



2019/20
Annual Report



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Credit: James Hajjar / USPORTS

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Credit: Mathieu Bélanger



MESSAGE FROM THE CHAIR

On behalf of the Board of Directors of U SPORTS, I am pleased to present our Annual Report for the 2019-2020 season.

When we started last September, we certainly didn't think it would end the way it did eight months later. I write this messaging trusting and hoping that all of you are safe and well. It is with a heavy heart that I sit and reflect on this past year while we are all coming to terms with the fact that the pandemic has shaken our world and our precious world of university life and sport. There is heightened emotion and critical decision-making as we grapple with a new normal. University sport is changing, and it's a time of stress and uncertainty. But it is also a moment in time when the work we are doing is most critical.

Sport has a way of uniting the world, and if we continue working together and making decisions based on the health and safety of everyone involved, we will come out of this pandemic stronger and more cohesive.

A Roman philosopher once wrote that "Everyone faces up more bravely to a thing for which he has long prepared himself, sufferings, even being withstood if they have been trained for in advance."¹

Sport has trained us to be resilient and taught us how to overcome setbacks. It is one of humanity's greatest strengths, and it continues to serve U SPORTS during these unprecedented times.

Our athletic departments, championship hosts, conference and national office staff have demonstrated that university sport is strong and resilient; That we are united and continue to uphold our shared goal to provide exceptional experiences that empower today's student-athletes to be tomorrow's leaders.

Although the post-secondary environment may have changed, if we remain true to our vision, values and strategic plan, we will arrive at the finish line stronger than before.

I know that I am not alone in being grateful for the work you are all doing, not only for the advancement and development of university sport but for all the collaboration I witness during this extraordinary time.

Thank you.

A. Trimbee

DR. ANNETTE TRIMBEE PhD
Chair of the Board of Directors



1. Seneca the Younger. "Letters from a Stoic." 65 AD.



Credit: Armando Tura / U SPORTS



MESSAGE FROM THE CHIEF SPORT OFFICER

Dear members,

When the unthinkable occurred in March, the world changed and although the most natural thing for us humans is to want to be with one another, reality forced us to conduct U SPORTS business in new ways.

U SPORTS took immediate steps to ensure the safety of the student-athletes, coaches, their families, hosts and the university membership. A crisis management team was assembled, and U SPORTS staff worked with medical experts, hosts and sport stakeholders to make difficult but necessary decisions. Since March, U SPORTS has worked closely with the Conference offices, Committees and members to address the decisions regarding the future delivery of our programs.

I would like to thank the outstanding hosts of the 2019-2020 championships for their efforts. They embraced the 'one-team' approach in presenting U SPORTS national championships. To the hosts of our cancelled championships, U SPORTS recognizes the time and resources you invested in planning to host what would have been great championships and thank you for pulling together to ensure that participants stayed healthy and returned home safe and sound.

While we cannot forget how the season ended, we must also take the time to reflect on some of the accomplishments that occurred during the 2019-2020 U SPORTS season. History was made this past year as a trio of member institutions captured their first national title, while a three-way partnership between the University of Ottawa, Carleton University and OSEG led to the first ever joint basketball championship at TD Place Arena in Ottawa, setting a new standard for the U SPORTS Final 8.

Off the field, U SPORTS received funding from Sport Canada to develop and deliver professional development opportunities to coaches and in particular female coaches, as Canadian university sport is the largest employer of coaches in Canada. U SPORTS also launched its new sport application process for National Sport Organizations wishing to join our ranks.

On the international level, Canada won the right to host the 2022 FISU World University Rowing Championship – the first WUC in Canada since 2010 – while the University of Ottawa Gee-Gees women's soccer team became the first Canadian squad to win a world title.

U SPORTS national staff will continue to actively engage members, Conference offices and sport stakeholders and will look for new opportunities as we navigate through a new way of delivering sport to our Student-Athletes and Coaches. I believe we will come out of this unprecedented time stronger than ever with our four Conference Offices, 56 Members and Sport Stakeholders.

Thank you to our entire community for participating on this team we call U SPORTS.

Yours in Canadian University Sport,

LISETTE JOHNSON-STAPLEY
Chief Sport Officer

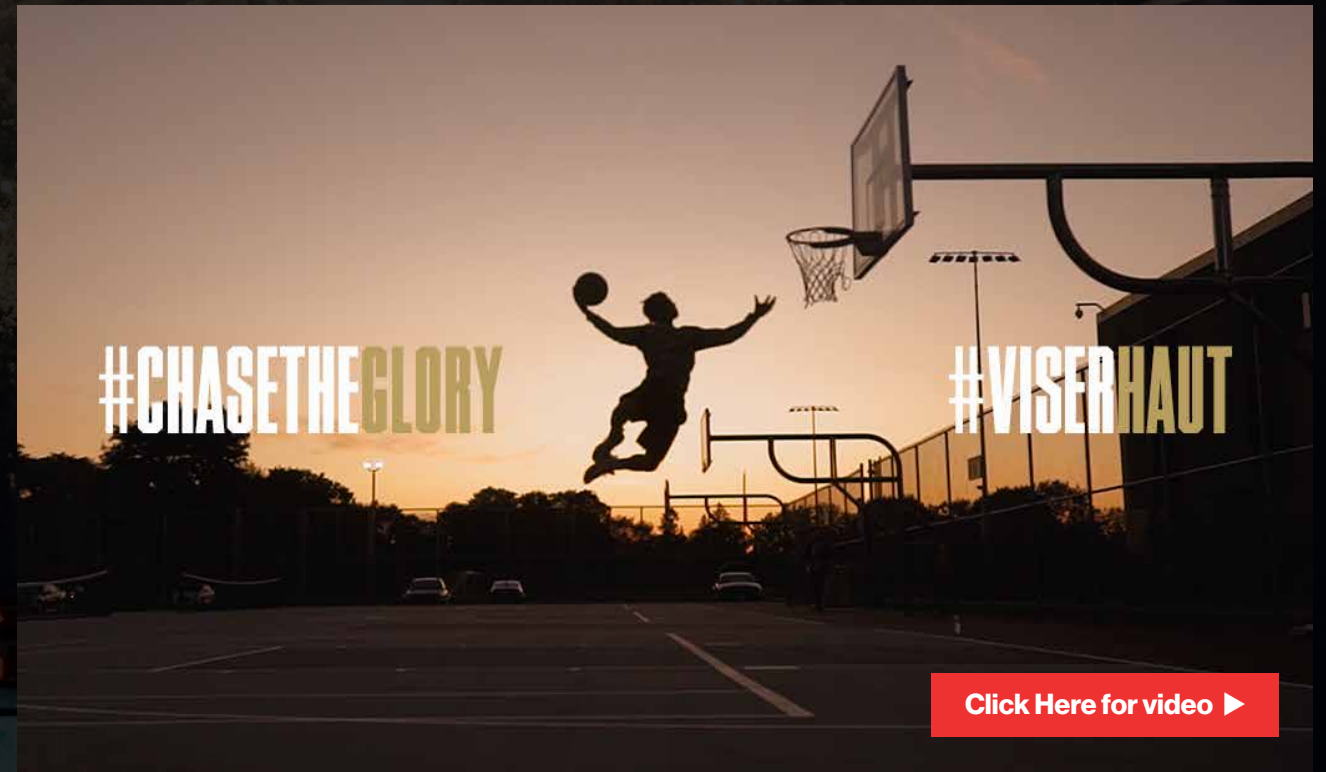




Credit: Mathieu Bélanger / U SPORTS

CHASE THE GLORY

A new multiplatform campaign that encompasses all key U SPORTS domestic, international, and special events.



“To Chase the Glory means more than winning a championship”

- Lisette Johnson-Stapley
CHIEF SPORT OFFICER

Chase the Glory recounts a student-athlete’s journey to achieving excellence in the classroom and on the field of competition, highlighting the physical and mental determination required for each individual to reach their team and personal goals.

Campaign Reach

4000+ Combined earned media hits and social media mentions

34.7 MIL. estimated audience reach

11,600+ Social Media Engagements

Governance

Based in Richmond Hill, Ont., U SPORTS is a collective entity comprised of:

56 Member Institutions from across Canada
16 Full-time Staff

9 members on the Board of Directors including:
4 University Presidents and Athletic Directors (1 Per conference)
1 Member-at-Large

The active involvement of university presidents in the governance of sport has helped U SPORTS build a strong relationship with Universities Canada. The increased involvement of university presidents has helped U SPORTS view its programs from a different perspective, and has enabled U SPORTS leadership to present to Universities Canada and advocate for the role sports plays on university campuses across the country.

Board of Directors



DR. ANNETTE TRIMBEE
 Chair and President rep.



PIERRE ARSENAULT
 Vice Chair and Director rep.



DANIEL MCMAHON
 Treasurer and President rep.



MANON SIMARD
 Secretary and Director rep.



DR. ALAA ABD-EL-AZIZ
 President rep.



CLINT HAMILTON
 Director rep.



DR. BENOIT-ANTOINE BACON
 President rep.



CHRISTINE STAPLETON
 Director rep..



JOHN OLFERT
 Member at Large



GRAHAM BROWN
 President and Chief Executive Officer



Current Staff

Name	Title	Name	Title
Graham Brown	President & Chief Executive Officer	Scott Ring	Manager, Sport Technical & National Championships
Lisa Beatty	Chief Operating Officer	Charonne Thomasos	Manager, International Games Operations
Lisette Johnson-Stapley	Chief Sport Officer	Zach Weese	Manager, Governance & Special Projects
John Bower	Director, Marketing & Communications	Jenna Blackburn	Coordinator, Sport
Tony Martire	Manager, Finance	Dane Gomez	Coordinator, Corporate Partnerships
Jocelyn Falbo	Manager, Operations & Events	Christian Ryan	Coordinator, Digital Content
Tara Hahto	Manager, Compliance, Eligibility & Discipline	Elysse Pilon	Coordinator, Statistics & Digital Technology
Mohamed Hassan	Manager, Marketing, Events & Promotion		
Alan Hudes	Manager, Communications & Content		

Special thanks to:

Former U SPORTS staff members:

Adam Ashton, David Goldstein, Ken Saint-Eloy, Barbara Giroud, Matt Bortolussi, Renee Ridout.

U SPORTS interns, partners, consultants, vendors, content contributors and translators.

Committees

STANDING COMMITTEES							
Committee	Chair	CW	OUA	RSEQ	AUS	U SPORTS	Other
Executive	Dr. Annette Trimbee (Winnipeg)	Dr. Annette Trimbee (Winnipeg)	N/A	Manon Simard (Montreal)	Dr. Alaa Abd-El-Aziz (UPEI)	Lisa Beatty Zach Weese	N/A
Finance	Daniel McMahon (UQTR)	Katie Spriggs (Alberta) Nancy Walker (Lethbridge)	Jennifer Brenning (Carleton)	N/A	Pierre Arsenault (Mount Allison)	Lisa Beatty Tony Martire Zach Weese	N/A
Human Resources	Dr. Annette Trimbee (Winnipeg)	Dr. Annette Trimbee (Winnipeg)	N/A	N/A	Pierre Arsenault (Mount Allison)	Lisa Beatty Zach Weese	N/A
Governance	Dr. Benoit-Antoine Bacon (Carleton)	Clint Hamilton (Victoria) Joanne MacLean (Fraser Valley)	Sue Hylland (Ottawa)	N/A	N/A	Lisa Beatty Lisette Johnson-Stapley Zach Weese	Richard Powers (External Expert)

OPERATING COMMITTEES							
Committee	Chair	CW	OUA	RSEQ	AUS	U SPORTS	Other
Athletic Financial Awards	Sandy Slavin (Canada West)	Curtis Atkinson (Thompson Rivers)	Brian Bourque (Waterloo)	Joey Sabo (Bishop's)	Jeff Speedy (UNB)	Tara Hahto	N/A
Equity	Lisen Moore (McGill)	Carol Hofer (Trinity Western)	Mark Kontulainen (Algoma)	Lisen Moore (McGill)	Martine Leblanc (Moncton)	Jenna Blackburn	Debra Kriger (Toronto - External Expert)
Sport	Dr. Karen Murphy (Memorial)	Karla Karch (Mount Royal) Vang Ioannides (Alberta)	Mark Alfano (McMaster) Guy Dubé (RMC)	Lisen Moore (McGill) Daniel Méthot (UQAM)	Dr. Karen Murphy (Memorial) Krista McKenna (StFX)	Lisette Johnson-Stapley	Robin Guy Volleyball Canada
Management Advisory Council	Lisette Johnson-Stapley (U SPORTS)	Rocky Olfert (Canada West) Clint Hamilton (Victoria)	Gord Grace (OUA) Scott Barker (Ontario Tech.)	Benoit Doloreux (RSEQ) Geoff Phillips (McGill)	Phil Currie (AUS) John Richard (UNB)	Lisa Beatty Zach Weese	Wayne Albert (CCUPEKA)
International	Darren Cates (RMC)	Karla Karch (Mount Royal)	Darren Cates (RMC)	Julie Dionne (Laval)	Michael Eagles (St. Thomas)	Charonne Thomasos	Coleen Dufresne (Manitoba, Ex-Officio) David Munro (CCAA Rep) Gilles Lépine (Laval, FISU America Rep.) Joe Morissette (Badminton Canada, Summer NSO Rep.) Vacant (Winter NSO Rep) Bob Philip (UBC Ex-Officio) Ari Grossman (Waterloo, Ex-Officio)
Eligibility	Sandy Slavin (Canada West)	Jayne Blank (UBC)	Chuck Mathies (Western)	Joey Sabo (Bishop's)	Patrick Nearing (Dalhousie)	Tara Hahto	N/A

SPORT TECHNICAL SUBCOMMITTEES							
Committee	Chair	CW	OUA	RSEQ	AUS	U SPORTS	Other
Football	Richard MacLean (U SPORTS)	Gilles Lépine (UBC) Jason Kerswill (Calgary) Basil Hughton (CW (Convenor))	Wally Gabler (Guelph) Gord Grace (OUA (Convenor))	Julie Dionne (Laval) Benoit Doloreux (RSEQ (Convenor))	Leo MacPherson (StFX) Phil Currie / John Keefe (AUS)	Lisette Johnson-Stapley	Shannon Donovan (Football Canada) Chris Morris (CUFCA President)
Men's Basketball	Daniel Méthot (UQAM)	Ken Schildroth (MacEwan) Craig Beaucamp (Victoria (Coach))	Mike Havey (Windsor) John Campbell (Toronto, Coach)	Lisen Moore (McGill) Dave DeAveiro (McGill (Coach))	John Ryan (Cape Breton) Darrell Glenn (UPEI (Coach))	Scott Ring	Kevin Duffie (Acadia) President (Coaches Executive)
Women's Basketball	Karla Karch (Mount Royal)	Lisa Robertson (Regina) Cheryl Jean-Paul (Trinity Western, Coach)	Christine Stapleton (Western) Carly Clarke (Ryerson (Coach))	Linda Marquis (Laval) Tenicha Gittens (Concordia (Coach))	Chris Huggan (UPEI) Anna Stammberger (Dalhousie (Coach))	Scott Ring	Ryan Thorne (McGill) President (Coaches Executive)
Women's Rugby	Krista McKenna (StFX)	Vang Ioannides (Alberta) Britany Waters (Victoria (Coach))	Meaghan Howat (Guelph) Dan Valley (Queen's, Coach)	Graeme McGravie (Concordia) Mitch François (Montreal (Coach))	Kevin Dickie (Acadia) Matt Durant (Acadia (Coach))	Scott Ring	Colette McAuley (Guelph) President (Coaches Executive)
Men's Hockey	Dick White	Rob Godfrey (Mount Royal) Todd Johnson (Regina (Coach))	Tom Warden (Lakehead) Clarke Singer (Western, Coach)	N/A	Pierre Arsenault (Mount Allison) Gardiner MacDougall (UNB (Coach))	Scott Ring	Dick White Dave Adolph (Saskatchewan) President (Coaches Executive)
Women's Hockey	Danièle Sauvageau (Montreal)	Gene Muller (Manitoba) Graham Thomas (UBC, Coach)	Peter Hellstrom (Laurentian) Lisa Haley (Ryerson, Coach)	Danika Smith (Ottawa) Isabelle Leclaire (Montreal, Coach)	Mike Eagles (St. Thomas) Bruce Donaldson (UPEI (Coach))	Scott Ring	Dan Church (York) President (Coaches Executive)
Men's Volleyball	Jean-Pierre Chancy (Montreal)	Jeff Gamache (Trinity Western) Shawn Sky (Mount Royal (Coach))	Mark Alfano (McMaster) James Gravelle (Windsor (Coach))	Jean-Noel Coriveau (Laval) Dan McMorran (UNB (Coach))	N/A	Scott Ring	John Barrett (Toronto, President, Coaches Executive)
Women's Volleyball	Dr. Karen Murphy (Memorial)	Russ Paddock (Brandon) Laurie Eisler (Alberta (Coach))	Melissa Krist (Toronto) Kristine Drakich (Toronto (Coach))	Jean-Pierre Chancy (Montreal) Olivier Trudel (Montreal (Coach))	Dr. Karen Murphy (Memorial) Rick Scott (Dalhousie, Coach)	Scott Ring	Doug Reimer (UBC) President (Coaches Executive) Julien Boucher (Volleyball Canada)
Men's Soccer	Patrick Nearing (Dalhousie)	Gord Hopper (UBC) Mike Shearon (Trinity Western (Coach))	Guy Dubé (RMC) Keith Mason (Guelph (Coach))	Evelyne Fleury (UQTR) Pat Raimondo (Montreal, Coach)	Scott Gray (Saint Mary's) Lewis Page (UPEI, Coach)	Scott Ring	Mike Mosher (UBC) President (Coaches Executive)
Women's Soccer	Guy Dubé (RMC)	Gord Hopper (UBC) Troye Flannery (Calgary, Coach)	Sean Scott (Queen's) Martin Painter (Western (Coach))	Evelyne Fleury (UQTR) Jose Valdes (McGill (Coach))	Scott Gray (Saint Mary's) John Crossland (UNB (Coach))	Scott Ring	Chad Beaulieu (RMC) President (Coaches Executive)

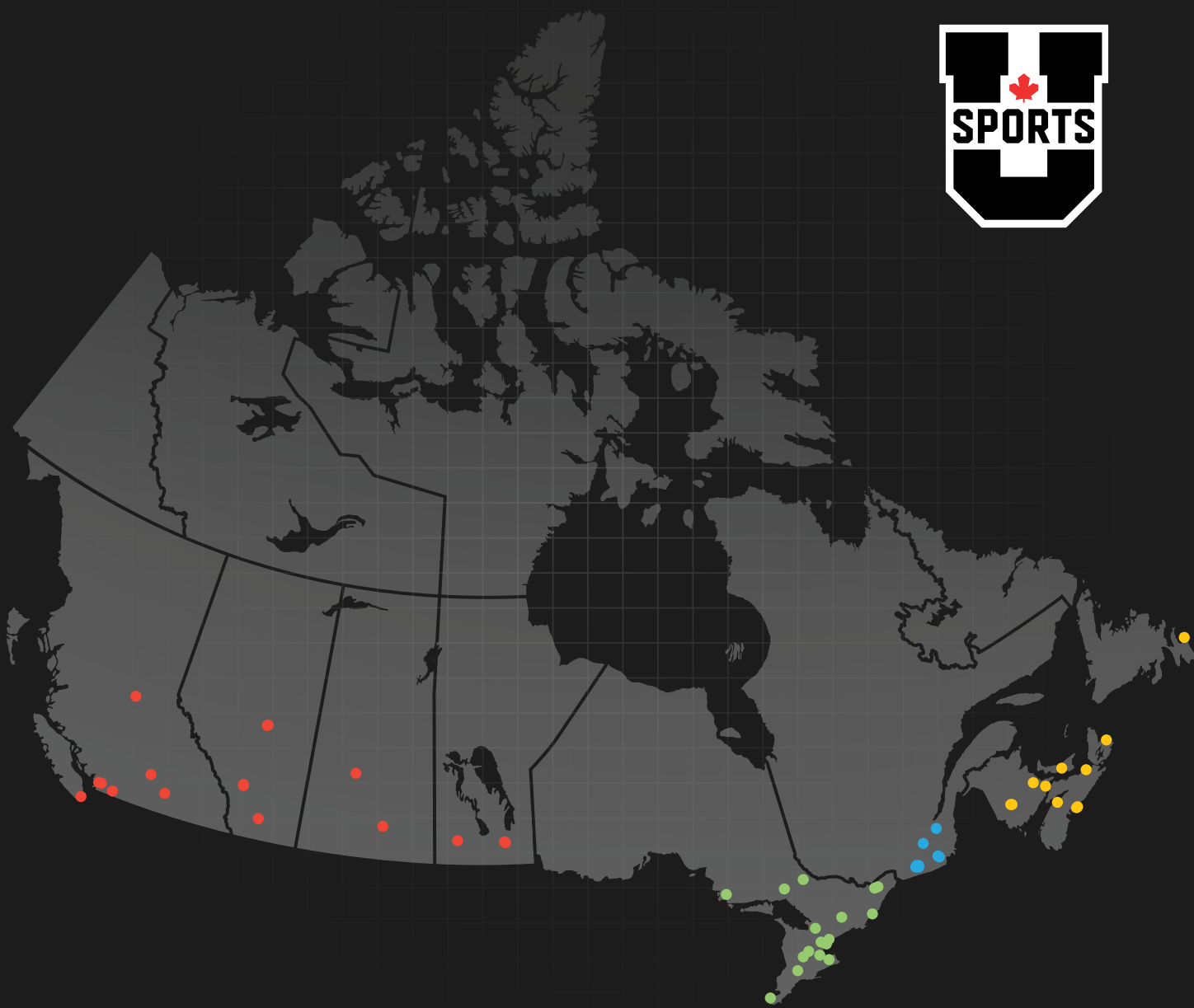
AD-HOC COMMITTEES							
Committee	Chair	CW	OUA	RSEQ	AUS	U SPORTS	Other
Sport Medicine & Research Science	Dr. Taryn Taylor (Carleton)	Dr. Steve Martin (Victoria) Natalie Ghobrial (Therapist, Trinity Western)	Dr. Lindsay Bradley (Carleton) Andrea Prieur (Therapist - Toronto)	Dr. Penny Baylis (McGill) Sean Christensen (Therapist, Concordia)	Dr. David Cudmore (StFX) Colin King (Therapist - Acadia)	Lisette Johnson-Stapley Jenna Blackburn	Brian Roy (CCUPEKA) Dr. Carla Edwards (Mental Health Specialist)
Women's Hockey Pilot Project	Scott Ring (U SPORTS)	Ken McInnes (Lethbridge)	Brian Bourque (Waterloo) Lisa Haley (Ryerson)	Lisen Moore (McGill)	Pierre Arsenault (Mount Allison)	Lisette Johnson-Stapley Scott Ring	Bob Copeland (McLaren Global Sport Solutions)
Sport Model Review	Lisette Johnson Stapley U SPORTS	James Keogh (Victoria)	Sue Hylland (Ottawa)	Geoff Phillips (McGill)	Dr. Karen Murphy (Memorial)	Lisette Johnson-Stapley	Bob Copeland (McLaren Global Sport Solutions)
National Championships Contingency Planning	Lisette Johnson-Stapley (U SPORTS)	Clint Hamilton (Victoria)	Christine Stapleton (Western)	Manon Simard (Montréal)	Pierre Arsenault (Mount Allison)	Lisa Beatty Zach Weese	N/A

TOP 10 COMMITTEES					
Committee	Chair	Format	U SPORTS	RankR (ELO)	Other
Cross Country	Félix Antoine-Lapointe (Laval)	Full Coaches Poll	Alan Hudes	N/A	Andrew Cameron (Athletics Canada)
Men's Basketball	Kevin Duffie (Acadia)				Martin Timmerman (USPORTSHoops.ca)
Women's Basketball	Carly Clarke (Ryerson)	Martin Timmerman (USPORTSHoops.ca)			
Women's Rugby	Matthew Durant (Acadia)	Colette McAuley (President, Coaches Executive)			
Men's Soccer	Keith Mason (Guelph)	Mike Mosher (UBC, President, Coaches Executive)			
Women's Soccer	Liz Jepsen (Alberta)	N/A			
Men's Hockey	Steve Knowles (U SPORTS Statistics Consultant)	Mario Kovacevic Neno Kovacevic Eric Holzapfel			
Men's Volleyball	Ben Josephson (Trinity Western)	N/A			
Swimming	N/A	Shawn Sky (Mount Royal, President, Coaches Executive)			
Track & Field	N/A	Richard Loucks (Swimming Canada)			
Wrestling	Trevor Manchester (Algoma)	Non-ELO Statistical Algorithm	N/A	Andrew Cameron (Athletics Canada) Chris Reith (Wrestling Canada)	

TOP 10 POLL / ELO CUSTOMIZATION COMMITTEES						
Committee	Chair	Format	Members	Affiliation	U SPORTS	Other
Football	Donnovan Bennett (Sportsnet)	ELO/Media	Gord Randall	Krown Gridiron Nation	Alan Hudes	N/A
			Louis-Simon Lapointe	TVA Sports		
			Mathieu Quiviger	TVA Sports		
			Claude Scilley	Kingston sports reporter		
			Katie Burt	canadafootballchat.com		
			Salim Valji	CTV Montreal		
			Monty Mosher	Nova Scotia sports reporter		
			Michel Bélanger	Former CIS Communications		
			Marshall Ferguson	TSN Radio 1150		
			Richard Boutin	Journal de Québec		
			John Edwards	U SPORTS Statistics Consultant		
			Justin Dunk	3DownNation		
			Neate Sager	The CIS Blog		
			Rita Mingo	Postmedia Calgary		
Vanisha Mistry	Football Canada					
Ameeta Vohra	Freelance Football Writer					
Women's Hockey	Isabelle Leclaire (Montreal)	Coaches Poll	Doug Paisley	Lethbridge (CW)	N/A	
			Dan Church	York (OUA)		
			Alyssa Cecere	McGill (RSEQ)		
Women's Volleyball	Lucas Hodgson (Windsor)	ELO Customization	Chris Larade	Saint Mary's (AUS)	Doug Reimer (UBC, President, Coaches Executive)	
			Chad Grimm	Thompson Rivers (CW)		
			Lucas Hodgson	Windsor (OUA)		
			Lionel Woods	Ottawa (RSEQ)		
			Michelle Wood	Acadia (AUS)		



Credit: Ian MacAlpine / U SPORTS



U SPORTS by The Numbers

4	Conferences	21	National Championships
12	Sports	43	Cities
56	Member Institutions	4,000	Academic All-Canadians
900+	Head Coaches	20,000+	Student-Athletes





Credit: Armando Tura / USPORTS

UNIVERSITY	MONIKER (M/W)	ATHLETIC DIRECTOR	PRESIDENT
Atlantic University Sport (AUS)			
Acadia University	Axemen / Axewomen	Kevin Dickie	Dr. Peter J. Ricketts
Cape Breton University	Capers	John Ryan	David Dingwall
Dalhousie University	Tigers	Tim Maloney	Dr. Deep Saini
Memorial University of Newfoundland	Sea-Hawks	Dr. Karen Murphy	Dr. Vianne Timmons
Université de Moncton	Aigles Bleus / Aigles Bleues	Marc Boudreau	Dr. Jacques Paul Couturier (Interim)
Mount Allison University	Mounties	Pierre Arsenault	Dr. Jean-Paul Boudreau
University of New Brunswick	Reds	John Richard	Dr. Paul Mazerolle
University of Prince Edward Island	Panthers	Chris Huggan	Dr. Alaa Abd-El-Aziz
Saint Mary's University	Huskies	Scott Gray	Dr. Robert Summerby-Murray
St. Francis Xavier University	X-Men / X-Women	Leo MacPherson	Dr. Andrew Hakin
St. Thomas University	Tommies	Mike Eagles	Dawn Russell
Réseau du sport étudiant du Québec (RSEQ)			
Bishop's University	Gaiters	Matt McBrine	Michael Goldbloom
Concordia University	Stingers	D'Arcy Ryan	Graham Carr
Université Laval	Rouge et Or	Julie Dionne	Sophie D'Amours
McGill University	TBD / Martlets	Philip Quintal (Interim)	Dr. Suzanne Fortier (Principal)
Université de Montréal	Carabins	Manon Simard	Daniel Jutras
Université de Sherbrooke	Vert & Or	Jean-Pierre Boucher	Dr. Pierre Cossette
Université du Québec à Trois-Rivières	Patriotes	Isabelle La Vergne	Daniel McMahan
Université du Québec à Montréal	Citadins	Daniel Méthot	Dr. Magda Fusaro
Ontario University Athletics (OUA)			
Algoma University	Thunderbirds	Mark Kontulainen	Asima C. Vezina
Brock University	Badgers	Emily Allan (Interim)	Dr. Gervan Fearon
Carleton University	Ravens	Jennifer Brenning	Dr. Benoit-Antoine Bacon
University of Guelph	Gryphons	Scott McRoberts	Dr. Franco Vaccarino
Lakehead University	Thunderwolves	Tom Warden	Dr. Moira McPherson
Laurentian University	Voyageurs	Peter Hellstrom	Dr. Robert Haché
McMaster University	Marauders	Shawn Burt	Dr. David Farrar
Nipissing University	Lakers	Vito Castiglione	Dr. Mike DeGagné
Ontario Tech. University	Ridgebacks	Scott Barker	Dr. Steven Murphy
University of Ottawa	Gee-Gees	Sue Hylland	Jacques Frémont
Queen's University	Gaels	Leslie Dal Cin	Dr. Patrick Deane (Principal)
Royal Military College of Canada	Paladins	Darren Cates	Dr. Harry Kowal (Principal)
Ryerson University	Rams	Louise Cowin	Dr. Mohamed Lachemi
University of Toronto	Varsity Blues	Beth Ali	Meric Gertler
Trent University	Excalibur	Deborah Bright-Brundle	Dr. Leo Groarke
University of Waterloo	Warriors	Roly Webster	Dr. Feridun Hamdullahpur
Western University	Mustangs	Christine Stapleton	Dr. Alan Shepard
Wilfrid Laurier University	Golden Hawks	Peter Baxter	Dr. Deborah MacLatchy
University of Windsor	Lancers	Mike Havey	Dr. Robert Gordon
York University	Lions	Jennifer Myers	Dr. Rhonda L. Lenton
Canada West (CW)			
University of Alberta	Golden Bears / Pandas	Dr. Ian Reade	Dr. David Turpin
Brandon University	Bobcats	Russ Paddock	Dr. David Docherty
University of British Columbia	Thunderbirds	Kavie Toor	Dr. Santa Ono
University of British Columbia Okanagan	Heat	Tom Huisman	Dr. Santa Ono
University of Calgary	Dinos	Jason Kerswill	Dr. Ed McCauley
University of The Fraser Valley	Cascades	Steve Tuckwood	Dr. Joanne MacLean
University of Lethbridge	Pronghorns	Neil Langevin	Dr. Mike Mahon
MacEwan University	Griffins	Ken Schildroth	John McGrath (Interim)
University of Manitoba	Bisons	Gene Muller	Dr. David T. Barnard
Mount Royal University	Cougars	Karla Karch	Dr. Tim Rahilly
University of Northern British Columbia	Timberwolves	Loralyn Murdoch	Dr. Daniel J. Weeks
University of Regina	Cougars / Rams	Lisa Robertson	Dr. Thomas Chase (Interim)
University of Saskatchewan	Huskies	Dave Hardy	Dr. Peter Stoicheff
Thompson Rivers University	WolfPack	Curtis Atkinson	Dr. Brett Fairbarin
Trinity Western University	Spartans	Jeff Gamache	Dr. Mark Husbands
University of Victoria	Vikes	Clint Hamilton	Jamie Cassels
University of Winnipeg	Wesmen	Dave Crook	Dr. Annette Trimbee

Sport Report

National Championship Bid Process

9 of 10 provinces set to host a U SPORTS championship in 2020-21

The 2020-21 National Championship calendar is nearing completion following host selection for several U SPORTS events over the last few months. This includes **Men's & Women's Hockey** (UPEI & Montreal), Cross Country (Laval), Wrestling (Alberta) and Track and Field (UNB), following the **December 2018 announcement** for rugby, soccer and volleyball.

The bid process for the 2021 & 2022 soccer and rugby and 2022 & 2023 volleyball championships remains ongoing. The bid process for the 2022 & 2023 hockey and basketball championships is forthcoming.

CHAMPIONSHIP CALENDAR

Hockey Strategic Session

A select group of hockey leaders from across Canada were invited to participate in a day-long visioning session on Sept. 9 to provide the initial high-level strategic direction and consultation to U SPORTS and to Canadian Men's University Hockey.



U SPORTS will be using the leadership and guidance provided from this visioning session to assist and provide expertise to the University Administration (Athletic Directors from across Canada) who have overall responsibility for the management and leadership of Canadian University Men's Hockey.

The formal strategy session with the Leadership of our Member Institutions, originally scheduled for the the conclusions of the 2019-20 season, will be held at a later date.

OHL Presentations

4th Annual Professional Development series, highlighting Academic and Athletic opportunities in Canadian university sport.

- 4 Sessions over January and February
- 400+ players
- 20 OHL Teams

Institution athletic directors, head coaches and student-athletes presented at the sessions, to speak about recruiting, eligibility and scholarships. The sessions also included information on U SPORTS high performance programming including the University Cup Men's Hockey Championship, Men's Hockey All-Star Series, the FISU Winter World University Games and success stories from the professional ranks.

Women's Hockey Pilot Project

The program is slated to continue into the 2020-21 season while U SPORTS collects additional data. Additional information for the 2022-23 recruitment cycle is still to come.

Sport Model

After gathering key feedback from the membership at the 2019 Conference & Annual Meeting, a draft program document was distributed for review by the membership in September. A comprehensive final program document and application form were distributed to National Sport Organizations (NSOs) in February. Sports being moved within the model or potential new sports being added would not be implemented until the 2021-22 season.

The deadline for an NSO to apply was June 1, 2020 and U SPORTS looks forward to evaluating all applications.

Coaching Mentor & Apprenticeship programs

U SPORTS received Sport Canada funding to collaborate with female coaching stakeholders to provide educational and training opportunities for both Mentor Coaches as well as Female Apprentice Coaches. The goal of this new U SPORTS Female in Coaching program for Mentor and Apprenticeship Coaches is to increase the number of females in coaching positions across Canadian universities.

We thank all that applied for both programs and look forward to selecting worthy candidates.

Sport Medicine & Research Science Committee Work

U SPORTS Concussion Statement & Guidelines released in August.

Online bilingual concussion education module released in February, designed and targeted for varsity student athletes. The module will help universities fulfill the required education that needs to be delivered to all athletes and support staff according to Rowan's law, as well as universities across the country who are looking for ways to increase concussion awareness and educate student-athletes. The development of the module is well underway with the target completion date being July / August 2020.

New **Mental Health Guidelines** distributed in January in support of Bell Let's Talk Day.

The document provides Canadian university athletic and sport medicine departments with best practices for supporting and promoting student-athlete mental health. It is entirely up to the Athletic departments should they choose to use these guidelines to help develop their policies and standards for the management of student-athlete mental health at their respective universities.

Road to the Pros: Canadian League Partnerships

U SPORTS 92 U SPORTS players selected in three Canadian Professional League Drafts.

CFL DRAFT 57 Football players.
[Click here to see the draft results](#)

CEBL U SPORTS 21 Men's basketball players.
[Click here to see the draft results](#)

U DRAFT 14 Men's soccer players.
[Click here to see the draft result](#)

Women's Basketball Centennial Initiatives

Top 100 Players of century unveiled

Feb. 6, 2020 Centennial Anniversary of U SPORTS Women's Basketball (Queen's vs. McGill)

\$106,000+ raised through Shoot for the Cure Initiative to fight breast cancer

\$70,000+ raised for the Canadian Cancer Society

\$36,000+ raised for the local and provincial charities

48 U SPORTS Women's Basketball Programs celebrated

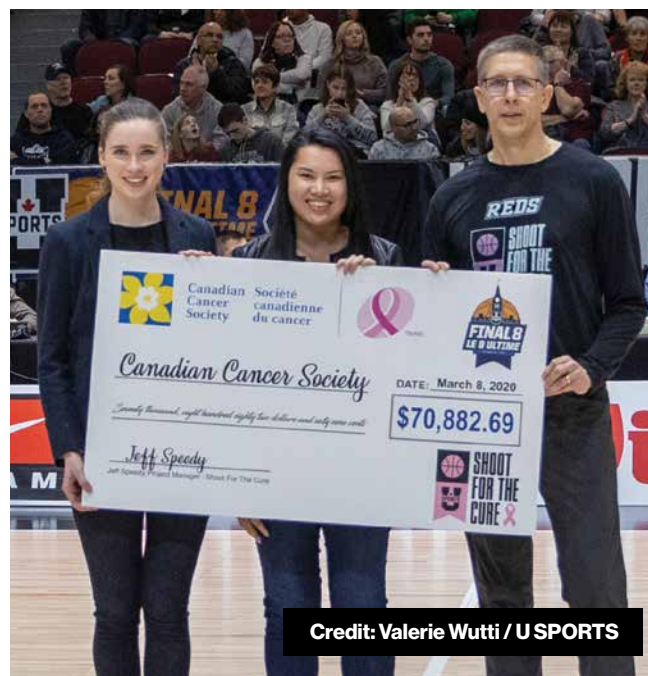
\$106,000+

Raised for local, provincial and national charities.

In celebration of the centennial anniversary of Canadian University women's basketball, U SPORTS supported a pair of special initiatives this season.

Members of the Top 100 – chosen by a committee of U SPORTS coaches and partners – who competed from 1930-80 were revealed beginning on the centennial anniversary of Feb. 6, followed weekly by players from the next four decades (1980s, 1990s, 2000s, 2010s). Meanwhile, the Shoot for the Cure Marketing campaign aimed to raise over \$100,000, with U SPORTS posting weekly fundraising updates on social media, showcasing the national progression towards the ultimate goal.

Both initiatives were celebrated during the national final of the 2020 U SPORTS Final 8 Basketball Championships, jointly hosted by the Ottawa Gee-Gees, Carleton Ravens and Ottawa Sports & Entertainment Group – the first time the men's and women's tournaments have been held simultaneously together in the same city and venues.



Credit: Valerie Wutti / U SPORTS



Cape Breton striker Cory Bent, who won a U SPORTS bronze medal, was selected first overall in the second annual CPL-U SPORTS Draft. (Credit: James Hajjar / U SPORTS)



Credit: Valerie Wutti / U SPORTS

2019-20 National Championships

2019-20 National Championships

- 52 of 56 members attended at least one national championship
- 24 Years between Vanier Cup titles for the Calgary Dinos
- 16 Most championships attended by a single member (Calgary, Alberta)
- 9 Repeat national champions from 2018-19
- 7 of 10 Provinces scheduled to host at least one national championship
- 5 Champions with multiple national titles since 2016
- 3 First-time national champions in school history

52 OF 56
members attended at least one national championship.

2019-20 National Championships					
Sport	Champions	Silver	Bronze	Host	Season Awards
Women's Field Hockey	Victoria	Guelph	N/A	Victoria	Link
Women's Rugby Presented by the University of Ottawa	Laval	Guelph	Ottawa	Ottawa	Link
Men's Soccer	UQTR	Montreal	Cape Breton	Montreal	Link
Women's Soccer	UBC	Calgary	Toronto	Victoria	Link
Men's Cross Country	Calgary	McMaster	Guelph	Queen's	-
Women's Cross Country	Queen's	Guelph	Laval	-	-
Mitchell Bowl	Calgary	McMaster	N/A	Calgary	-
Uteck Bowl	Montreal	Acadia	N/A	Acadia	-
Vanier Cup Presented by Promutuel Insurance	Calgary	Montreal	N/A	Laval	Link
Men's Swimming	UBC	Calgary	Toronto	Victoria	-
Women's Swimming	UBC	Toronto	Calgary	Victoria	-
Men's Wrestling	Brock	Saskatchewan	Concordia	Brock	-
Women's Wrestling	Brock	Saskatchewan	Alberta	Brock	-
Men's Track and Field	Guelph	Calgary	Saskatchewan	Alberta	Link
Women's Track and Field	Guelph	Toronto	Laval	Alberta	Link
Men's Basketball	Carleton	Dalhousie	UBC	Carleton, Ottawa & OSEG	Link
Women's Basketball	Saskatchewan	Brock	UPEI	Carleton, Ottawa & OSEG	Link
Men's Curling	Laurier	Guelph	Dalhousie	Brandon & Curling Canada	-
Women's Curling	Alberta	UNB	Queen's	Brandon & Curling Canada	-
Cavendish Farms University Cup	Cancelled due to COVID-19 Pandemic			Acadia & SJEIA	Link
Cavendish Farms Women's Hockey				UPEI	Link
Men's Volleyball				Manitoba	Link
Women's Volleyball				Calgary	Link

Fall Championships



Women's Field Hockey Victoria Vikes

Anna Mollenhauer scored a pair of goals and the Victoria Vikes defended their national championship on home field by knocking off the Guelph Gryphons in a two-game sweep of the best-of-three U SPORTS national championship.

(Credit: Armando Tura / U SPORTS)



Women's Rugby Laval Rouge et Or

The Laval Rouge et Or defeated the Queen's Gaels 22-14 at Matt Anthony Field at the University of Ottawa to win the gold medal for their first title in school history.

(Credit: Greg Kolz / U SPORTS)



Men's Soccer UQTR Patriots

Félix Clapin-Girard made 15 saves for his third shutout of the tournament, as the UQTR Patriots captured their first national title with a 2-0 win over the defending champion and hometown favourite Montreal Carabins at CEPsum.

(Credit: James Hajjar / U SPORTS)



Women's Soccer
UBC Thunderbirds

Danielle Steer scored the only goal in the 80th minute and the UBC Thunderbirds won the national championship with a 1-0 victory over the Calgary Dinos at Centennial Stadium.

(Credit: Armando Tura / U SPORTS)



Men's Cross Country
Calgary Dinos

For the second straight year, it was the Calgary Dinos atop the team podium at Fort Henry Hill in Kingston scoring 63 points for the championship banner.

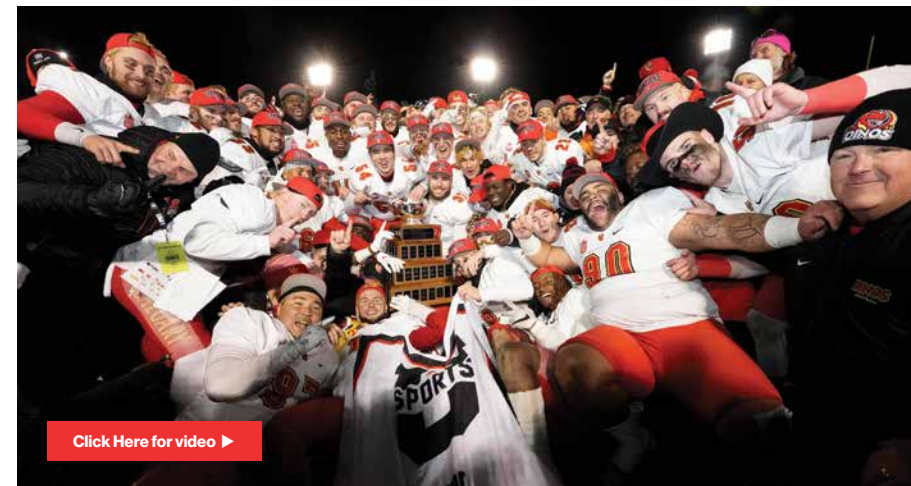
(Credit: Ian MacAlpine / U SPORTS)



Women's Cross Country
Queen's Gaels

After being ranked No.1 throughout the entire U SPORTS season, the Queen's Gaels came through on the final race of the year scoring a team total of 53 points to claim the national title on their home course at Fort Henry Hill in Kingston.

(Credit: Ian MacAlpine / U SPORTS)



55th Vanier Cup presented by Promutuel Insurance
Calgary Dinos

The Calgary Dinos are U SPORTS football champions for the fifth time in program history and first since 1995, after defeating the Montreal Carabins 27-13 in the 55th Vanier Cup presented by Promutuel Insurance, in front of 8,376 spectators at TELUS-Université Laval Stadium in Quebec City.

(Credit: Armando Tura / U SPORTS)



Winter Championships



Swimming
UBC Thunderbirds

The UBC Thunderbirds swept the team titles for the fourth straight season at Saanich Commonwealth Place in Victoria, B.C., topping the podium with 1,087 and 1,092.5 points respectively. It was the men's 18th U SPORTS banner and the women's 24th in team history.

(Credit: Armando Tura / U SPORTS)



**Wrestling
Brock Badgers**

The Brock Badgers won their **seventh straight** U SPORTS wrestling championship sweep at home in St. Catherines in the Bob Davis Gymnasium – their 10th women’s title and 20th men’s banner - with 55 and 76 points.

(Credit: Stephen Leithwood / U SPORTS)



**Women’s Basketball
Saskatchewan Huskies**

Sabine Dukate, Summer Masikewich and Katriana Philipenko all scored in double figures during the Saskatchewan Huskies’ decisive **82-61** victory over the Brock Badgers in the women’s gold medal game at the 2020 U SPORTS Final 8 Basketball Championships at the Arena at TD Place.

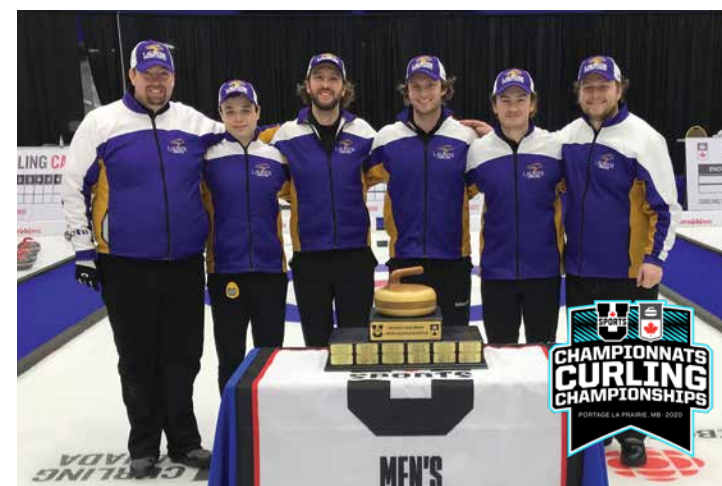
(Credit: Greg Mason / U SPORTS)



**Track & Field
Guelph Gryphons**

For the third consecutive season, the Guelph Gryphons stood atop both the men’s (139 points) and women’s (138 points) standings, **capturing** the 2020 U SPORTS Track & Field Championships at Alberta’s Universiade Pavilion.

(Credit: Nina Barroso / U SPORTS)



**Men’s Curling
Laurier Golden Hawks**

The Laurier Golden Hawks scored three in the second and stole single points in the third and fourth ends against the Dalhousie Tigers, to win their second national title since 2016 with an **8-4 victory** at Stride Place in Portage La Prairie, Man.

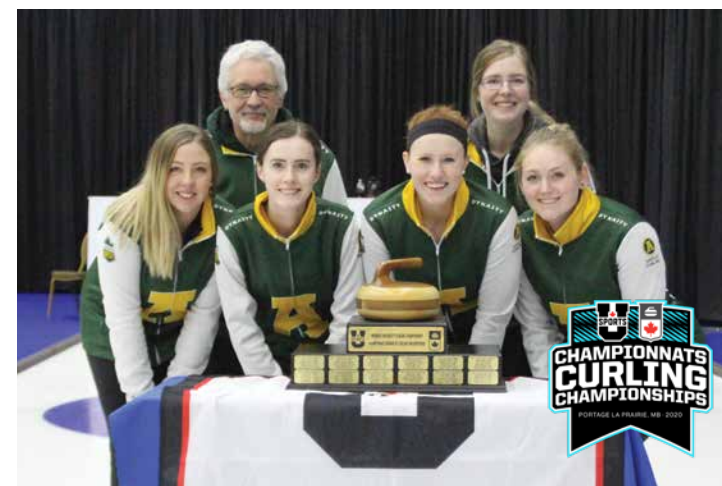
(Credit: Tyler Crayston / U SPORTS)



**Men’s Basketball
Carleton Ravens**

Munis Tutu’s 3-pointer with 97 seconds remaining proved to be the difference as the Carleton Ravens defeated the Dalhousie Tigers **74-65** in the men’s gold medal game – their 15th national title in 18 years – at the 2020 U SPORTS Final 8 Basketball Championships at The Arena at TD Place.

(Credit: Greg Mason / U SPORTS)



**Women’s Curling
Alberta Pandas**

The Alberta Pandas stole seven straight points en route to a **10-2 victory** over the UNB Reds and their fourth U SPORTS title in six seasons at Stride Place in Portage La Prairie, Man.

(Credit: Tyler Crayston / U SPORTS)



Credit: Stephen Leithwood / U SPORTS



Credit: Greg Mason / U SPORTS



Credit: Nina Barroso / U SPORTS



Credit: Janessa Hogan / U SPORTS

Hockey All-Star Programs

Each year, Hockey Canada invites U SPORTS Hockey All-Star Teams to take part in the Men's National Junior Team Selection Camp in December and the Women's Development Summer Showcase each August. The camps form a key part in Hockey Canada's player evaluation process for the annual IIHF World Junior Championship and Women's Development Series vs. Team USA.



Credit: Christian Bender / U SPORTS



Credit: Zach Worden / U SPORTS

3-2-2 Record in 7 games

5-1-1 Men's record since program began in December 2015

7-6-4 Women's record since program began in August 2016

- 43 student-athletes
- 15 returning players from 2018-19
- 21 Coaches & Support Staff
- 23 Universities represented

Kobe Sportswear becomes official outfitter of both all-star teams



In Memoriam



Credit: Christian Bender / U SPORTS



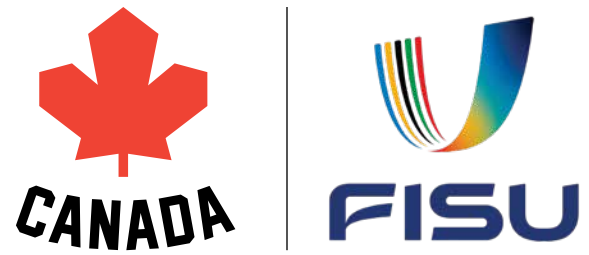
Credit: Vivid Eye Photography / U SPORTS

Former U SPORTS men's hockey all-star GM Sirman honoured

When the U SPORTS Men's Hockey All-Stars competed against Hockey Canada's World Junior Prospects, the team paid tribute to one of their leaders who was recently lost. Former team general manager Graham Sirman passed away suddenly last November, sending shockwaves through the U SPORTS hockey community. Sirman served as the team's GM in both December 2017 and 2018, working closely with the U SPORTS national office and head coaches.

Sirman is survived by his wife Alison, and sons William, 20, and Thomas, 14, who were honoured prior to the opening game, where they conducted the ceremonial puck drop and received a signed jersey. The U SPORTS All-Stars also paid tribute to Sirman by wearing "GS" helmet decals throughout the series.

International



2019 FISU Summer Universiade: Napoli, Italy



Credit: Mathieu Bélanger / Team Canada



[Click Here for video ▶](#)

Kadre Gray leads delegation as **flag bearer** – 2018 U SPORTS Male Athlete of the Year. (Credit: Mathieu Bélanger / Team Canada)

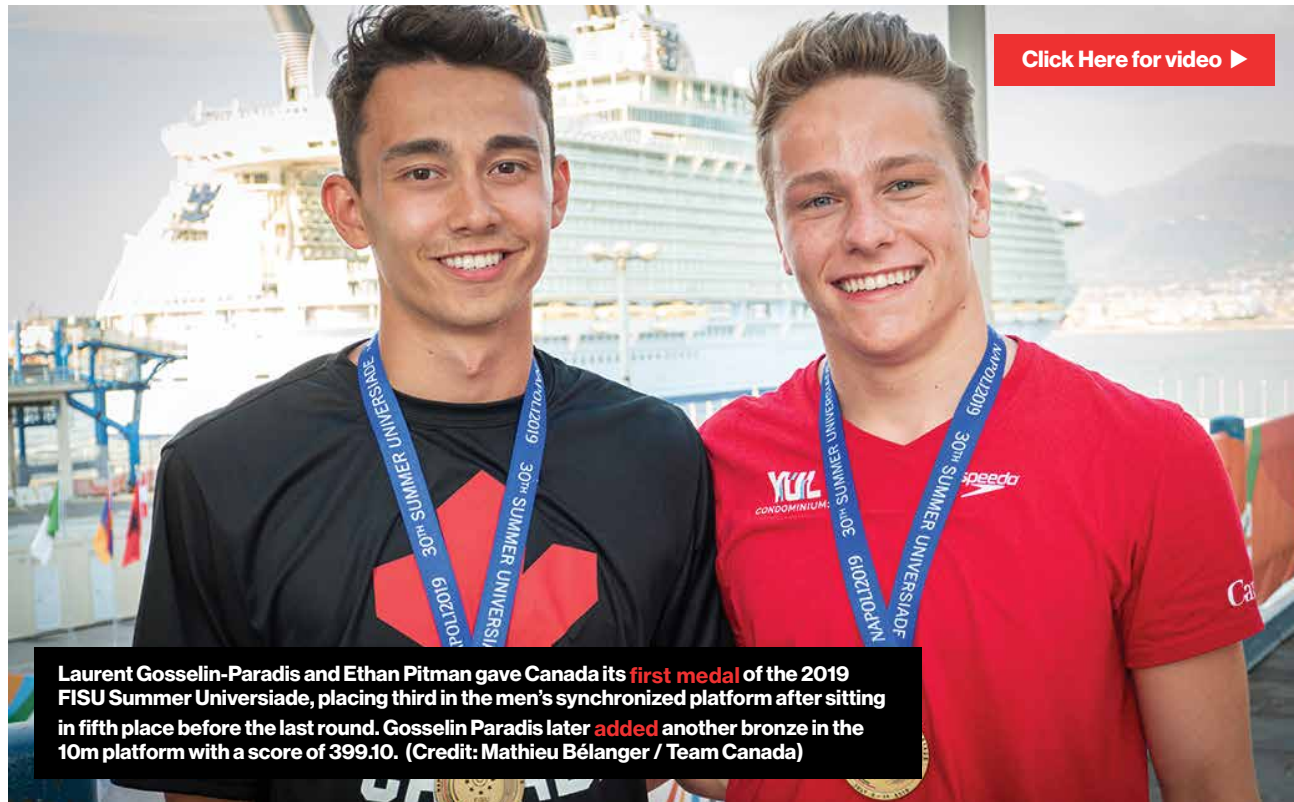
6 MEDALS

1 Gold, 1 Silver, 4 Bronze

302 Team Canada Delegation **220** Student-Athletes

- 82 Mission, Support & Medical Staff
- 12 Sports
- 9 National Sports Organizations involved in selection process
- 5 U SPORTS-operated teams in basketball, volleyball and soccer
- 16 Top-five finishes

Team Canada Medals				
Medal	Sport	Name	School	Event
Gold (1)	Athletics	Sarah Mitton	Windsor	Shot Put
Silver (1)	Athletics	Nicole Hutchinson	Villanova	5000m
Bronze (4)	Athletics	Courtney Hufsmith	Saskatchewan	1500m
	Swimming	Ingrid Wilm	UBC	4x100m Medley Relay
		Nina Kucheran	UBC	
		Hannah Genich	Toronto	
		Ainsley McMurray	Toronto	
	Diving	Laurent Gosselin-Paradis	College André Grasset	Platform
Laurent Gosselin-Paradis		College André Grasset	Synchronized Platform	
Ethan Pitman		Concordia		



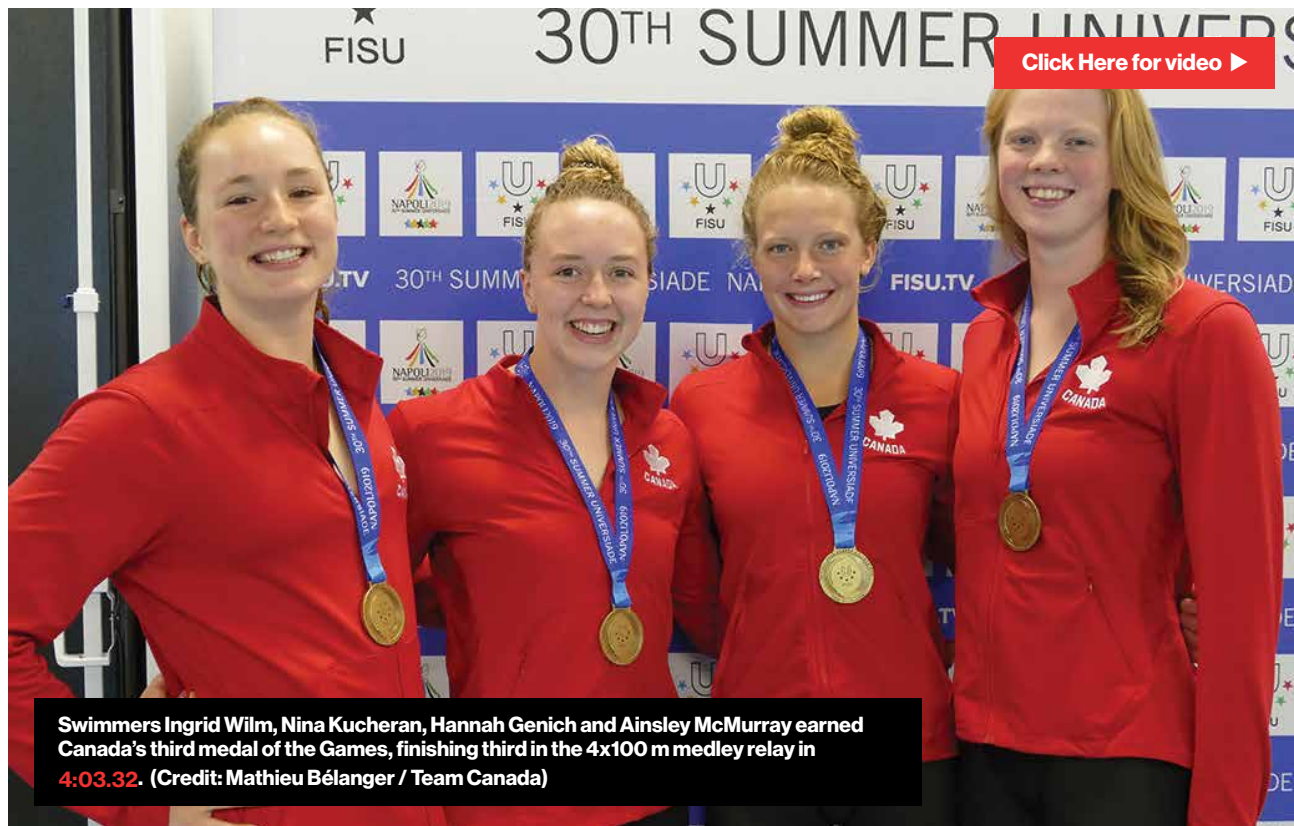
[Click Here for video ▶](#)

Laurent Gosselin-Paradis and Ethan Pitman gave Canada its **first medal** of the 2019 FISU Summer Universiade, placing third in the men's synchronized platform after sitting in fifth place before the last round. Gosselin Paradis later **added** another bronze in the 10m platform with a score of 399.10. (Credit: Mathieu Bélanger / Team Canada)



[Click Here for video ▶](#)

Shot putter Sarah Mitton won Canada's only gold medal, throwing **18.31 metres** on her third attempt in the final, winning the competition by nearly 50 centimetres over her nearest competitor. (Credit: Mathieu Bélanger / Team Canada)



[Click Here for video ▶](#)

Swimmers Ingrid Wilm, Nina Kucheran, Hannah Genich and Ainsley McMurray earned Canada's third medal of the Games, finishing third in the 4x100 m medley relay in **4:03.32**. (Credit: Mathieu Bélanger / Team Canada)



[Click Here for video ▶](#)

Distance runner Nicole Hutchinson won Canada's fifth medal with a **silver** in the women's 5,000 metres in 15:48.06. (Credit: Mathieu Bélanger / Team Canada)



[Click Here for video ▶](#)

Courtney Hufsmith won Canada's third medal in track and field posting a time of 4:11.81 in the 1,500m to win bronze. (Credit: Mathieu Bélanger / Team Canada)

KELME 2019 FISU University World Cup – Football



[Click Here for video](#)

(Credit: FISU)

Mikayla Morton scored the only goal, and the Ottawa Gee-Gees became international champions, beating Brazil's Paulista University 1-0 in the final to win the KELME 2019 FISU University World Cup – Football. Defender Trinity Esprit was named Tournament MVP.

The Gee-Gees were granted a wild card entry into the tournament to represent Canada after capturing the 2018 U SPORTS Women's Soccer Championship on home field.

- 5-0 Record
- 10-2 Goal Differential
- 5 different university opponents from 4 countries

2022 FISU World University Rowing Championship



(Credit: FISU)

In partnership with Rowing Canada Aviron (RCA), Western University and Tourism London, U SPORTS was awarded the hosting rights to the 2022 FISU World University Rowing Championship.



Canada will host the biennial international event in August 2022 at Fanshawe Lake, highlighted by:

- 300+ student-athletes
- 20+ Countries
- 5th FISU-hosted event in Canada
- 4th World University Championship on Canadian soil

Other Highlights

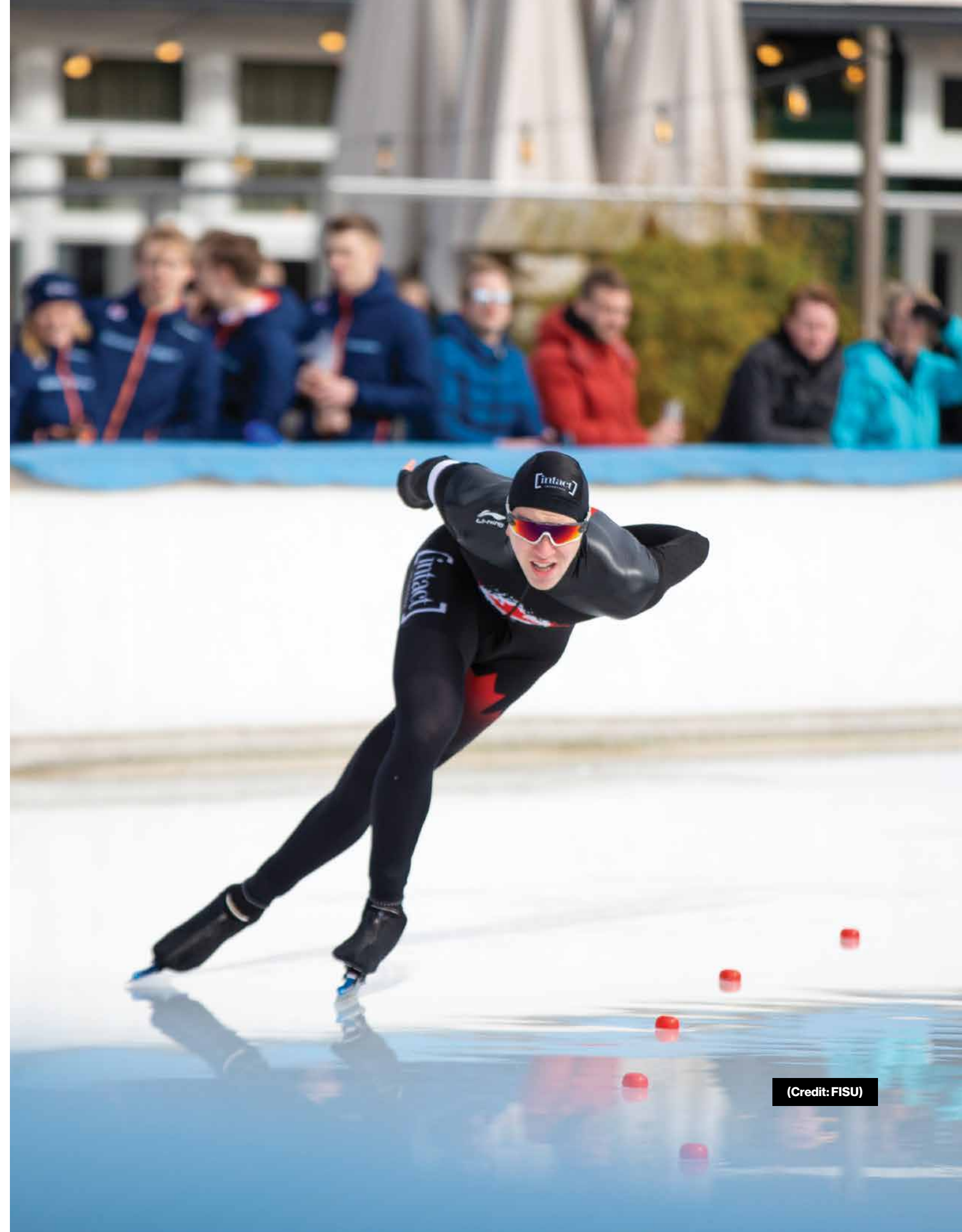
42 of 56 member institutions participated in at least one FISU International event in 2019-20

Sept. 20 – 4th annual International Day of University Sport celebrated

Naomi Kirshenblatt – Manitoba Bisons swimmer, represented Canada at the 3rd FISU Volunteer Leaders Academy in September 2019 in Kazan, Russia

Coleen Dufresne – former Manitoba Athletic Director, completed her term on FISU's board of Directors

Antoine Roger – Laval economics student, competed in the FISU World University Speed Skating Championship in March 2020 in Amsterdam, Netherlands



Awards

Governor General's Academic All-Canadian Commendation



(Credit: MCpl Mathieu Gaudreault, Rideau Hall © OSGG, 2020)

Ms. Assunta Di Lorenzo, Secretary to the Governor General and Herald Chancellor of Canada, presented the seventh annual Governor General's Academic All-Canadian Commendation. U SPORTS student-athletes who compete on one or more varsity teams at their university, while maintaining an average of 80 per cent or higher over the academic year are recognized as Academic All-Canadians.

<h1>4,000</h1>	<p>Academic All-Canadians in 2018-19</p>	<h1>13</h1>	<p>Schools with 100+ Academic All-Canadians</p>
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Thank you to our supporters of the Top 8 Academic All-Canadians:



SHERRARD KUZZ LLP
Employment & Labour Lawyers

TOP 8

Academic All-Canadians
Étoiles Académiques Canadiennes

2018 / 2019

 Anna Mollenhauer Field Hockey / Recreation & Health	 Seth Friesen Volleyball / Math & Chemistry
 Zoe Sherar Track & Field / Economics	 Slater Doggett Hockey / Applied Economics
 Frédérique Beauchamp Basketball / Medicine	 Grayg Noireault Soccer / Criminology
 Ciera Disipio Soccer / Community Studies	 Liam Elbourne Soccer / Business & Economics



(Credit: MCpl Mathieu Gaudreault, Rideau Hall © OSGG, 2020)

Lieutenant Governor Athletic Awards



Celebrating their 28th year, the U SPORTS Athlete of the Year awards are championed once again by His Honour Doug Mitchell and Her Honour, the Honourable Lois Mitchell, Lieutenant Governor of Alberta.

In lieu of a formal awards ceremony at the historic McDougall Centre in Calgary, this year's campaign is being presented digitally due to the COVID-19 pandemic, highlighted by special alumni features, the second annual leadership development seminar and online voting. Winners will be announced June 25.

Thank you to our Event Supporters:



Canadian Athletic Foundation Trustees:

- Douglas H. Mitchell, C.M., A.O.E., Q.C., Calgary, Chairman
- Vito Culmone, Toronto
- Ron Foxcroft, Burlington
- Brian Gallant, Shediac, N.B.
- Joe Gysel, Edmonton
- Donald Ingram, Calgary
- Malcolm Kirk, Toronto
- Jay Lilge, Toronto
- Karen MacNeill, Calgary
- Tim Manning, Vancouver

- Andy McCreath, Calgary
- Darren McGuire, Montreal
- Paul McMillan, Toronto
- Scott Mitchell, Hamilton
- Kelly Murumets, Toronto
- Robert Owen, Vancouver
- Thérèse Quigley, London
- Scott Thon, Calgary
- David Stenason, Montreal

2019 U SPORTS Honours Awards



Legendary Saskatchewan football coach Brian Towriss, veteran Guelph reporter Rob Massey, and former Queen's Manager of Interuniversity Sport Janean Sergeant were honoured at the U SPORTS Honours Awards Gala for their contributions to university sports in Canada as part of the 2019 U SPORTS Conference and Annual Meeting in Markham, Ont. (Credit: Rafael Indyarta / U SPORTS)



Brian Towriss
Jean-Marie De Koninck
Coaching Excellence Award



Janean Sergeant
Austin-Matthews Award



Rob Massey
Fred Sgambati Media Award



Operations Report



In December, U SPORTS unveiled a new **five-year Strategic Plan** that will guide and inform the priorities and decisions that will continue to shape and transform university sport in Canada.

Vision

To provide exceptional experiences which empower today's student-athletes to be tomorrow's leaders.

Mission

Through governing, delivering, celebrating and advocating for national university sport, U SPORTS aims to support the provision of outstanding environments and opportunities for student-athletes to achieve their full academic and athletic potential.

Values

- Students First
- Excellence
- Equity
- Competitive Balance
- Integrity and Transparency

Operating Principles

1. Institutional Autonomy
2. Collaboration and consultation
3. Service excellence
4. Collegiality
5. Innovation and evidence-based decision-making

Strategic Priorities

1. Competitions & Recognitions
2. National Advocacy
3. Operational Excellence
4. Organizational Sustainability

HR update

Over the course of the 2019-20 season, U SPORTS welcomed several new faces to the national office team.

Lisa Beatty, John Bower, Jenna Blackburn, Christian Ryan, Mohamed Hassan, Elysse Pilon, and Dane Gomez all joined U SPORTS in the last 12 months in key roles. We're excited for the membership to continue working with our staff as we prepare for the 2020-21 season.

At the same time, we bid farewell to David Goldstein, Adam Ashton, Ken Saint-Eloy, Barbara Giroud, Renee Ridout and Matt Bortolussi, who all moved on to new and exciting opportunities. We wish them all the best in their careers.

Membership Overview

A breakdown of U SPORTS student-athletes who competed for the 21 National Championships in the 2019-20 season.

Women's Sports	Student-Athletes
Basketball	684
Cross Country	483
Curling	117
Field Hockey	200
Hockey	833
Rugby	950
Soccer	1362
Swimming	496
Track and Field	993
Volleyball	657
Wrestling	123

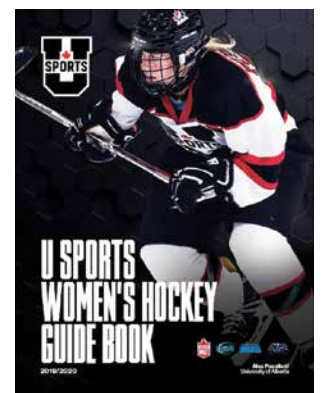
Men's Sports	Student-Athletes
Basketball	776
Cross Country	583
Curling	127
Football	2335
Hockey	967
Soccer	1326
Swimming	479
Track and Field	1226
Volleyball	521
Wrestling	219



Sport Guidebooks

Over the course of the 2019-20, the national office produced three new Sport Guidebooks, similar to the Men's Hockey Guidebook released last season. The new Guidebooks released include football, women's hockey and men's basketball.

Thank you to all members who participated in the process and submitted content for each guidebook! Final copies can be downloaded [here](#).



Commercial Report

2019-20 Key Performance Indicators

USPORTS.ca

5.3 MILLION

Pageviews
(Apr. 1, 2019 – March 31, 2020)

1.3 MILLION

Pageviews in November 2019 –
highest traffic month (+4.85%)

Media Relations



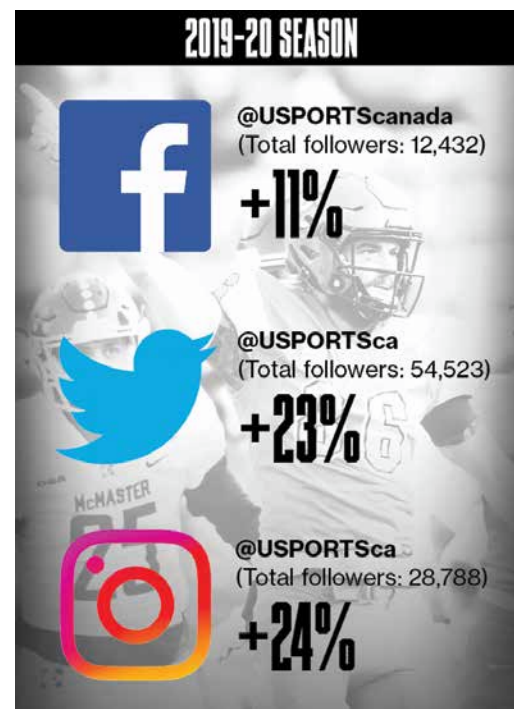
17,000

earned media
hits recorded

3.4 BILLION

cumulative estimated
audience reached

Social Media



1.1 MILLION+

Monthly Twitter impressions
(June 1, 2019 – May 31, 2020)

12.7 MILLION

Total Twitter Impressions

+22.1%

Twitter impression increase
over 2018-19

Broadcast



CBC Sports and U SPORTS announced a new English-language **broadcast partnership** in 2019-20 covering seven national championships on CBC's digital platforms (CBCSports.ca, CBC Gem and the CBC Sports App) as well as the **2019 Vanier Cup** on CBC Television.

Digital broadcast coverage of the 2020 winter championships (Swimming, Basketball and Hockey) produced the following results:

150,000+

Digital
views

19

minutes approximate
average digital
viewing time

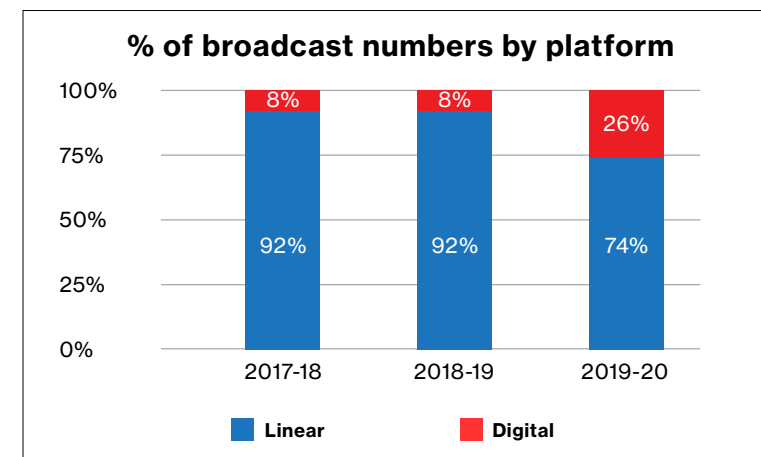
283%

increase over 2018-19
digital broadcast
impressions

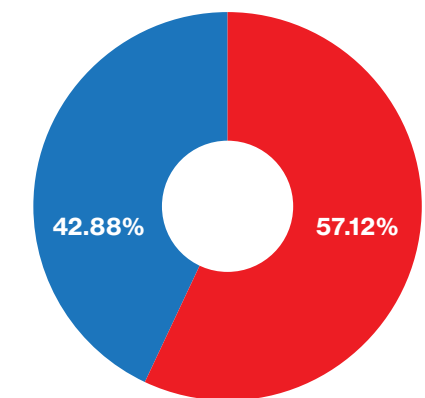
+ 10.3 % increase of broadcast viewership (digital impressions and linear viewership) of U SPORTS championship versus 2018-19. **1.05 million** total U SPORTS championship broadcast viewership.

On television, TVA Sports continued as the official French-language broadcast partner of the Vanier Cup for the fifth consecutive year.

3-year Broadcasting Trend:

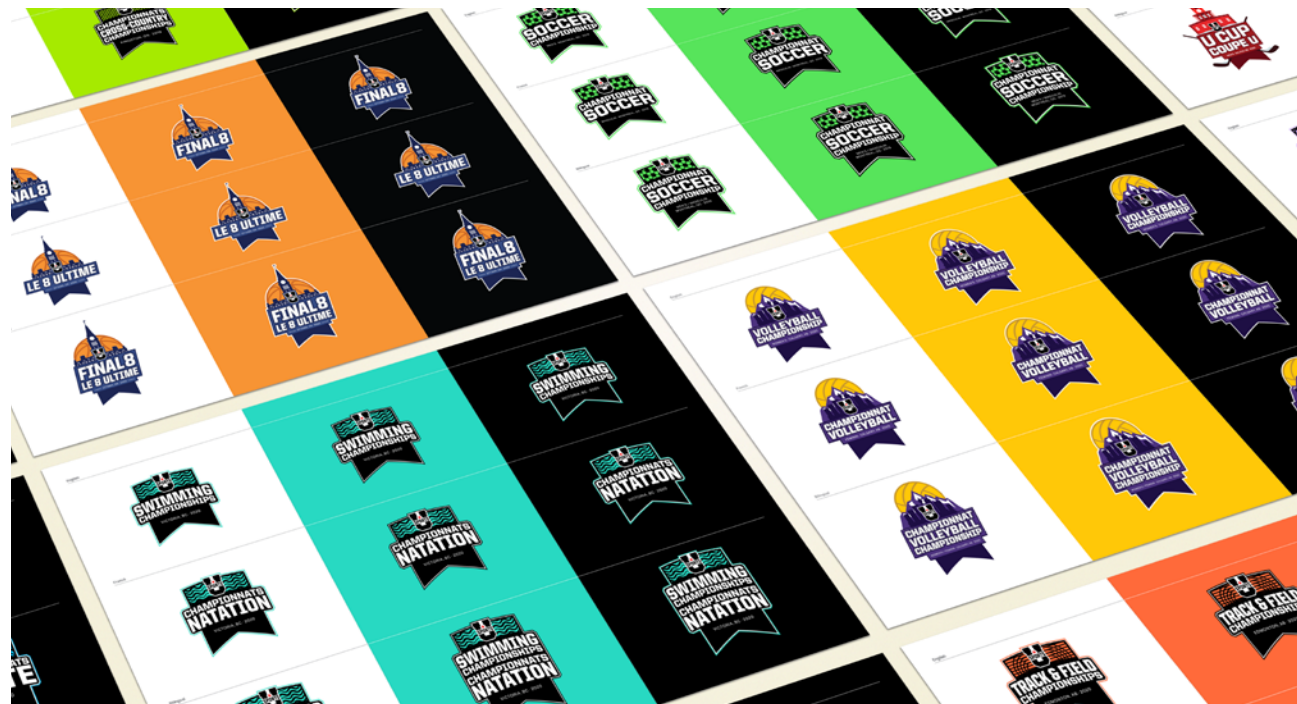


% of 2019 Vanier Cup average viewership



Figures based on 30 combined fewer linear and digital broadcasts in 2019-20

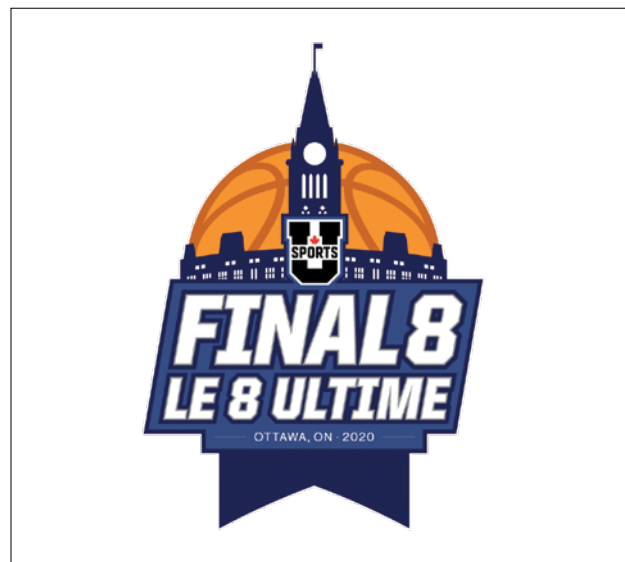
National Championship Marketing



In addition to the Chase the Glory campaign revealed in October, the national office unveiled a brand new **championship logo system** for the 2019-20 season.

Logos for the market-driven U SPORTS hockey, basketball and volleyball championships incorporate colours inspired by the field of play while integrating iconic landmarks that resonate with the host cities and communities welcoming the national championships.

All remaining championships encompass the sport-specific colour and elements from the respective sport itself. Logos for U SPORTS football championships (Bowl Games & Vanier Cup) will be unveiled later this year.



Correspondent Program Presented by the Globe and Mail

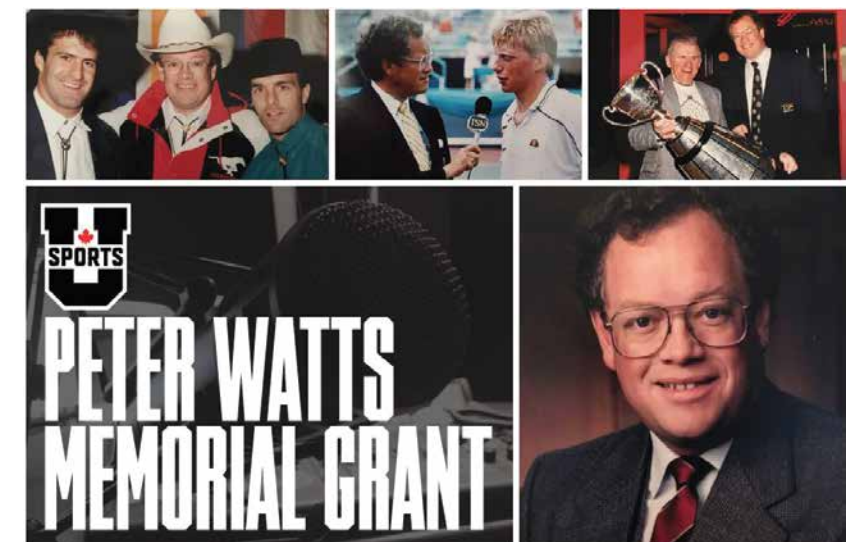


After winning the **2018-19 U SPORTS Correspondent Awards**, student-journalists Jessica Carmichael and Alex Cyr visited The Globe and Mail offices in September.

Carmichael and Cyr had a chance to tour the newsroom, as well as meet and network with Globe Sports editors and staff, as part of a professional development opportunity. U SPORTS' official media partner has served as the presenting sponsor of the Correspondent Awards, supporting grassroots journalism and celebrating student sports journalism in Canada.

Peter Watts Memorial Grant

Commemorating the one-year anniversary of his passing, U SPORTS **established** the Peter Watts Memorial Grant. The \$3,000 annual grant will be given to an incoming first-year student to be put towards their education in journalism, media studies or communications at a university registered with Universities Canada. The first grant will be awarded to a student beginning their studies in the Fall of 2020.



National Rankings Program

Since the 2018-19 season, U SPORTS has worked to standardize all national ranking formats via an objective, statistical algorithm. Team sports use the **ELO Rating System algorithm** through its partnership with RankR, while each individual sport has its own formula implemented by the respective Coaching Association.

186 million – estimated audience reach of national rankings program

Field Hockey & Curling – no current national rankings

Cross country – rankings still determined via coach's vote.

The 2020-21 season will see the completion of the rollout of ELO to all team sports currently with national rankings.

Sport Type	2018-19	2019-20	2020-21
Team Sports	5/11	7/11	10/11
Individual Sports	6/10	6/10	6/10
Total	11/21	13/21	16/21

New Corporate Partners

In October, Nike Team was **revealed** the Exclusive Performance Apparel Partner of U SPORTS for the next five years. Through national team distributor T. Litzen Sports, the partnership sees Nike Team become the primary apparel supplier of U SPORTS-branded programs. This continued a partnership formed in August **announcing** the Nike Merlin and the Nike Magia II as the official soccer balls of U SPORTS Men's and Women's Soccer Championships until 2023.

Nike Team also provided prize as part the new **Future Stars** High School Athlete of the Month program, highlighting the next generation of U SPORTS student-athletes.

For the first time, U SPORTS partnered with Fisherman's Friend for the 2020 Men's and Women's Final 8 Basketball and Hockey national championships. This partnership consisted of digital broadcast and experiential brand integrations for Fisherman's Friend. At the Final 8 Championship, Fisherman's Friend showcased its iconic boat and dock setup as well as provided fans, media, and other event goers with countless lozenge samples.



Official hockey puck of U SPORTS national championships for 2020 and 2021 seasons

Through the program, championship hosts are provided with a variety of quality puck options. As a leader in the industry, OGP is also the official puck of the CHL and its three regional leagues – the WHL, OHL and QMJHL.



Official Coaches Clinic of U SPORTS hockey

Founded by the late Hockey Hall of Famer, the Roger Neilson Coaches Clinic (RNCC) provides U SPORTS hockey coaches with hands on takeaways to enhance their skills in a variety of areas across the game. RNCC occurs annually and passes on insights from an esteemed builder of the game, exemplified by Roger's lengthy career in the NHL.



THANK YOU TO OUR PARTNERS

NATIONAL SPORT ORGANIZATIONS



CHAMPIONSHIP EVENT PARTNERS



THANK YOU TO OUR PARTNERS

MULTI-SPORT ORGANIZATIONS / PARTNER LEAGUES



COMMERCIAL PARTNERS



COVID-19 Pandemic

On Mar. 12, U SPORTS - in conjunction with its host institutions and partners – made the difficult decision to cancel the 2020 Men's and Women's Hockey and Volleyball Championships due to the [COVID-19 Pandemic](#).

This decision was made on the recommendation of the U SPORTS Crisis Management Team, who were advised by the Chief Medical Officer and subsequently the Tournament Management Committee of each championship. Once cancellations were made official, a collaborative Crisis Communications plan was executed through the national office and hosts to inform member institutions, as well as local and national media.

U SPORTS would like to thank hosts Acadia University, Sports & Entertainment Atlantic (S|E|A) and the Universities of Calgary, Manitoba and Prince Edward Island for their efforts in organizing the championships. The national office continues to work with each of the hosts on any outstanding items arising from the cancellation of the tournaments.

In addition, several other domestic and international events scheduled over the coming months were either cancelled or postponed by their respective hosts. This includes the U SPORTS East-West Bowl originally scheduled for May 9 in Ottawa (Carleton University / Canadian University Football Coaches' Association), the 2nd FISU America Games from May 31-June 10 (FISU America), as well as all FISU World University Championships, the FISU Volunteer Leaders Academy and FISU Forum scheduled through September (International University Sports Federation). A number of other U SPORTS special programs, initiatives and events taking place this spring and summer have also been affected.

In response to maintaining the health and safety of U SPORTS student-athletes and athletic department staff, U SPORTS issued a [moratorium](#) on all in-person recruiting effective Mar. 16. The moratorium includes on or off-campus official or unofficial visits, as well as the scheduling and rescheduling of any future in-person recruiting visits. The Board of Directors also continues to work closely with Operations Department, and the Eligibility and Athletic Financial Award Committees to determine appropriate regulations in each of these areas for both the 2019-20 and 2020-21 seasons, as a result of the pandemic.

2020 FINANCIAL REPORT

Financial Statements of

U SPORTS

And Independent Auditors' Report thereon

Year ended March 31, 2020



KPMG Enterprise™
150 Elgin Street, Suite 1800
Ottawa ON K2P 2P8
Canada
Telephone 613-212-5764
Fax 613-212-2896

INDEPENDENT AUDITORS' REPORT

To the Members of U SPORTS

Opinion

We have audited the financial statements of U SPORTS (the "Organization"), which comprise:

- the statement of financial position as at March 31, 2020
- the statement of operations for the year then ended
- the statement of changes in net assets for the year then ended
- the statement of cash flows for the year then ended
- and notes to the financial statements, including a summary of significant accounting policies

(Hereinafter referred to as the "financial statements").

In our opinion, the accompanying financial statements, present fairly, in all material respects, the financial position of the Organization as at March 31, 2020, and its results of operations and its cash flows for the year then ended in accordance with Canadian Accounting standards for not-for-profit organizations.

Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the "*Auditors' Responsibilities for the Audit of the Financial Statements*" section of our auditors' report.

We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

KPMG LLP is a Canadian limited liability partnership and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity. KPMG Canada provides services to KPMG LLP.



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Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit.

We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion.

The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.



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- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Chartered Professional Accountants, Licensed Public Accountants

Kanata, Canada

June 3, 2020

U SPORTS

Statement of Financial Position

March 31, 2020, with comparative information for 2019


	2020	2019
Assets		
Current assets:		
Cash	\$ 79,727	\$ -
Accounts receivable	498,961	612,692
Prepaid expenses and advances	169,126	246,729
Inventories	26,133	38,119
	<u>773,947</u>	<u>897,540</u>
Tangible capital assets (note 2)	701,902	740,707
	<u>\$ 1,475,849</u>	<u>\$ 1,638,247</u>

Liabilities and Net Assets

Current liabilities:		
Bank indebtedness	\$ -	\$ 32,473
Line of credit (note 3)	-	20,000
Accounts payable and accrued liabilities (note 4)	480,582	922,435
Deferred revenue	159,352	52,893
	<u>639,934</u>	<u>1,027,801</u>
Leasehold inducement	150,001	175,001
Travel pool and championship bond payable	641,530	364,420
Coaches Excellence Fund	249,478	279,623
Net assets (note 5):		
Invested in tangible capital and intangible assets	551,901	565,706
Unrestricted	(756,995)	(774,304)
	<u>(205,094)</u>	<u>(208,598)</u>
Commitments (note 6)		
Impact of COVID-19 (note 9)		
	<u>\$ 1,475,849</u>	<u>\$ 1,638,247</u>

See accompanying notes to financial statements.

On behalf of the Board:


D. McMahon - Chair, Finance Committee


T. Martire - Finance Manager

U SPORTS

Statement of Operations

Year ended March 31, 2020, with comparative information for 2019

	2020	2019
Revenue:		
Member dues	\$ 1,611,080	\$ 1,543,699
International	1,211,947	669,379
Funding	826,168	793,950
Events/competitions	655,641	722,974
Marketing	472,050	376,291
U SPORTS central	326,100	341,594
Interest and other	64,733	108,946
Merchandising	19,575	11,073
Donations	-	25,000
	<u>5,187,294</u>	<u>4,592,906</u>
Expenses:		
Payroll	1,539,574	1,706,415
Travel	1,128,079	1,005,765
International	947,557	472,204
Administration	623,925	561,630
Commercial	544,619	527,006
Dues	160,000	178,500
Merchandising	133,263	86,114
Events and competitions	106,773	150,830
	<u>5,183,790</u>	<u>4,688,464</u>
Excess (deficiency) of revenue over expenses	<u>\$ 3,504</u>	<u>\$ (95,558)</u>

See accompanying notes to financial statements.

U SPORTS

Statement of Changes in Net Assets

Year ended March 31, 2020, with comparative information for 2019

	Restricted for RBC student- athlete fund	Invested in TCA	Unrestricted	2020	2019
Net assets, beginning of year	\$ -	\$ 565,706	\$ (774,304)	\$ (208,598)	\$ (63,040)
Excess (deficiency) of revenue over expenses	-	25,000	(21,496)	3,504	(95,558)
Additions to tangible capital assets	-	113,955	(113,955)	-	-
Amortization of tangible capital and intangible assets	-	(152,760)	152,760	-	-
Release of restricted reserve/interfund transfer	-	-	-	-	(50,000)
Net assets, end of year	\$ -	\$ 551,901	\$ (756,995)	\$ (205,094)	\$ (208,598)

See accompanying notes to financial statements.

U SPORTS

Statement of Cash Flows

Year ended March 31, 2020, with comparative information for 2019

	2020	2019
Cash provided by (used in):		
Operating activities:		
Excess (deficiency) of revenue over expenses	\$ 3,504	\$ (95,558)
Items not involving cash:		
Amortization of leasehold inducement	(25,000)	(24,999)
Amortization of tangible capital and intangible assets	152,760	126,091
Net change in non-cash operating working capital items:		
Decrease in investments	-	50,000
Decrease (increase) in accounts receivable	113,731	(162,416)
Decrease (increase) in inventories	11,986	(13,119)
Decrease (increase) in prepaid expenses and advances	77,603	(38,214)
Increase (decrease) in accounts payable and accrued liabilities	(441,853)	123,684
Increase in travel pool and championship bond payable	277,110	22,917
Increase (decrease) in Coaches Excellence Fund	(30,145)	36,666
Increase (decrease) in deferred revenue	106,459	(10,482)
	246,155	14,570
Financing activities:		
Increase (decrease) in operating line of credit	(20,000)	20,000
Endowment fund transfer	-	(50,000)
	(20,000)	(30,000)
Investing activities:		
Purchase of tangible capital and intangible assets	(113,955)	(115,149)
Increase (decrease) in cash	112,200	(130,579)
Cash (bank indebtedness), beginning of year	(32,473)	98,106
Cash (bank indebtedness), end of year	\$ 79,727	\$ (32,473)

See accompanying notes to financial statements.

U SPORTS

Notes to Financial Statements

Year ended March 31, 2020

The mission of U SPORTS (the "Organization") is to enrich the educational experience of the athlete through a national sports program that fosters excellence through quality educational and athletic experience, unity of purpose, respect for autonomy, integrity and fair play, trust and mutual respect, equity and equality of experience.

The Organization is a Registered Canadian Amateur Athletic Association under the Income Tax Act (Canada), and is not subject to income taxes. Effective September 4, 2014, the Organization continued its articles of incorporation under the Canada Not-for-profit Corporations Act.

1. Significant accounting policies:

The financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations and include the following significant accounting policies:

(a) Revenue recognition:

The Organization uses the deferral method of accounting for contributions for not-for-profit organizations.

Restricted revenue is recognized as revenue in the year in which the related expenditure is incurred.

Unrestricted revenue is recognized as revenue when it is received or becomes receivable.

Membership fees are recognized as revenue in the period in which they become receivable.

(b) Tangible capital assets:

Tangible capital assets are recorded at cost less accumulated amortization. Amortization of office furniture and equipment is provided on the straight line basis over five years, computers and computer software is provided on the same basis over three years and amortization of leasehold improvements is provided over the term of the lease.

(c) Sports Canada contributions:

Contributions received from Sport Canada are subject to specific terms and conditions regarding the expenditure of the funds. The Organization's accounting records are subject to audit by Sport Canada to identify instances, if any, in which amounts charged against contributions have not complied with the agreed terms and conditions and which therefore would be refundable to Sport Canada. Adjustments to prior years' contributions are recorded in the year in which Sport Canada requests the adjustment.

U SPORTS

Notes to Financial Statements (continued)

Year ended March 31, 2020

1. Significant accounting policies (continued):

(d) Financial instruments:

Financial instruments are recorded at fair value on initial recognition. Equity instruments that are quoted in an active market are subsequently measured at fair value. All other financial instruments are subsequently recorded at cost or amortized cost, unless management has elected to carry the instruments at fair value. The Organization has elected to carry investments at fair value.

Transaction costs incurred on the acquisition of financial instruments measured subsequently at fair value are expensed as incurred. All other financial instruments are adjusted by transaction costs incurred on acquisition and financing costs, which are amortized using the effective interest rate method.

Financial assets are assessed for impairment on an annual basis at the end of the fiscal year if there are indicators of impairment. If there is an indicator of impairment, the Organization determines if there is a significant adverse change in the expected amount or timing of future cash flows from the financial asset. If there is a significant adverse change in the expected cash flows, the carrying value of the financial asset is reduced to the highest of the present value of the expected cash flows, the amount that could be realized from selling the financial asset or the amount the Organization expects to realize by exercising its right to any collateral. If events and circumstances reverse in a future period, an impairment loss will be reversed to the extent of the improvement, not exceeding the initial carrying value.

(e) Use of estimates:

The preparation of the financial statements requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the year. Actual results could differ from those estimates. These estimates are reviewed annually and as adjustments become necessary, they are recognized in the financial statements in the period they become known.

U SPORTS

Notes to Financial Statements (continued)

Year ended March 31, 2020

2. Tangible capital and intangible assets:

			2020	2019
	Cost	Accumulated amortization	Net book value	Net book value
Tangible capital assets:				
Office furniture and equipment	\$ 288,559	\$ 223,472	\$ 65,087	\$ 102,083
Computer	52,100	37,538	14,562	9,738
Leasehold improvements	580,371	140,981	439,390	469,758
Intangible capital assets:				
Computer software	315,470	132,607	182,863	159,128
	\$ 1,236,500	\$ 534,598	\$ 701,902	\$ 740,707

Cost and accumulated amortization at March 31, 2019 amounted to \$1,122,545 and \$381,838, respectively.

3. Line of credit:

The Organization has a line of credit of \$100,000 with a Canadian chartered bank. The line of credit bears interest at prime plus 2.0% per annum. At year-end, the Organization had drawn \$Nil (- \$20,000) on the line of credit.

4. Accounts payable and accrued liabilities:

	2020	2019
Trade	\$ 339,374	\$ 375,685
Travel pool	-	339,354
Accrued liabilities / payroll-related	139,196	144,840
Credit cards payable / staff expenses	2,012	62,556
	\$ 480,582	\$ 922,435

U SPORTS

Notes to Financial Statements (continued)

Year ended March 31, 2020

5. Net assets:

The Organization considers its capital to consist of its unrestricted and internally restricted net assets. The objective of the Organization with respect to its capital is to fund ongoing operations and future projects. The Organization manages its capital by maintaining and monitoring amounts available for future projects, contingencies and other capital requirements.

During 2019, the Organization released the \$50,000 endowment fund balance to income and has been included in interest and other revenue.

The Organization is not subject to externally imposed capital requirements and its overall strategy with respect to capital remains unchanged from the year ended March 31, .

6. Commitments:

The Organization has entered into a long-term operating lease for rental of office space. The minimum annual payments for the next four years are as follows:

2021	\$	139,726
2022		143,403
2023		143,403
2024		147,080
	\$	573,612

7. Economic dependence:

The Organization generates the majority of its revenue from 56 participating Universities in the form of member dues, events and competitions and shared funding arrangements. Future operations of the Organization are dependent upon continued participation of the participating Universities.

U SPORTS

Notes to Financial Statements (continued)

Year ended March 31, 2020

8. Financial risk management:

Liquidity risk:

Liquidity risk is the risk that the Organization will be unable to fulfill its obligations on a timely basis or at a reasonable cost. The Organization manages its liquidity risk by monitoring its operating requirements. The Organization prepares budget and cash forecasts to ensure it has sufficient funds to fulfill its obligations.

The Organization is not subject to significant currency, interest rate or credit risks.

9. Impact of COVID-19:

In March of 2020 the COVID-19 outbreak was declared a pandemic by the World Health Organization and has had a significant financial, market and social dislocating impact. The situation is fluid and the ultimate duration and magnitude of the impact on the economy and on all aspects of operations are unknown.

At the time of approval of these financial statements, the Organization has undertaken the following activities in relation to the pandemic:

- The office was closed;
- Staff are participating in virtual meetings and working from home.

Financial statements are required to be adjusted for events occurring between the date of the financial statements and the date of the auditors' report which provide additional evidence relating to conditions that existed at yearend. Management has assessed the financial impacts and there are no additional adjustments required to the financial statements at this time.



Credit: Manitoba Athletics



Credit: Montréal Athletics



HEAD OFFICE

**45 Vogell Road, suite 701
Richmond Hill, ON
L4B 3P6**

P: 905-508-3000

F: 905-508-4221

 **@USPORTSCanada**

  **@USPORTSca**

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