



University Sport in Canada

Perspectives of a President

Joanne MacLean, President & Vice-Chancellor
University of the Fraser Valley

USports Conference, Halifax
June 1st, 2022



A few
opening
comments

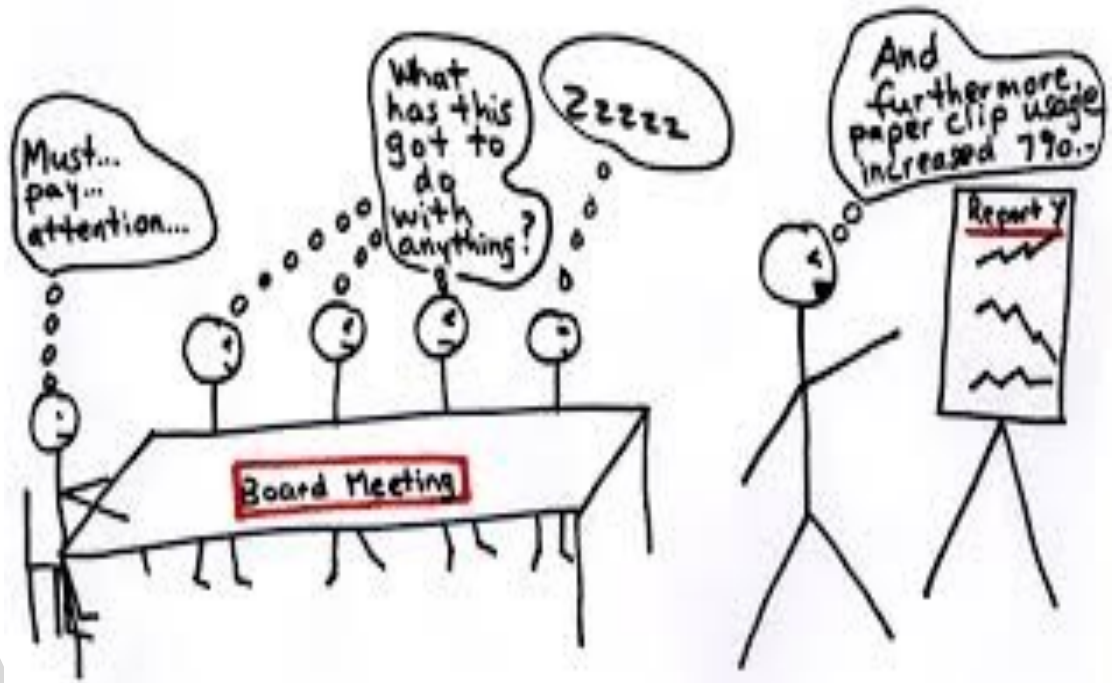
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Current roles...



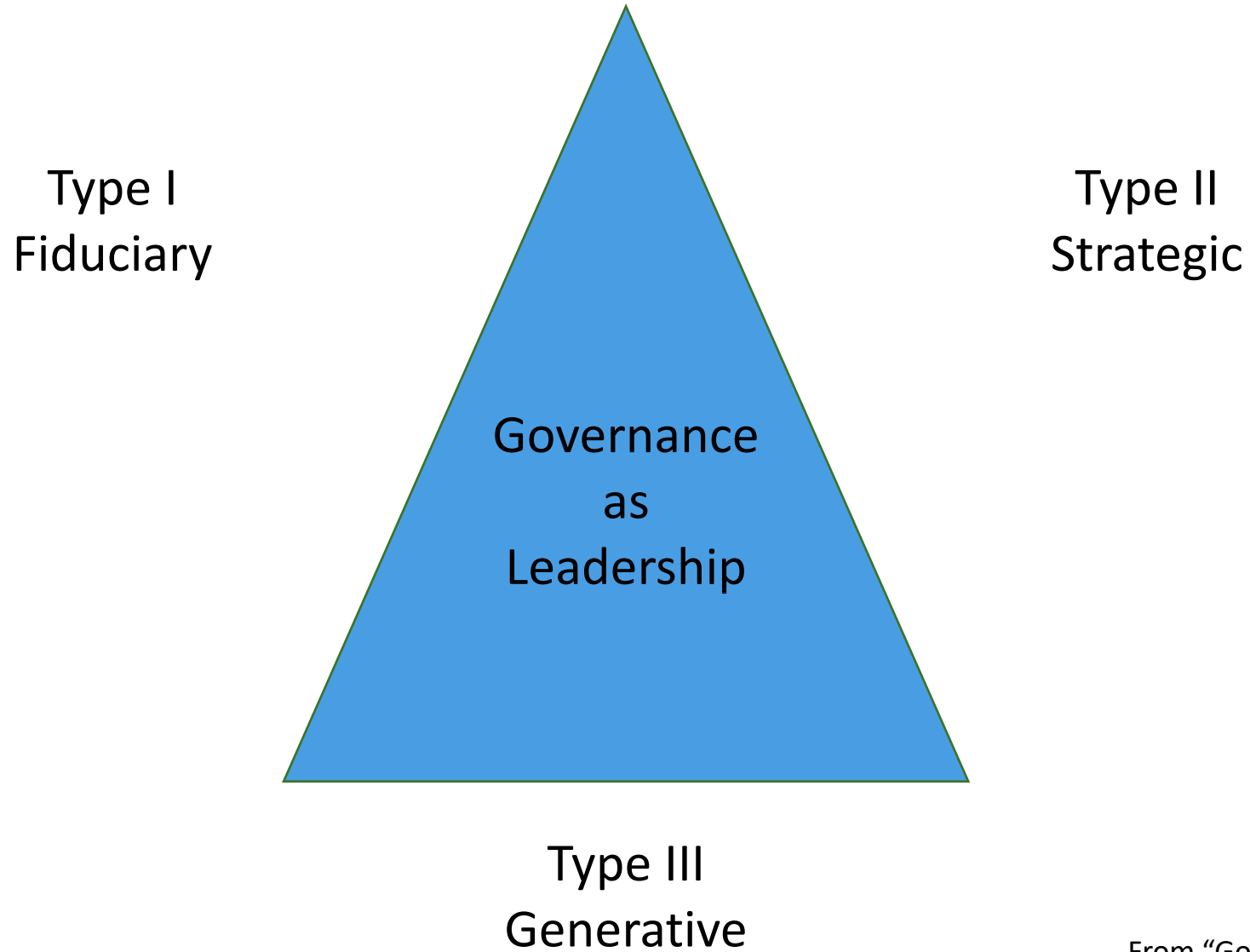
Role of the USports Board of Directors



Role of the USports Board



Modes of Governance



From "Governance as Leadership". (Chait, Ryan & Taylor, 2005)


Governance as Leadership:

Type I – Fiduciary = Oversight

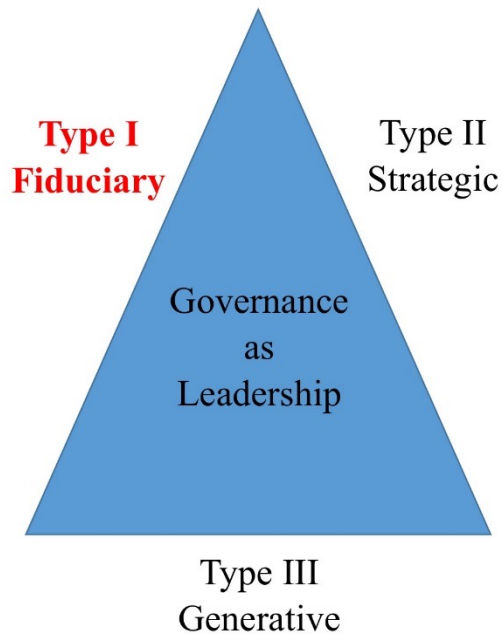
Type II – Strategic = Foresight

Type III – Generative = Insight

All 3 approaches are useful
and necessary!

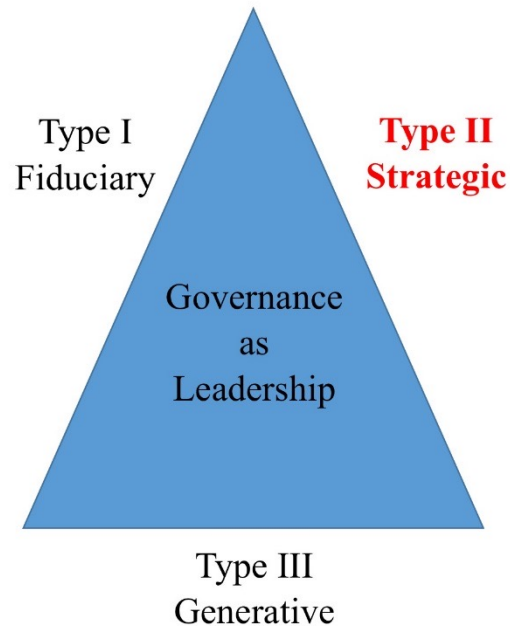


TYPE I: Fiduciary



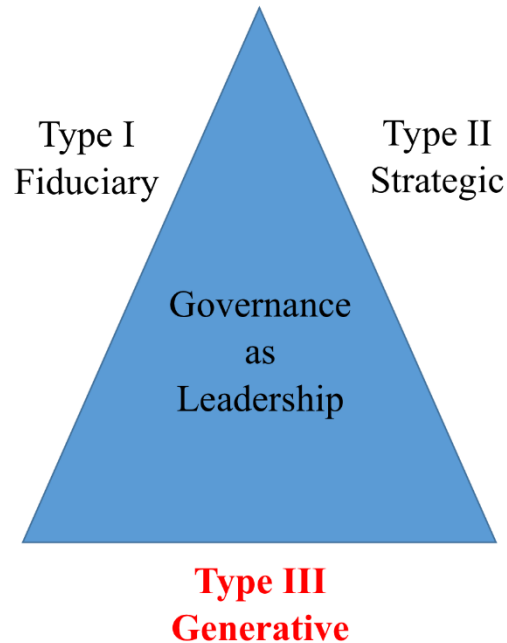
- Role = “to think and act like stewards of tangible assets”
- This mode primarily represents duties of loyalty and care
- Key questions:
 - Actions = in line with mission?
 - Is something wrong?
 - Are we following policies, procedures
 - Are we compliant with external regulations/expectations (e.g. gov’t)

TYPE II: Strategic



- Role = “to align internal strengths and weaknesses with external opportunities and threats”
- This mode represents primarily concern with performance
- Key questions:
 - Do we have adequate resources for plans?
 - Is the timeframe feasible?
 - Is our view of “our market” reasonable?
 - Do we have appropriate ways to measure performance?

TYPE III: Generative



- Role = to generate insight/understanding about all aspects of the org. & coherent sense of identity
- This mode primarily is concerned with how to frame/understand issues
- Key questions:
 - Who are we and what do we value?
 - In how many different ways can we frame a matter?
 - How do we think and how have we come to understand what we take for granted?
 - What can we learn from our past?

Canadian PSI's



Factors shaping the future ...

- ✓ Perception of Value & Importance
- ✓ Access & Inclusivity
- ✓ Capacity Issues
- ✓ Stakeholder Voice
- ✓ Societal Issues

Role & Potential of the Athletic Department

Strategic
Goals and
ILOs of the
University

Speak the
Language of
the Institution

Physical Activity
for All


Coaches ...
Front Lines of
Student
Support

Give
Student-
Athletes
Voice


Role & Potential of the Athletic Department




Drive
Access/Reduce
Costs



Demand Model
Citizenship



Expand
Your
Reach



Drive a Values-
Based
Approach

Drive Value and Build Trust



U SPORTS BLACK HISTORY CONVERSATIONS MONTH.

Sireanna Hamilton, Tyra Blizard, Tyrrell Laing, Kyrshanda Green, Dr. Ivan Joseph, Lee Anna Ouel, Charles Kead, Tonicha Gittens, Dennovan Bennett

Conversations within the Black community in the U SPORTS ecosystem.

U SPORTS CONVERSATIONS INDIGENOUS HISTORY MONTH

John Urban, Cevanna Carlson, Shayla Pine, Rachel O'Toole, Jana Headrick, Francis Verreault-Paul

Conversations within the Indigenous Community in the U SPORTS ecosystem.

Wednesday, June 30 2021 @ 1PM ET



Nouveau Directeur Général de U SPORTS
PIERRE ARSENAULT
New CEO of U SPORTS

