
- this is a valuable resource for you in analyzing the quality of the instructor and the program but in addition is a valuable public relations tool that implies to the participants that you are concerned about their well-being

SUMMARY

The above guidelines are just that, guidelines. But more importantly organizing your thoughts and time in a logical order will provide you with a framework that will permit you to analyze successes and failures in your programming beyond the traditional assessment that this program is not operational and successful because there is no participant interest in this specific area. In community program planning, a major error that leads to the downfall of many programs is that the Professional Administrator attempts to create a market for his product rather than react or anticipate a community need for his product.

In times of financial cutbacks, the wise Institutional Administrator must be cautious and well organized in order to successfully indent and expand into the community marketplace. Only constant monitoring and improvement of our community programs will result in client satisfaction, thus ensuring, continuing need for our services from year to year.

Elementary Contributing Editor Brent McFarlane

This is definitely the season to be Merry but it is also the season when many intramural programmers are considering the organization of a winter carnival. The following is a summary of a successful senior division winter carnival at Aberfoyle Elementary School.

Objectives: to compete in many FUN events to involve students and staff in mass participation.

Summary: Students will compete in their houses in selected events for house points. Teachers may also compete in events of their choice. All students should be encouraged to get involved in the many unique activities. House points will be awarded for 1st(20 pts), 2nd(15 pts), 3rd(10 pts), 4th(5 pts).

Schedule of Events



Friday, February 7th Grade 8 Ski Day, Blue Mountain, Collingwood

Monday, February 10 Walkman Day(Bring a walkman to school!!!)

Tuesday, February 11 Grade 7 Ski Day, Chicopee, Kitchener

Wednesday, February 12.....Day 1 Winter Carnival Events

Marble Garbage: team members from each house must find a marble in a garbage bag full of snow using snowmobile gloves.

Target Throwing: man(women) made snowballs(not iceballs) thrown at a BIG target

Snowball Pile: Who can pile snowballs the highest in 10 minutes?

Name the Snow Drawing: Snow sculpture,painting,design in the snow??

Thursday,February 13.....Day 2 Winter Carnival Events

Survival: Each house must boil water and fill a cup with hot water. No paper or starting fluid.Bring your own wood,bark and creativity. Judges decision is final
...no cheating.

Frozen Canyon: Teams of 6 must get all their members across an imaginary canyon using 3 cans and 3 pieces of wood.If you touch the ground...start over.

Fine Fingers: Each house assigns 8 members to fill a bucket with snow using a spoon(relay form).Spoons will be provided.

VALENTINES Day Dance: 4:00-6:30

Prizes,Special Dances,Special Events,Special Dances...FUN
All rides home **MUST** be at the school at 6:30

Friday,February 14.....Day 3 Winter Carnival Events Day

Dog Sled Race: Dogs(Animals) pull their lightest teacher(get one soon).A special obstacle course of snow,hills and obstacles is designed

Tug Of War: 4 boys and 4 girls.Who is the strongest house??

Presentation of Winter Carnival POINTS,WINNERS AND SPECIAL AWARDS.

HAVE FUN AND GET EVERYONE INVOLVED...THIS IS YOUR WINTER CARNIVAL

Brock University in it's 25th Year
presents
**The 20th Annual Ontario Intramural
Recreation Association Student Conference**

"JUST FOR THE FUN OF IT"

Friday, February 2, 1990

&

Saturday, February 3, 1990

Cost: **Prior to December 1st** **\$100**
 After December 1st **\$125**

The conference fee will include: Accomodation at the Parkway Inn
Friday evening dinner
Saturday breakfast
Saturday Noon Hour Lunch
Conference Sessions
Social Events
Snacks
Conference Porceedings

Please return form to: "Just For The Fun Of It" Registration Committee
Campus Recreation Office
Brock University
St. Catharines, Ontario
L2S 3A1
Attn: Erin Murphy
(416-688-5550, Ext. 3742)

No rooms will be guaranteed at the Parkway In if registration is after January 15, 1990. Please make all cheques payable to: Brock University

**Annual University
Intramurals/Recreation
Administrator's Workshop**

January 26, 1990

Safety/Legal Liability
Panel & Discussion
Interest Group Buzz Sessions

**at The University of Western Ontario
London, Ontario**

For registration information contact:
Pat Kitchen or Bob
Room 212, University community Centre
519 661-3077
The University of Western Ontario

Supported by

Avec l'appui de





CIRA'90

Games People Play
May 13-16 University of Waterloo

CIRA XII CONFERENCE

NOON SUNDAY, MAY 13 - NOON WEDNESDAY, MAY 16 1990

Conference package includes three keynote speakers - one per day

Dan Clark, 'The System of Success' — Salt Lake City, Utah

Jerry Ewen, International Director of Playfair Inc. — Vancouver, B.C.

Rick Hansen, Man in Motion Society — Richmond, B.C.

- 4 professional workshops
- 20-30 practical sessions for all educational levels
- Theme Night at Federation Hall, University of Waterloo
- Country Pub Mystery Bus Tour
- Special banquet on Campus
- See the Cultural and Historical Sites in Waterloo County
- Pre-conference
 - Tour of Toronto's SkyDome
 - Blue jays Game (possible)

REGISTRATION FEES

CIRA Members

	Prior to April 13,	After 1990
Full Conference Registration (includes sessions, meals and accomodation)	\$298	\$328
Full Conference Registration (except accomodation or breakfast)	199	219
Daily (Sessions only)		
Sunday	45	55
Monday	99	109
Tuesday	99	109

Non-Members

Full Conference Registration (includes sessions, meals and accomodation)	328	358
Full Conference Registration (except accomodation or breakfast)	229	249
Daily (Sessions only)		
Sunday	55	65
Monday	109	119
Tuesday		

Spousal Programme

Full Registration, Socials	75	95
Full Conference Accomodation Only — Double Occupancy	47	57

Come play with us! May 13-16, University of Waterloo

Name Last First

Address Street

Institution

Level () Elementary () Secondary () College () University

City Province Postal Code

Telephone Home Business

For programme and registration package please return to:

Mr. Duane Shadd
KEH Recreation Centre
Conestoga College
299 Doon valley Drive
Kitchener, Ontario N2G 4M4

Supported by
Fitness Canada

Avec l'appui de
Condition physique Canada

CIRA XII
presents

THE GAMES PEOPLE PLAY

May 13-16, 1990
University of Waterloo
Conference Centre

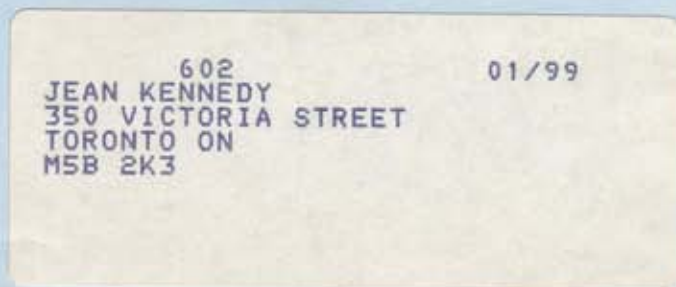


Canapress Photo Service/Jacques Nadeau

Keynote speaker:
Rick Hansen

for more information:
Mr. Duane Shadd
K.E.H. Recreation Centre
Conestoga College
299 Doon Valley Drive
Kitchener, Ontario
N2G 4M4

Come play with us!



Edited by Pat Finch - Board of Education for the City of London - 1250 Dundas Street, London Ont. N5W 5P2